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## Privacy Policy for Race For The Baltic

Your privacy is important to Race For The Baltic and we aim to ensure that all our processing of your personal data is done properly, in a secure manner, and in compliance with applicable laws. This Privacy Policy provides information about how we are processing your personal data in relation to our website, newsletter, events and programmes. You will also find information about your rights under the General Data Protection Regulation (GDPR) and on how to contact us here.

You may find information about cookies used on our website at the bottom of this Privacy Policy, under the heading "Information about cookies".

### What personal data do we process about you?

Race For the Baltic processes your personal data under the following circumstances:

- *When you subscribe to our newsletter.*
- *When you register for one of our events.*
- *When we publish photos or videos on our website or in social media.*
- *When you register your organisation to participate in one of our programmes and you are the contact person.*
- *When we register you in our customer relationship management (CRM)-system.*

The personal data is normally collected directly from you. However, in connection with registering you in our CRM-system, we may also complement the contact information in your profile by collecting your personal data through publicly accessible sources such as your employer's website and web sites providing contact information.

## Why do we process your personal data and what is the legal basis for it?

Purpose of the processing	Personal data processed	Legal basis for the processing
To send our newsletter to you.	Name and e-mail address.	Your consent.
To publish photos or videos of you in external communication channels, newsletters, information texts or marketing campaigns, etc. We do not publish privacy sensitive material.	Photographs or videos that we may take of you at an event.	Your consent or our legitimate interest depending on the nature of the photos or videos. Photos or videos featuring multiple individuals at the same time, e.g. an overview of an event, are processed based on our legitimate interest. Photos or videos taken of you specifically, e.g. in connection with an interview, a portrait photo or for marketing purposes are processed based on your consent.
To inform you about our organisation and our events and to invite you to our events.	Name and e-mail address.	Pursue our legitimate interests of marketing our organisation and our events.
To administrate our events, such as keeping a record of the attendees of an event.	Name, telephone number, e-mail address, name of your employer, title and if you specifically have informed us thereof, your food preferences.	Pursue our legitimate interests of organizing and administrating our events.
To administrate your organisation's participation in one of our programmes.	If you are the contact person of your organisation, we process your name, telephone number, e-mail address, name of your employer and title.	Pursue our legitimate interests of administrating our programmes and communicating with participating organisations.
To register you in our CRM system	Name, telephone number, e-mail address, and where applicable, the name of your employer and title.	Pursue our legitimate interests of keeping a CRM-system.

Please note that where our legal basis is your *consent*, you may at any time withdraw your consent to the processing of your personal data by contacting us at [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com). The withdrawal of your consent does not affect the lawfulness of the processing prior to your withdrawal.

Where our legal basis for the processing is our *legitimate interest* we have considered this to outweigh your rights and interest in not having your personal data processed for these purposes. You may always object, on grounds relating to your particular situation, to the processing of your personal data based on legitimate interest. If we cannot show compelling legitimate grounds for the processing or if the processing is not necessary for the establishment, exercise or defence of legal claims, we will stop the processing of your personal data. You always have the right to object to the processing for direct marketing purposes. If you



want more information about our legitimate interest assessment or if you want to object to the processing based on our legitimate interest you may contact us at [info@raceforthebaltics.com](mailto:info@raceforthebaltics.com).

### **Who has access to your personal data?**

Race For The Baltic will treat your personal data in a sensitive manner. When we co-host events with third parties, we share name and e-mail address of individuals attending the event with our co-host. The legal basis for sharing personal data with such third party is our legitimate interest of hosting and administrating the event. For newsletters and other mailings, we use technology that does not show addresses to other recipients.

If you have consented to it in connection with attending one of our events, we may also share your name and e-mail address with the other attendees of the event.

We will also share your personal data with suppliers that carry out digital services on our behalf such as services for sending out newsletters and invitations and IT-tools used to run our organisation. The suppliers act as our processors and their processing of personal data on our behalf is governed by written agreements.

Your personal data will not be transferred to countries outside of the EU/EEA. If in a specific situation personal data will be transferred to a country outside the EU/EEA to fulfil any of the purposes set out in this privacy policy, this will be done in compliance with applicable data protection laws. We are committed to always protecting your data and will take all reasonable contractual, legal, technical and organisational measures to ensure that your personal data is treated securely and with an adequate level of protection compared to and in line with at least the level of protection offered within the EU/EEA.

### **For how long is your personal data stored?**

Race For The Baltic will not retain your personal data longer than necessary to fulfil the purposes for which it is processed, including the security of our processing complying with legal and regulatory obligations and handling disputes and for the establishment, exercise or defence of legal claims.

We will store your name and e-mail address for the purpose of sending you newsletters and inform you about our organisation and our events, including sending you invitations to events, until you unsubscribe from our e-mail list or contact us via [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com).

We will store your contact information for the purpose of administration of our events for up to two years. Information about food preferences will be deleted immediately after completion of an event.

We will store your contact details in our CRM-system and for administrating your organisation's participation in one of our programmes for as long as your organisation is a participant, until you inform us that you are no longer the contact person for your organisation, or for a maximum period of two years after our last contact.

