



# ATHLETICS WORLD CUP PRIVACY NOTICE

This Privacy Notice explains how Athletics World Cup ("AWC") collects, uses and shares 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 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.

Athletics World Cup is the consumer brand of the governing body "UK Athletics". For the purposes of data protection law the controller of your personal data is UK Athletics Limited, a company limited by guarantee registered in England with company number 03686940.

## **How we collect 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) submit information through the Site or 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 (including tickets);

## **The categories of data we collect**

The information that you are asked to provide will vary depending on the reason for the collection. We may collect the following categories of personal data about you:

- Your name and contact information such as address, email address and telephone number (and on an ongoing basis, any change of address details);
- Bank or credit card details (in respect of purchases you may make);
- Technical information collected through cookies about your use of our website (see below);
- Information concerning your engagement with us, including records of communications between you and us.

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 and governance purposes (including to assess and improve participation in the sport). We will only share it with other people in that aggregated form, and you will not be identified.

We may provide you with a more personalised user experience when using any of our applications, website or any other digital 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.



### **Cookies and third party collection**

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 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.

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.

Google's 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.

### **The basis for processing your information and how we use it**

#### *1. Performance of contracts*

We may process your personal data where this is necessary for the performance of a contract with you, or to take steps at your request before entering into such a contract. For example, we need to process personal data in connection with purchases of tickets.

#### *2. Legitimate interests*

We may process your personal data where it is necessary for our legitimate interests, or those of a third party. Our legitimate interests include our commercial interests and those with a wider public benefit, including in relation to the administration and promotion of athletics in the UK. In this respect we may process personal data in order to:

- Market (where appropriate) our products and services (including tickets);
- Manage our website and ensure our interactive services (eg our shop and newsletter sign-up functions) work correctly, as well as to analyse and monitor usage of our website and to improve its functionality;
- Communicate with customers, website visitors and ticket purchasers / holders;



- Conduct surveys;
- Obtain external advice, eg from lawyers and other advisers, with the aim of helping us manage our operations effectively and responsibly.

### *3. Compliance with our legal obligations*

In some cases, we need to process personal data in order to comply with our legal obligations. For example, we need to report certain tax information about our financial arrangements with third parties to HM Revenue & Customs, and assist with investigations by police and/or other competent authorities.

### *4. Consent*

We may also process your personal data on the basis of your consent, for example to send you certain direct marketing communications (where appropriate).

## **Sharing information**

We may 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 share your information with selected third parties (including our commercial partners) for marketing purposes 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 share your information with government, law enforcement agencies and regulatory bodies when we consider the disclosure to be fair, reasonable and legal.

We may also share your information with internal or external auditors and/or our professional advisers, in accordance with our legitimate interests outlined above.

## **International transfers**

We will not routinely transfer your personal data to countries outside the European Economic Area (EEA). On the limited occasions when this does occur (for example, because your personal data is stored on an IT system hosted outside of the EEA), we ensure that any such transfer meets the requirements of applicable data protection law, for example because it is necessary for the provision of our products or services to you. You can obtain more details of the protection given to your personal data when it is transferred outside the EEA by contacting us using the details below.

## **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 notice does not apply to information collected on third parties' sites.

## **How long we keep your data for**

We may retain your personal data for as long as is necessary to fulfil the purposes set out in this privacy notice and/or AWC's reasonable requirements. On expiry of the relevant retention period, your personal data will be deleted, suppressed or anonymised, as applicable.

## **Your rights**

You have the right to:

- obtain access to, and copies of, the personal data that we hold about you;
- require us to correct the personal data we hold about you if it is incorrect
- require us to erase your personal data in certain circumstances
- require us to restrict our data processing activities in certain circumstances;
- receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of your transmitting that personal data to another data controller
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on you
- where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal

If you would like to exercise any of these rights, please contact us in writing using the contact details below. Please note that these rights are not absolute and we may be entitled (or required) to refuse requests where exceptions apply.

If you are not satisfied with how we are processing your personal data, you can complain to the Information Commissioner's Office (ICO). You can also find out more about your rights under the GDPR (and other data protection legislation) from the Information Commissioner's Office website available at: [www.ico.org.uk](http://www.ico.org.uk).

## **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 you can get in touch at [dpo@uka.org.uk](mailto:dpo@uka.org.uk) or by writing to the Data Protection Officer, Athletics World Cup, Athletics House, Alexander Stadium, Walsall Road, Perry Barr, Birmingham, B42 2BE.

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