

## Privacy Policy

Racesolutions Limited Ltd (“Racesolutions Limited”, “Racesolutions Limited”, “us”, “we”, “our”) is a company registered in England and Wales under registered number 08465347 with its registered office at 4 Hill Bottom Close, Whitchurch Hill, Reading, RG8 7PX

The Privacy Policy (the “Policy”) below is applicable to the following Racesolutions Limited Events (altogether the “Events”, individually the “Event”):

Endure24 Trail Races  
Goring Gap Run Ultra Marathon  
RunReading Stage Race  
Wokingham Half Marathon  
Reading 10K

### DATA PROTECTION

We care about your personal data and ensuring you’re informed about how we use it. Protecting the confidentiality and integrity of personal data is a critical responsibility that Racesolutions Limited takes seriously at all times. The processing of personal data, such as the name, postal address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (the “GDPR”) and in accordance with the country-specific data protection regulations applicable to Racesolutions Limited. Racesolutions Limited promises to protect your data, and to manage any information you share with us in line with data protection laws.

This Policy sets out the nature, scope and purpose of the personal data we collect, use, process and store and our legal basis for this, to ensure you remain informed and in control of your data.

Please read this Policy carefully, along with our Event Terms and Conditions upon registration and any other documents referred to in this Policy, to understand how we collect, use, process and store your personal data.

If you have any questions about how Racesolutions Limited processes your data, please get touch using the details in the “Contact us” section below.

### TYPES OF PERSONAL DATA WE COLLECT

Depending on your interaction with Racesolutions Limited, we’ll collect the following types of information about you for marketing purposes:

Register Interest form on the website:

- Your contact details, such as name, email address

- Your personal information such as gender, walker or runner
- What Events you are interested in, how you have heard about our Event

Event Registration form if you sign up to an event and click the newsletter opt in:

- Your contact details, such as name, postal address, email address
- Your personal information such as gender, your date of birth
- Your Event history, if you have taken part in our Events before
- Your interests, how you plan on completing the Event and how you have heard about us

Registered for an event:

Upon registration the participant agrees and consents to Racesolutions Limited using his/her personal details provided in his/her Online Registration Form and Online Confirmation for the following purposes:

#### Event administration

- As the Event organiser, Racesolutions Limited requires a record of your registration details including third party emergency contact details for internal administration purposes in order to properly conduct and to safely administer the Event.
- Racesolutions Limited will also keep records of medical information provided that it is kept confidential and may be shared only with medical personnel or teams allocated to the Event. Such information shall be deleted within a reasonable time following the completion of the Event unless you agree that we may use such information in your entry for future Racesolutions Limited Events, which are staged within a reasonable timeframe thereafter.
- By registering for an Event you acknowledge that our Events may be televised, filmed and/or otherwise recorded and photographs and/or footage may be taken, all of which may capture your participation in any such event. By entering an Event you grant us and those authorised by us the free and unfettered right to use such photographs, filming and recording for any purposes it deems reasonable including, but not limited to, publication, display, sale and distribution by means of film, television, radio, print media, internet, publicity material or any other new media now or in the future.

#### Digital communications

- Racesolutions Limited will use the participant's contact data submitted on the Online Registration Form to send the participant information via social networks, by e-mail and/or SMS relating to the Event, other Racesolutions Limited Events and any further categories of news and promotional information as the participant may have requested on the Online Registration Form.
- The participant acknowledges and agrees that Racesolutions Limited may send additional notifications following the Event inviting the participant to submit or renew his/her registration for any future Racesolutions Events.

- The participant acknowledges and agrees that Racesolutions Limited may send an SMS notification during the Event for logistical purposes, to highlight changes or revisions to the planned route where information needs to be quickly communicated to the whole field of participants.

## THIRD PARTY DATA COLLECTION AND HOUSING

### Registered for an Event

When registering for an Event all information relating to participants collected by or on behalf of Racesolutions Limited from which each participant can be identified will be recorded electronically and will be used at all times in accordance with the GDPR and all applicable laws and regulations relating to the processing of personal data and privacy. Racesolutions Limited will disclose such information to a third party as necessary in connection with the safe organisation staging and administration of the Event, including but not limited to, medical teams, timing teams and race pack fulfilment. Save as expressly stated herein and under the associated event Rules and Regulations, Racesolutions Limited will not disclose information to any third parties. Each participant is entitled to withdraw his/her consent to categories of e-mail and/or SMS communications from Racesolutions Limited and can do so at anytime by either: i) following the opt-out instructions provided in the relevant e-mail or SMS, or ii) by writing to Racesolutions Limited, 4 Hill Bottom Close, Whitchurch Hill, Reading, RG8 7PX Please note that due to email production schedules you may still receive any mailings that are already in production. Participants acknowledge that a valid e-mail address or SMS contact number will be required at all times in order for participants to receive important Event information and the participant hereby consents to receive any such information.