Pictures or videos taken at events will be stored until you withdraw your consent or object to the processing. If you withdraw your consent we will no longer use pictures and videos in external communication channels and in newsletters, information texts or marketing campaigns.

### **Who is responsible for the processing of your personal data?**

Race For The Baltic, reg. no 802480-1303, c/o Norrskan House, Birger Jarlsgatan 57C, 113 56 Stockholm, Sweden, is the controller of the processing of your personal data. This

means that we are responsible for your personal data being processed correctly and in accordance with applicable laws. If you have any questions about this policy, please contact us at the above address or via [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com).

### **What are your rights?**

You have several rights with regards to the processing of your personal data. If you wish to exercise any of your rights described below, please contact us at [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com) or at c/o Norrsken House, Birger Jarlsgatan 57C, 113 56 Stockholm, Sweden.

- *Right of access and information*

You may request to be informed whether we are processing personal data relating to you and, if so, to receive a copy of it, together with some further information about the purposes of the processing, the categories of personal data concerned by the processing, the recipients to whom the personal data have been or will be disclosed, the retention period and the existence of the right to request rectification and erasure as well as to request restriction and to object to processing. You also have the right to be informed about the right to lodge a complaint with the Swedish Authority for Privacy Protection and about the source of the personal data, as well as about the existence of automated decision-making together with some additional information.

- *Right to rectification*

If you consider the personal data concerning you to be inaccurate or incomplete, you can request that the data be rectified or completed.

- *Right to object*

When we process personal data based on our legitimate interest, you have the right to object to the processing at any time. If we cannot demonstrate that there are compelling legitimate grounds to continue processing the data, we must cease processing. You also have the right to object to our processing of personal data for direct marketing purposes, including profiling. If you object to such processing, we must cease processing.

- *Right to withdraw consent*

When we process personal data based on your consent, you have the right to withdraw your consent at any time. Your withdrawal will not affect the lawfulness of processing based on consent before your withdrawal.

- *Right to restriction*

In certain cases, for example if you have objected to our processing of your personal data, contested the accuracy of the personal data or if the processing of personal data is unlawful, you have the possibility to request restriction of the processing of your personal data. By requesting a restriction, you have the possibility, at least for a certain period of time, to stop us from using the data other than to defend legal claims, for example. You can also prevent us from erasing the data, for example if you need the data to claim damages.

- *Right to erasure*

You have the right to have your personal data erased if we no longer need the personal data for the purposes for which it was collected or processed, you withdraw your consent, you object to the processing and there are no legitimate grounds for further processing, your personal data has been processed unlawfully or if we are required by law to erase your personal data.

If you have any objections or complaints with the way we process your personal data, you have the right to lodge a complaint with the Swedish Authority for Privacy Protection (Sw: *Integritetsskyddsmyndigheten*), [www.imy.se](http://www.imy.se).

All processing of your personal data is solely for the purposes set out in this privacy policy or other information that you have received from us in connection with our collection of your personal data.

## Information about cookies

### What are cookies?

A cookie is a small text file that contains information that is stored on your computer when you visit a website. Cookies can enable the website to remember some of your actions and preferences so that you do not have to enter them again when you return to the website or browse from one page to another. For more information about how cookies work, see [www.allaboutcookies.org](http://www.allaboutcookies.org).

### Why do we use cookies?

We use cookies on our website for the overall purpose of providing a functional website and to understand which pages on our website is most frequently visited.

### Our cookies

We only use necessary and performance cookies on our website, the details of which is set out below.

#### *Necessary cookies*

We use necessary cookies on the website. These cookies enable the services you have specifically requested and are necessary for some of the website's functions. These cookies are always on and cannot be opted out. These cookies do not collect information that identifies you.

Cookie	Purpose	Stored Information	Storage period	Shared
crumb	Prevents cross-site request forgery (CSRF)	Unique identifier	Session	Squarespace
ss_cookieAllowed	Remembers if a visitor agreed to placing analytics cookies on their browser if a site is restricting the placement of cookies	A setting	30 days	Squarespace

#### *Performance cookies*

Performance cookies collect information about how you use the website, for example which pages you visit most often. These cookies do not collect information that identifies you. The purpose of these cookies is to improve the website's functionality.

Cookie	Purpose	Stored Information	Storage period	Shared
ss_cvr	Identifies unique visitors and tracks a visitor's sessions on a site	Unique identifier	Two years	Squarespace
ss_cvt	Identifies unique visitors and tracks a visitor's sessions on a site	Unique identifier	30 minutes	Squarespace

### Withdrawal of consent

When you access our website, you will be asked if you agree to the use of cookies that are not necessary. By doing so, you consent to the collection, use and sharing of cookies in accordance with this policy. You are not obliged to consent to the use of these cookies in order to access the website.

You can revoke your consent to cookies by clicking [here](#) or contacting us at [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com).

If you want to delete cookies that have already been saved on your computer, you can find guidance on all browsers' support pages.

### Contact

If you have any questions about the cookies used on this website, please contact us at [info@raceforthebaltic.com](mailto:info@raceforthebaltic.com).