

Blenheim 7k GDPR Privacy Policy

Blenheim 7k is committed to protecting and respecting your privacy. This policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time, so please check this page occasionally to ensure that you are happy with any changes. By using our website, you agree to be bound by this policy.

Should you have any questions regarding this policy or our privacy practices please, email sarah.airey@thebuzzworks.co.uk or by writing to:

Compliance Department,
Blenheim 7k
Millstone House
31 Hill Rise
Woodstock
Oxfordshire
OX20 1AB

The rules for personal processing data are set out in the UK General Data Protection Regulation (the “UKGDPR”).

Last updated – 21th July 2021

Who are we?

Blenheim 7k is a fun run established in 2002 as an event to encourage running for fun and for charity fundraising.

The events are inclusive, aimed at runners of all abilities, from beginners to experienced athletes and for all ages and backgrounds. To achieve this, we partner with companies, charities, schools, village organisations, local authorities, running clubs and organisations.

How do we collect information from you?

We obtain information about you when you use our website, when you sign up for our newsletter or register for an event.

What type of information is collected from you?

The personal information we collect might include your name, email address, phone number, IP address, and information regarding what pages are accessed and when.

If you decide to enter one of our races, then in addition to the personal information listed above, we will ask you for your date of birth, address, any medical conditions we should be aware of, and affiliations you may have with any running clubs or are a member of.

When purchasing race entry, we use a third party for secure payments. Your card and other payment information is not held by us; it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions.

How is your information used?

We may use your information to:

- Respond to requests that are submitted to us via our contact form on the website.
- Process race entry applications.
- Process online race entry applications that we have received from one of our race partners.
- Seek your views or comments on the services we provide.
- Notify you of changes to our services.
- Send you communications which you have requested, and that may be of interest to you. These may include newsletters, information about new race events, updates on current events, and other activities.
- Help promote the events and activities of our race partners.
- Send out race packs, race numbers, and timing chips to your address before an event.
- Process race results on the day of an event.
- Communicate with you after an event to inform you of your race result(s) and send any relevant event merchandise and certificates for completion.
- Publish results.
- We review our retention periods for personal information regularly. We are legally required to hold some types of information to fulfil our statutory obligations (for example, collecting medical health data). We will hold your personal information on our systems for as long as is necessary for the relevant event and where statutory obligations do not apply.

What is our legal basis for processing your data?

Our lawful basis for processing your general personal data under Article 6 of UKGDPR is as follows:

Consent of the data subject:

- We will directly ask for your consent to process data.
- When you sign up for our regular newsletter on our website.
- When you register for race events

- Processing necessary for the performance of a contract with the data subject or to take steps to enter a contract:

Processing necessary for the legitimate interests of the data controller or a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of the data subject:

- We will use your data to process and facilitate your entry into one of our races received either directly or passed to us via one of our race partners.

Who has access to your information?

Blenheim 7k requires access to personal information such as name, address, phone, and email details to process your race entry and facilitate any other activities that are involved as part of your participation in one of our race events. This will typically be provided to us directly by you or maybe collected by one of our race partners. It is important to note:

- We will not sell or rent your information to third parties.
- We will not share your information with third parties for marketing purposes.

Third-party service providers working on our behalf:

- We may pass your information to our third-party service providers, agents, subcontractors, and other associated organisations to complete tasks and provide services to you on our behalf (for example, website payments).
- When we use third-party service providers, we disclose only the personal information necessary to deliver the service.
- Please be reassured that we will not release your information to third parties beyond Blenheim 7k and its race partners, for example Charity partners, for them to use for their own direct marketing purposes unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for prevention of fraud or other crime.
- We use analytics on our website and tracking our emails to ensure the correct operation of both. The results of the email analytics are only made available to the originators of the emails. They will not be shared with third parties unless required to do so by law enforcement agencies.

How can you access and update your information?

The accuracy of your information is important to us. We are working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address or any of the other information we have is inaccurate or out of date, please email sarah.airey@thebuzzworks.co.uk or write to us at:

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31 Hill Rise
Woodstock
Oxfordshire

OX20 1AB

You have the right to ask for a copy of the information Blenheim 7k holds about you. You may also want to request the same information from race partners and apply for that separately.

