

DATA POLICY FOR THE SALTIRE 24 & 12

When purchasing a Saltire 24 ticket you agree and consent to the following terms and conditions by ticking a box during the online registration process:

We at Firetrail Ltd will use your data to provide you with important and relevant information regarding the event and provide the services and experiences that are fundamental to your well-informed, safe and enjoyable participation, before, during and after the event.

Medical/first aid: You consent to your personal information being provided to professional first aid and safety providers who perform vital safety services on our behalf. This includes the emergency services, professional first aid provider Avium Ltd and our own staff at Firetrail Ltd. The information provided to these companies will only be such information that is strictly required for performing their service. In particular, you specifically acknowledge the necessity for us to provide those engaged in providing first aid and marshalling services with the medical information that you provide to us in order to ensure your welfare during the Event.

Images and video for marketing purposes: Official event photographers, film makers and drone film makers/photographers will be present at the event and may capture you. These images and video may be used on our official event websites: www.Saltire24.co.uk, and by our event partners or on online event listings, blogs, newspaper articles and other forms of public marketing or news channels online or print media to promote the event. We will never link, identify, disclose or match your name to an image or film you may be present in. If you see your image on any of our official media channels we control you can request they are removed by emailing: info@firetrailevents.co.uk

We may share your data with our third party **administration, marketing & PR contractors** to perform communications, market research and reporting for us that are relevant to the event. This may include things like age or general location demographics but will never individually identify you. We may also use data profiling to ensure that you receive tailored communications in the future.

We will share your relevant data with our chosen **race timing** service provider so they can provide you with a personalised race timing service at the event. The information provided to this company will only be such information that is strictly required for performing their service.

Right to Access: At any time you can request details of the information we hold on you and request to be provided with electronic copies of that data. We can also show you where data is being securely stored and what it is being used for. You can make this request by emailing: info@firetrailevents.co.uk

Right to be Forgotten: You may request access to, change or delete personal data held by us at any time. At any time you can request us to delete your personal data from our database and also stop sharing it with third parties (charity partner), who are then obligated to stop processing it. You can make this request by emailing: info@firetrailevents.co.uk

Right to Complain: We work hard to protect your data and only process it to provide you with the service you have consented to. If you have concerns, please contact us at and we'll respond. If you wish to make a complaint about our information rights practices you may do so directly to the Information Commissioners Office here: <https://ico.org.uk/make-a-complaint/>

Data Portability: Upon request, we can provide you with your personal data in a "commonly used machine-readable format". You can make this request by emailing: info@firetrailevents.co.uk

Data Retention period: We store personal data for 7 years from the date of your last consent/participation at the event. After this period your data will be permanently deleted unless you state otherwise.