We also use the information we receive from [www.frsystems.co.uk](http://www.frsystems.co.uk) when you register for an Event as a participant. FR Systems has its own privacy policy and you should refer to it for any questions you have about the information Fr Systems collects about you when you register for an Event.

For marketing purposes, we use third party services to house and collect data for website forms, customer relationship management, digital marketing and survey collection (e.g. digital marketing or data analysis for internal profiling of our event participants). If you have any questions about the specific third-party service, please get in touch via the contact details below.

We will not exchange or sell your personal data to another organisation for any other purposes, unless instructed to do so by you.

## HOW WE USE YOUR DATA

Personal data will be collected only for specified, explicit and legitimate reasons (these are often referred to as 'purposes'). It will not be further processed in any manner incompatible with those purposes.

The Company will not use Personal Data for new, different or incompatible purposes from that disclosed when it was first obtained unless the Data Subject has been informed of the new purposes and they have Consented where necessary

In simple terms, your personal data may be used to help us effectively market our Event products and surrounding information to you.

We have summarised below the different reasons why we do this. How we use your data for these purposes will depend on the nature of our relationship with you.

### Marketing

- To send you marketing communications including news, updates and promotions around our Events.
- By entering an Event you grant us and those authorised by us the free and unfettered right to use such photographs, filming and recording for any purposes it deems reasonable including, but not limited to, publication, display, sale and distribution by means of film, television, radio, print media, internet, publicity material or any other new media now or in the future.
- If you have registered for an Event and have specifically opted in to hear more about our corporate benefits, we may get in touch to discuss corporate teams.

### Analysis, targeting and segmentation

- To better understand our participants and allow us to serve you email marketing and messages that are optimised and for you and tailored to you.

### Marketing research

- To carry out research to better understand the audience profile and demographics of our Events.
- To send you surveys

### Media and PR

- Contacting you about press enquiries and case studies to help promote our Events if you have opted in on our entry form agreeing us for us to do so.

### legal basis for the processing

Art. 6 GDPR serves the legal basis for processing data. Processing is lawful if at least one of the following applies:

- Data processing as a result of your consent (Art. 6 para. 1 lit. a GDPR). As long as you have granted us consent to process your personal data for certain purposes, this processing is legal on the basis of your consent. Consent given can be withdrawn at any time. This also applies to withdrawing declarations of consent that were given to us before the GDPR came into force, i.e. before May 25, 2018. Withdrawal of consent does not affect the legality of data processed prior to withdrawal
- Data processing for performance of a contract to which the data subject is party or to take steps at the request of the data subject prior to entering into a contract (Art. 6 para. 1 lit. b GDPR)
- Data processing due to statutory provisions (Art. 6 para. 1 lit. c GDPR)
- Data processing in the public interest (Art. 6 para. 1 lit. e GDPR)
- Data processing in the context of balancing interests (Art. 6 para. 1 lit. f GDPR)

## DATA RETENTION

We'll retain personal data for different periods of time depending on your relationship with Racesolutions Limited.

Generally, personal data shall be processed and stored only for the period necessary to achieve the purpose of storage. When personal data is no longer needed for specified purposes, it will be deleted or anonymised.

For marketing research purposes, Racesolutions Limited will keep some data indefinitely (for example, your name and event participation history).

We will only get in touch with you if you are subscribed to our marketing database. If you decide you no longer wish to hear from us, we'll need you to unsubscribe at the bottom of any email communication or alternatively get in touch with us directly for any further requirements.

All reasonable steps will be taken to destroy or erase personal data that is no longer required from the systems. This includes requiring third parties to delete such data where applicable.

If you'd like more information on our retention policy, please get in touch via the contact details below.

## DATA STORAGE

Racesolutions Limited' operations are based in the UK and we store our data within the European Economic Area (EEA).

## YOUR DATA PROTECTION RIGHTS

When Racesolutions Limited is using your personal information on the basis of your consent, you have the right to withdraw that consent at any time. You also have the right to ask Racesolutions Limited to stop using your personal information for direct marketing purposes. Simply unsubscribe at the bottom of any email send out or contact us and we will amend your contact preferences.