Security precautions in place to protect the loss, misuse, or alteration of your information

Blenheim 7k will take all steps reasonably necessary to ensure that your data is treated securely and protected from unauthorised and unlawful access and use per this notice. This includes the maintenance and enforcement of robust policies and procedures to ensure information security and data protection is at the forefront of the services we provide to you.

We will do our best to protect your personal data transmitted to us via the internet, we cannot guarantee the security of your data transmitted to our website from your device. Any transmission is at your own risk.

Any payments are being collected on our behalf; we require our payment providers to comply with the Payment Card Industry's Data Security Standards (PCI-DSS).

We understand the importance of your privacy, which is why we apply (and require our service providers to apply) appropriate physical, technical and administrative safeguards to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. We also limit access to your personal data to those employees, agents, contractors, partners, and other third parties who have a business need to do so.

Use of 'Cookies'

Like many other websites, the Blenheim 7k website uses cookies. Cookies are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit.

We may collect information about your computer, including where available your IP address, operating system, and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by our race partners or other organisations. This

privacy policy applies only to our website,, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for other sites' privacy policies and practices, even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third party site.

16 or under

We do allow the entry of children aged 16 or under. We do not process anyone's data aged under 16 without their parents/guardians' explicit permission. If you are aged 16 or under,, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Transferring your information outside of the UK

As part of the services offered to you through this website, the information you provide to us may be transferred to countries outside the United Kingdom ("UK"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the UK. These countries may not have similar data protection laws to the UK. By submitting your personal data, you agree to this transfer, storing, or processing.

Suppose we transfer your information outside of the UK in this way. In that case, we will take steps to ensure that appropriate security measures are taken to ensure that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the UK, your information may be transferred outside the UK to provide you with those services.

Your rights?

Data protection laws grant you, as a Data Subject, certain 'information rights, which are summarised below:

- **Right of access** – You have the right to obtain a copy of the information we hold about you
- **Right of rectification or erasure** – If you feel that any data that we hold about you is inaccurate, you have the right to ask us to correct or rectify it. You also have a right to ask us to erase information about you where you can demonstrate that we no longer need the data we hold, or if you withdraw the consent upon which our processing is based, or if you feel that we are unlawfully processing your data. Please note that we may be entitled to retain your personal data despite your request, for example, if we are under a separate legal obligation to retain it. Your right to rectification and erasure extends to anyone we have disclosed your personal information to, and we will take all reasonable steps to inform those with whom we have shared their data about your erasure request.
- **Right to restriction of processing** – You have a right to request that we refrain from processing your data where you contest its accuracy or the processing is unlawful. You have opposed its erasure, or

where we do not need to hold your data any longer. Still, you need us to establish, exercise or defend any legal claims, or we are in dispute about the legality of our processing your personal data.

- **Right to Portability** – You have a right to receive any personal data that you have provided to us to transfer it onto another data controller where the processing is based on consent and is carried out by automated means. This is called a data portability request.
- **Right to Object** – You have a right to object to our processing of your personal data where the basis of the processing is our legitimate interests, including but not limited to direct marketing and profiling.
- **Right to Withdraw Consent** – You have the right to withdraw your consent to process your personal data where the processing is based on consent.
- **Right of Complaint** – You also have the right to complain about any aspect of how we are handling your data with the *UK Information Commissioner's Office*, which can be contacted at <https://ico.org.uk>.
- **Right to Opt-out of Marketing Communications** – You have the right to opt-out of marketing communications we send to you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing emails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), please contact us using the contact details below.

How to make a complaint?

To exercise all relevant rights, queries, or complaints, please in the first instance contact Sarah.airey@thebuzzworks.co.uk

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If this does not resolve your complaint to your satisfaction, you have the right to complain with the Information Commissioners Office on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF,
England.

Further processing

Suppose we wish to use your personal data for a new purpose not covered by this Data Privacy Notice. In that case, we will provide you with a further notice explaining this new use before commencing the processing and setting out the relevant purposes and processing conditions.

Review of this Policy

We will post any changes we make to our privacy policy in the future on this page and, where appropriate, notified to you by e-mail. Would you please check back frequently to see any updates or changes to our privacy policy?