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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 and our events. You may also find information on how to contact us here.

What personal data do we process about you?

You are free to browse our website without providing any personal data. Race For the Baltic does however process your personal data under the following circumstances:

- **When you subscribe to our newsletter.** The personal data collected is your name and e-mail address.
- **When you register for one of our events.** The personal data collected is your name, telephone number, e-mail address, name of your employer, title and if you specifically have informed us thereof, your food preferences.
- **When we publish photos or videos on our website or in social media.** The personal data collected are photographs or videos that we may take of you at the events. If we have assessed these not to be privacy-sensitive, we may publish these 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.** The personal data collected is your name, telephone number, e-mail address, name of your employer and title.
- **When we register you in our customer relationship management (CRM)-system.** The personal data collected is your name, e-mail address, and where applicable, the name of your employer and title.

The personal data is normally collected directly from you. However, in connection with registering you in our CRM-system, we may also collect your personal data through publicly accessible sources.

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

Purpose of the processing	Legal basis for the processing
To enable sending our newsletter to you.	Your consent
To publish photos or videos of you in external communication channels and in newsletters, information texts and marketing campaigns etc.	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 or a portrait photo are processed based on your consent.
To inform you about our organisation and our events.	Pursue our legitimate interests
To administrate our events, such as keeping a record of the attendees of an event.	Pursue our legitimate interests
To send you invitations to our events.	Pursue our legitimate interests
To administrate your organisation's participation in one of our programmes.	Pursue our legitimate interests

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.

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.

Who has access to your personal data?

Race For The Baltic will treat your personal data in a sensitive manner. We will only share your personal data with third parties when we have a legal ground to do so. For newsletters and other mailings, we use technology that does not show addresses to other recipients.

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.

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.

Your personal data will generally 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 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.

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 for administrating your organisation's participation in one of our programmes for as long as your organisation is a participant and for a maximum period of two years after our last contact.

What are your rights?

Race For The Baltic, reg. no 802480-1303, c/o Tagehus, Valhallavägen 117 F, 5 tr, 115 31 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.

In addition to the right to withdraw your consent as described above, you have the right to access the personal information Race For The Baltic stores about you and to request a copy of such data. You also have the right to request correction if the data is incorrect, and in some cases you may request that we delete your personal data. You also have the right to object to certain processing of your personal data, and request that the processing of your personal data be limited. You are also entitled to extract your personal data in a machine-readable format and to transfer the personal data to another controller.



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 relevant data protection supervisory authority, Datainspektionen.

If you wish to exercise any of your rights described above, please contact us at info@raceforthebaltic.com or at c/o Tagehus, Valhallavägen 117 F, 5tr, 115 31 Stockholm, Sweden.

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.