You have the following rights:

- **Right to be Informed (Art. 14 GDPR)**  
You have the right to be told how your personal data will be used.
- **Right of Access (Art. 15 GDPR)**  
You can contact us asking what information we hold on you and to request a copy of that information. We have 30 days to comply once we are satisfied you have rights to see the requested records and we have successfully confirmed your identity.
- **Right of Rectification (Art. 16 GDPR)**  
If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.
- **Right of Erasure (Art. 17 GDPR)**  
You have the right to be forgotten (i.e. to have your personally identifiable data deleted). We'll be required to keep an appropriate record (such as a suppression list) so that we can make sure you don't receive future communications.
- **Right to Restrict Processing (Art. 18 GDPR)**  
In certain situations you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.
- **Right to Data Portability (Art. 20 GDPR)**  
Where we are processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor.

- Right to Object (Art. 21 GDPR)  
You have an absolute right to stop the processing of your personal data for direct marketing purposes.
  
- Right to Lodge a Complaint (Art. 77 GDPR)

You have the right to lodge a complaint with a supervisory authority (Art. 13 para. 2 lit. d and Art. 14 para. 2 lit. e GDPR). The right to lodge a complaint with a supervisory authority is regulated by Art. 77 para. 1 GDPR. According to this provision, without prejudice to any other administrative or judicial remedy, every data subject shall have the right to lodge a complaint with a supervisory authority, in particular in the EU Member State of his or her habitual residence, place of work or place of the alleged infringement if the data subject considers that the processing of personal data relating to him or her infringes the GDPR.

## NOTIFICATION OF CHANGES TO THIS PRIVACY POLICY

This Policy may change from time to time. For example, we will continue to update it to reflect new legal requirements. Please visit this website page to keep up to date with the changes to our Policy.

## WHAT TO DO IF YOU ARE NOT HAPPY

In the first instance, please talk to us directly so we can help resolve any problem or query

## CONTACT US

If you have any questions about this Policy, or about how Racesolutions Limited manages your data, please contact us at

Racesolutions Limited  
4 Hill Bottom Close  
Whitchurch Hill  
Reading  
RG8 7PX

Phone: 0118 9841511

Email: [Chris@racesolutions.co.uk](mailto:Chris@racesolutions.co.uk)

Racesolutions Limited has procedures in place to deal with all data requests and complaints and will respond within 30 days.

## COOKIE POLICY

## COLLECTION OF DATA THROUGH COOKIES

## WHAT ARE COOKIES

Like most websites, we use cookies. Cookies are tiny pieces of data saved on your computer or mobile device. There are several types of cookie and they each have different functions or uses.

## HOW DO WE USE COOKIES

We use the following types of cookies:

(a) Analytic/performance cookies – these allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

(b) Functionality cookies – these are used to recognise you when you return to our website so that we can personalise our content for you and remember your preferences, e.g. whether you are signed up to email alerts.

(d) Targeting cookies – these record your visit to our website, pages you have visited and links you have followed. We may use this information to make our website and the advertising displayed to you more relevant to your interests, and may share this information with third parties for this purpose.

We use the following cookies

### Google Analytics

This is common performance cookie that many websites use. It allows us to collect anonymous information about how you and other users use our website and helps us to improve the Website.

### Facebook Pixel

To monitor how useful our Facebook advertising is to users and enable them to be served Facebook adverts that are relevant to them.

## THIRD PARTY WEBSITES AND SOCIAL NETWORKS

If you click on a hyperlink from our website to any third-party websites (e.g., if you 'share' content from our website with friends or colleagues on social media), you may

be sent cookies from these third party websites. They will do so pursuant to their own policies on privacy and cookies. It's a good idea to check their privacy policies to fully understand their use of cookies.

## DISABLING COOKIES

By using our website you consent to our use of cookies as updated from time to time and the cookies we use will be stored on your device (unless rejected or disabled by your browser).

Internet browsers normally accept cookies by default. However, it is possible to set an internet browser to reject cookies. If you do not accept our use of cookies as set out in this policy, please set your internet browser to reject cookies. This may impair your ability to use our website so that some features may not work.

## CHANGES TO THIS POLICY AND FURTHER INFORMATION

We may update our use of cookies, and this policy, from time to time, so please check this policy regularly.

You can find out more about cookies generally and how to disable them at [www.allaboutcookies.org](http://www.allaboutcookies.org)

## TERMS AND CONDITIONS

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The Racesolutions Limited and relative event logo is subject to copyright and may not be used without prior consent of the Brand team.

#### COMPETITIONS AND PRIZE DRAWS

From time to time, we will run competitions and prize draws as part of promotions on this website. The terms and conditions specific to each will be detailed on the page related to the promotion or offer. If you have any queries regarding these or any other promotional offers, please contact [admin@racesolutions.co.uk](mailto:admin@racesolutions.co.uk).