



ATHLETICS WORLD CUP LIMITED PRIVACY POLICY

Athletics World Cup Limited Privacy Policy

Athletics World Cup Limited ("AWC", "we", "our", "us") takes your privacy very seriously.

Please read this Privacy Policy carefully to see how AWC will treat the personal information that you provide to us either when using this website (the "Site") or in other circumstances when we collect data from you (including via email). We will take reasonable care to keep your information secure and to prevent any unauthorised access or use of it. We process all information in accordance with applicable UK data protection legislation.

By using our Site or submitting information to us through or in connection with our Site or portals ("The Site", "Site", "Sites"), you signify your consent to our collection, use and disclosure of your personal information in accordance with this Privacy Policy. If you do not agree with this Privacy Policy, you must not use our Site or submit information to us through or in connection with our Site.

We may change this Privacy Policy from time to time and the change will take effect once the revised Privacy Policy is available on this Site. Therefore, please refer to this Privacy Policy each time you submit your personal information.

Your Information

We may ask you to provide information to us or collect data from you on different occasions, including at a number of points on the Site, such as when you:

- (i) e-mail enquiries, contributions or your views to us;
- (ii) enter competitions;
- (iii) register to receive or download information, newsletters or other documentation; or
- (iv) purchase goods or services from us;

The information that you are asked to provide will vary depending on the reason for the collection. In some instances, for example, if you purchase goods or services from us, the provision of certain information will be mandatory.

Cookies

When you visit the Site, we may also collect, process and use information about you and your use of the Site (which may not personally identify you), including any forums you visit and how you arrived at our Site. Such information may be collected through "traffic data" and may entail the use of "cookies" or other tracking technologies, "IP Addresses" or other numeric codes used to identify your computer.

Collection of information by third parties

When you use our Site, other companies also collect certain information on you using anonymous identifiers, cookies and the other tracking technologies mentioned above. In this regard, we use Google Analytics to better understand how our customers navigate to and through our Site, how



long customers spend visiting our content items and how often they return to visit our Site. Google Analytics also helps us to:

- track the effectiveness of the money we spend on our digital marketing campaigns through Google Display Network Impression Reporting;
- track the age range, gender, affinity categories (this includes lifestyle identifiers such as being a sports fans), in-market segments (such as product purchase interests) and other related categories through Google Analytics Demographics and Interest Reporting; and
- reach people who have visited the Site through remarketing with Google Analytics. This may include Google and other third-party vendors showing advertisements on sites across the Internet.

For more information on how cookies are used for analytics please click on the link to our Cookie Policy.

Googles privacy policy can be found here <http://www.google.co.uk/policies/privacy/>.

To opt out of Google's use of cookies visit Google's Ads Settings or the Network Advertising Initiative opt-out page.

You can delete cookies or configure your computer to reject them, although this may disable the Site's ability to manage individual sessions.

Please note that if you choose to participate in any discussion forum on the Site you may disclose personal information about yourself to other participants. If you do so this is at your own risk.

How The FA uses your information

We will use your personal information:

- (i) to respond to your enquiry;
- (ii) to acknowledge any contribution that you may make;
- (iii) to administer the relevant competition;
- (iv) to send information to you;
- (v) to fulfil any contract that we may enter into with you;
- (vi) for research purposes;
- (vii) to send marketing information to you in accordance with the provisions set out below; or
- (viii) for other reasonable purposes for which you have provided such information.

If you become a customer of ours by purchasing goods or services from us we may send you further information that is related to your purchase, by post or e-mail, or contact you by telephone.

We would like to send you marketing information, by post, e-mail, or SMS. By providing your information you are agreeing to AWC contacting you in this manner to provide you with such marketing information in accordance with the terms of this Privacy Policy.

In addition, our subsidiary companies and selected third parties (including AWC Partners (as shown on the Site) and other commercial partners) would like to send you marketing information, by post, e-mail, or SMS. We will only allow them to do this if you have indicated that you are happy to receive such information (either when you submit your details to us or at a later stage).

If you do not wish to receive any of the above information or be contacted by us in accordance with the above, please update your preferences online (where this facility is available) or alternatively write to the Data Protection Officer at the address below.



We may aggregate the information you send to us with other data (so that you cannot be identified from that data) and use that aggregated data for administrative purposes and/or share it with other people.

We may provide you with a more personalised user experience when using our application, website or any other services we might provide to you by analysing, segmenting and profiling our database and allowing us to target you with information we think you might be most interested in including products and services.

Sending you surveys for quality management purposes;

Sharing information

We will share your information with our affiliates and third-party service providers if this is necessary or reasonably required for any of the purposes above. Such third-party service providers are not entitled to use your information for their own purposes. We may also share your information with third parties for marketing purposes (in accordance with the paragraph entitled "How AWC uses the information" above) if you have indicated that you are happy to receive such information. Some of these third parties may be located outside of the United Kingdom, including in countries where data protection laws might not exist or be of a lower standard than the EU.

We may also share your information with government, law enforcement agencies and regulatory bodies when we consider the disclosure to be fair, reasonable and legal.

Protection of information

We are committed to protecting your privacy and we implement various security measures in relation to our processing and transfer of personal data. However, the nature of the Internet is such that the data may in some circumstances flow over networks without full security measures and could be accessible to unauthorised persons.

Links

This Site may contain links to other sites. Please be aware that we are not responsible for the privacy practices of these sites. We encourage our users to be aware when they leave this Site and to read the privacy statements applicable on those sites. This privacy policy does not apply to information collected on third parties' sites.

Your right to access the information

You have the right to access the information that AWC holds about you in accordance with the Data Protection Act 1998. In order to do this please make a written application to the Data Protection Officer, at the address provided below. AWC may require you to provide verification of your identity and provide a copy of the information that it holds. Please note that in certain circumstances AWC may withhold access to your information where it has the right to do so under current data protection legislation.

Updating your information

In the event that there is a change to your personal information for example your contact details, please let us know of this by updating your details online (where this facility is available) or writing



to the Data Protection Officer, at the address provided below, so that we can keep your information up to date and accurate.

Contact us

If you have any queries about this Privacy Policy, wish to stop direct marketing by AWC, its subsidiaries or third parties or you wish to access or update your information please write to the Data Protection Officer, Athletics World Cup Limited, Athletics House, Alexander Stadium, Walsall Road, Perry Barr, Birmingham, B42 2BE.

Last updated 05/02/2018