

This privacy policy sets out how 10 Y Fan uses and protects any information that you give when you use this website. 10 Y Fan is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. 10 Y Fan may change this policy from time to time by updating this page.

Controller

The website for 10 Y Fan is hosted by www.WebsiteSorted.com - payments for registration and merchandise are processed by Stripe.

What we collect

We may collect the following information:

“Identity Data” includes first name, last name, title, date of birth, photographs, bib /race number, age & gender

“Contact Data” includes billing address, residential address, delivery address, email address, social media handles and telephone numbers.

“Financial Data” includes payment card details.

“Transaction Data” includes details about payments to and from you and other details of products and services you have purchased from us.

We may also collect personal data that includes **“Sensitive”** or **“Special Categories”** of personal data, such as: dietary requirements, information about your health and certain medical information

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

Direct interactions. You may give Us your Identity Data, Contact Data and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

subscribe to Our service or publications;

request marketing to be sent to you;

apply to participate in one of our Events;

volunteer in some capacity at one of Our events;

give Us some feedback;

Third parties or publicly available sources. We may receive personal data about you from various third parties technical, payment and delivery services. Please Contact us to find out more about the various third parties and public sources from which we may receive personal data about you.

HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, We will use your personal data in the following circumstances:

Where We need to perform the contract We are about to enter into or have entered into with you.

Where it is necessary for Our Legitimate Interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where We need to Comply with a Legal or Regulatory Obligation.

Please contact us to find out more about the types of lawful basis that we will rely on to process your personal data.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us at info@10yfan.com

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways We plan to use your personal data, and which of the legal bases We rely on to do so. We have also identified what Our Legitimate Interests are where appropriate and the period for which we retain your personal data. For the avoidance of doubt, please be aware that where we use a specific type of personal data for more than one reason and there is a conflict between the retention period for each such use in the table below, the longest retention period shall prevail.

Note that We may process your personal data for more than one lawful ground depending on the specific purpose for which We are using your data. Please Contact Us if you need details about the specific legal ground We are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of Legitimate Interest	Retention period (not exceeding)
To apply to participate, or participate, or to organise a team, in any of Our events	(a) Identity Data (b) Contact Data (c) Transaction Data (d) Technical Data (e) Profile Data (f) Marketing and	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events).	1 year from last application to participate

	Communications Data		
To televise, film and/or otherwise record Our events and to take photographs and record footage of Our events	(a) Identity Data	(a) Legitimate Interests (We need the ability to publish, display, sell and distribute Our events by means of film, television, radio, print media, internet, publicity material or any other media now or in the future).	In perpetuity
To volunteer for Our events	(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events). (c) Necessary to Comply with a Legal or Regulatory Obligation (including security and safety at Our events and tax purposes).	1 years since your last application to volunteer
To be included on Our media lists	(a) Identity Data (b) Contact Data (c) Marketing and Communications Data	(a) Legitimate Interests (We need this data to be able to enable Our events to be covered in the media).	1 years
To be a partner, sponsor or supplier or potential partner, sponsor or supplier of or to Us or Our events	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (as Our partner, sponsor or supplier) (b) Legitimate Interests (We need this data to be able to contact you about becoming a partner, sponsor or supplier to allow you to become officially associated with Us or Our event(s)). (c) Necessary to Comply	3 years after the end of any contract (if any) or 3 years from the last correspondence about being a potential partner, sponsor or supplier

		with a Legal or Regulatory Obligation (including for tax purposes).	
To be a medical professional including doctor, podiatrist and physiotherapist at one of Our events	(a) Identity Data (b) Contact Data (c) Marketing and Communications Data	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to provide your services at Our events, to ensure that you are adequately qualified and to ensure that We have the requisite number of medical professionals at Our events). (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and insurance purposes).	3 years from the date of the last event you assisted with
To process and deliver your order including: (a) Manage payments, fees and charges; and (b) Collect and recover money owed to Us	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to recover debts due to Us) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and consumer protection purposes).	1 year from order completion
To manage Our relationship with you which will include: (a) Notifying you about changes to Our terms or Privacy Policy (b) Asking you to leave a review or take a survey (c) dealing with any complaints and	(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary to Comply with a Legal or Regulatory Obligation (c) Necessary for Our Legitimate Interests (to keep Our records updated and to study how customers use Our products/services)	1 year from last correspondence

responding to feedback			
To administer and protect Our business and the Site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity Data (b) Contact Data (c) Technical Data	(a) Necessary for Our Legitimate Interests (for running Our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to Comply with a Legal or Regulatory Obligation	1 year from collection of data
To deliver relevant Site content and advertisements to you and measure or understand the effectiveness of the advertising We serve to you	(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and Communications Data (f) Technical Data	(a) Necessary for Our Legitimate Interests (to study how customers use Our products/services, to develop them, to grow Our business and to inform Our marketing strategy)	1 year from collection of data
To use data analytics to improve the Site and Our products/services, marketing, customer relationships and experiences	(a) Technical Data (b) Usage Data	(a) Necessary for Our Legitimate Interests (to define types of customers for Our products and services, to keep the Site updated and relevant, to develop Our business and to inform Our marketing strategy)	1 year from collection of data

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- For participation in the event that you have registered for
- To contact your nominated person in the event of an emergency
- Internal record keeping
- We may use the information to improve our products and services

- To contact you in response to a specific enquiry
- We may periodically send promotional emails about new products, special offers or other information which we think may be relevant to you using the email address that you have provided

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, We may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

GLOSSARY

LAWFUL BASIS

“Legitimate Interest” means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

“Performance of a Contract” means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

“Comply with a Legal or Regulatory Obligation” means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that We are subject to.

EXTERNAL THIRD PARTIES:

Service providers acting as processors provide various services such as event entry, entry management and supporting services, timing services, services with respect to the dissemination of photos, videos and other memorabilia and it and system administration services. Please contact us to find out more about the various third parties who may process your personal data.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.