

Privacy Policy

Bean Running (referred to below as “**Bean Running**” or by “us”, “we” and “our”) with its registered office at **53 Symonds Road, Hitchin, SG5 2JJ**.

The Privacy Policy (the “Policy”) below is applicable to **Bean Running**’ Goring Gap Run Event (together the “Events”, individually an “Event”).

INTRODUCTION

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 we take 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 equivalent UK legislation. We promise 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 **Bean Running** 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 **Bean Running**, we’ll collect the following types of information about you:

If you complete the Register Interest form on our website at www.goringgaprun.com (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.

If you register for an Event, you will be directed to the relevant Event registration page on www.entryhub.co.uk (“Entry Hub”) which is operated for us by FR Systems Limited (“FR Systems”). There you will be asked to provide the following information (about you and any team members you are registering on behalf of) to register for the Event:

- Contact details - name, postal address, email address and telephone numbers
- Other personal information - gender, date of birth, T-shirt size, club, emergency contact details, whether you will be bringing a motorhome or caravan to the Event, your discount or reference codes (if any)
- Details of any medical conditions

When you register for the Event on Entry Hub FR Systems will share your/your team members’ data with us so that we may administer your/your team members’ registration and event participation.

You will also be asked to give us your permission to use the information you provide, including your/your team members’ name, quotes, video footage and photographic likeness for our marketing and promotional purposes.

You will be responsible for obtaining the necessary consents from your team members and ensuring that they have seen and are provided with a copy of this privacy policy. You will also be required to confirm that you agree to Bean Running' Terms and Conditions, and asked the following:

- To confirm that you accept FR Systems' terms
- Whether you would like to be kept informed about next year's Event (marketing communications).
- Whether you would like to be kept informed about future Events (marketing communications).

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.

We will not use your or any participant's personal data for new, different or incompatible purposes from that disclosed when it was first obtained unless you or the applicable participant have been informed of the new purposes and you or the applicable participant have consented where necessary.

Digital communications

We may send SMS notifications 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.

In accordance with your stated preferences, we may also use your information to send you digital communications to help us effectively market our Events to you:

- If you complete the Register Interest form on our Website, we will use your information to send you information via email and/or SMS relating to our Events.
- If you register for an Event on EntryHub we will use your information to send you information via email and/or SMS about next year's Events and/or future Events.
- We may also send additional notifications following the Event inviting you to submit or renew your registration for any future Events.

You have the option of stopping digital communications from us by clicking on the "unsubscribe" link in our marketing emails or contacting us using the details provided below and we will amend your contact preferences.

Please note that due to email production schedules you may still receive any mailings that are already in production.

Notwithstanding your opt-out from marketing communications we will require a valid email address or SMS contact number for all participants so that they can receive important Event information.

Event administration

- As the Event organiser, we require a record of your and any participant's registration details including third party emergency contact details for internal administration purposes to properly conduct and to safely administer the Event.
- We 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 in accordance with our retention procedures as detailed below.
- 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 the Event. By entering an Event you and each member of your team grant us and those authorised by us the free

and unfettered right to use such photographs, filming and recording for any purposes we deem 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.

Other purposes

In accordance with your preferences, we may also use data for marketing research, i.e. to send you surveys to carry out research to better understand the audience profile and demographics of our Events.

THIRD PARTY DATA COLLECTION AND SHARING

Digital communications

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 any specific third-party service, please get in touch via the contact details below.

Registered for an Event

When registering for an Event all personal information relating to all participants collected by us or on our behalf will be recorded electronically and will be used at all times in accordance with the UK GDPR and all applicable laws and regulations relating to the processing of personal data and privacy.

We may disclose such information to third parties as is 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.

The information provided to us via Entry Hub will also be used by FR Systems when you register yourself or your team for an Event. FR Systems has its own privacy policy, and you should refer to it <https://www.frsystems.co.uk/privacy-policy/> for any questions you have about the information they collect.

Other data sharing

We may also share your/participant personal data with any third party to whom we may choose to sell, transfer or merge all or any part of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owner may use your/participant personal data in the same way as set out in this Policy.

Except as described above, we will not disclose, exchange or sell your/any participant's personal data to another organisation for any other purposes, unless instructed to do so by you/any participant.

LEGAL BASIS FOR THE PROCESSING

Art. 6 UK GDPR sets out 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 UK GDPR). As long as you have granted us consent to process your personal data for certain purposes, this processing is legal based on your consent. Consent given can be withdrawn at any time.
- 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 UK GDPR).
- Data processing due to statutory provisions (Art. 6 para. 1 lit. c UK GDPR).
- Data processing in the public interest (Art. 6 para. 1 lit. e UK GDPR).
- Data processing in the context of balancing legitimate interests (Art. 6 para. 1 lit. f UK GDPR).

DATA RETENTION

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

Any medical information provided to us will be destroyed or erased two weeks following the completion of the Event unless a medical incident or accident occurred at the Event, and is brought to our attention, thereby requiring us to retain it for longer.

All other information relating to you/participants that is provided to us upon registration for an Event (with the exception of participant names, email addresses and the Event(s) participated in) which will be destroyed or erased within 3 months after the Event takes place.

In accordance with your preferences, if:

- you register for an Event we will retain your name, email address and the Event(s) you have participated in) to invite you to register for future Events; or
- you have subscribed to our marketing database we will retain your name and email address,

and we use this information until you tell us that you no longer wish to hear from us. To do this you will need to unsubscribe at the bottom of any marketing email or alternatively get in touch with us directly for any further requirements.

For marketing research purposes, we will keep some data as long as necessary for our research purposes (for example, your name and event participation history).

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

DATA STORAGE

Our operations are based in the UK and we store our data in the UK and the European Economic Area ("EEA"). We will only transfer personal data outside the UK or the EEA if such transfers are effected in accordance with applicable data protection law (for example pursuant to the standard data protection clauses adopted by the EU Commission from time to time (or the UK equivalents).

YOUR DATA PROTECTION RIGHTS

When we use 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 us to stop using your personal information for direct marketing purposes. Simply unsubscribe at the bottom of any email sent out or contact us and we will amend your contact preferences.

You have the following rights:

- **Right to be Informed (Art. 14 UK GDPR)**

You have the right to be told how your personal data will be used.

- **Right of Access (Art. 15 UK 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 UK 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 UK 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 UK 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 UK 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 UK 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 UK 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 UK GDPR). The right to lodge a complaint with a supervisory authority is regulated by Art. 77 para. 1 UK 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 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 UK 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 Bean Running manages your data, please contact us at:

Bean Running
53 Symonds Road,
Hitchin,
SG5 2JJ.
Phone: 07949936729
Email: operations@beanrunning.com

We have procedures in place to deal with all data requests and complaints and will respond within 30 days.

Contacting the ICO

You also have the right to complain to the Information Commissioner's Office (or ICO) about the way in which we collect and use your personal data: www.ico.org.uk/concerns or telephone 0303 123 1113.

This Policy is effective from 24th May August 2024.