

PRIVACY STATEMENT ON PARTICIPANT AND MARKETING REGISTER FOR RUNNING EVENTS

1. CONTROLLER

Finnish Athletics Federation / Helsinki City Run
Valimotie 10, 00380 Helsinki

2. CONTACT INFORMATION IN MATTERS RELATED TO THE DATA FILE (HEREINAFTER THE 'REGISTER')

Finnish Athletics Federation / Data protection
Valimotie 10, 00380 Helsinki
maraton@sul.fi

3. NAME OF REGISTER

Privacy statement of Finnish Athletics Federation on participant and marketing register for running events

4. GROUNDS FOR KEEPING REGISTER

The grounds for keeping the register are the contract concluded between the controller and the data subject upon registration, the resulting customer relationship (legitimate interests of the controller) and/or the consent of the data subject.

5. PROCESSING AND PURPOSE OF THE REGISTER

Personal data is processed in order to maintain contact with customers, for customer relationship management, the marketing of products and services, and the targeting of such marketing at persons who give their consent thereto. Information on results, which includes the name of the customer, the association, the age group and time and placing in the run, may be published on the Controller's website and disclosed for statistical purposes.

The data is not used for automated decision-making or profiling.

6. DATA CONTENT OF REGISTER

The register may contain the following data:

- Name of data subject, email address, date of birth, postal address, telephone number, nationality, gender, association or university, T-shirt size and target time
- Required information on consent of data subject, customer relationship or other relevant context
- Data on communications sent to the data subject
- Data on content of customer relationship, purchased services and payment transactions
- Data on results achieved in running events
- Data on participating in series or teams

7. REGULAR DATA SOURCES OF THE REGISTER

Data on the data subjects is obtained regularly from the data subjects themselves via the Internet, email, by phone, on a form, on a feedback card or in another, corresponding manner. Data can also

be submitted when using the controller's services or other registers.

8. DATA STORAGE PERIOD

Data is stored only for as long as necessary to fulfil the purposes denoted in section 5, in accordance with the legislation in force at any given time. Data is stored for a maximum of ten years after the customer relationship has ended.

9. PROCESSORS OF PERSONAL DATA

In addition to the employees of the controller, the data may be processed by third parties to whom the controller has outsourced the processing of personal data in accordance with the data protection legislation in force, whereby the controller provides a contractual guarantee that personal data will be processed in accordance with the currently valid data protection legislation, and appropriately in other regards.

10. REGULAR DISCLOSURES OF DATA AND DATA TRANSFERS OUTSIDE THE EU OR THE EUROPEAN ECONOMIC AREA

Your personal data will not be disclosed to third parties and will remain solely for the use of the data controller. The data will not be transferred outside the European Union or the European Economic Area unless otherwise stated in this notice or unless separate consent has been given for the transfer.

Personal data may be transferred to the United States for participation in the AbbottWMM Age Group World Championship series, provided that you have given separate consent. Abbott World Marathon Majors processes personal data in accordance with its own privacy policy.

Photography and transfer of data to photography partners

Participant data may be transferred to our official photography partners in order to provide photography services during and after the event. Data will not be transferred if you have specifically declined photography consent during registration.

Data may be transferred, for example, to the Marathon Foto service, through which participants can search for and purchase their event photos. Marathon Foto processes personal data within the EU in accordance with the privacy policy of its sister company Sportograf. No data is transferred outside the EU through Marathon Foto.

The sole purpose of sharing data is to enable the identification and delivery of photos to participants after the event. All of our photography partners are contractually obligated to use the data only for purposes related to the photography services of the specific event.

Transfer of data to insurance companies

If a participant purchases cancellation or accident insurance, data will be transferred to the insurance provider. In such cases, only necessary information, such as name and event ID, will be transferred, and only to insurance companies that provide these services.

Google Ads Enhanced Conversions measurement

We use the Google Ads Enhanced Conversions feature to measure, analyse and optimise the effectiveness of our advertising. In connection with this feature, we may disclose limited first-party personal data to Google, such as contact details and information related to website usage, events and conversions, to the extent necessary for conversion verification and advertising measurement.

Personal data is transferred and processed only in accordance with applicable data protection laws and, where required, based on the data subject's consent. We only share data that has been provided directly by the data subject or for which we have another lawful basis for processing. We do not disclose sensitive personal data, data relating to minors, or any data the processing or sharing of which is prohibited by applicable law or Google's policies. Google processes personal data as an independent controller or processor in accordance with its own privacy policies and contractual terms.

11. RIGHTS OF THE DATA SUBJECT

Right of inspection and rectification

The data subjects have the right to inspect which data concerning them has been stored in the register. A request to inspect must be sent in writing, with a signature, to the address given in Section 2 herein. A request to inspect may also be presented in person.

The data subject has a right to have incorrect data rectified, by sending written notification of this to the street address or email address given in Section 2.

Right to prohibit

The data subject has the right to prohibit the controller from processing data concerning the data subject, by sending written notification thereof to the street address or email address given in Section 2.

Right to erasure

The data subject has a right to demand that the controller erase the data subject's data, by sending written notification thereof to the street address or email address given in Section 2.

Right to data portability

The data subject has the right to require that the controller transfer the data subject's data to another system, in a generally used transfer format. This right only relates to data which the data subjects have themselves submitted to the controller. Requests for data transfers must be made to the street address or email address given in Section 2 herein.

12. DATA PROTECTION PRINCIPLES OF REGISTER

Manual content

If manual content is printed out from digital data stored on the register, such content will be stored in monitored facilities in a manner which provides the controller with sole access to the content.

Data stored on computer systems

The register is located on an OnReg server, located in a monitored server room. Only the controller and the data administrator of the OnReg service have access to register data. Only the controller has the right to use the data.

13. CHANGING THE PRIVACY STATEMENT

The controller reserves the right to make changes to this privacy statement by notifying the data subject thereof. Such changes can also be based on legislative changes. We recommend that you view the contents of the privacy statement regularly.