

The Racing Bug Ltd Privacy Policy

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1. Introduction

In this document, we will explain how we collect, use and protect your personal data. This policy enables The Racing Bug Ltd to comply with GDPR (General Data protection Regulations). This policy states your (data subject) rights (7.), and is in accordance with these.

2. Who Are We & Companies and Websites Under Policy

The Racing Bug (UK) Ltd is the operational and manufacturing company of event scale race systems. Included under The Racing Bug (UK) Ltd is Heroes Raceway, Moonshine Raceway and World's Raceway. A list inclusive of the relevant website can be found below.

The Racing Bug Ltd - <http://www.theracingbug.co.uk/>

Heroes Raceway - <http://www.heroesraceway.co.uk/>

Moonshine Raceway - <https://www.moonshineraceway.co.uk/>

World's Raceway - <https://www.worldsraceway.co.uk/>

These companies and websites are UK based, but the data collected and processed can be worldwide. As well as direct data collection through the companies and website communication this policy also covers data collected by telephone, email, face to face communication (inclusive of business cards), social media, and our Kiosk License System.

3. Collection of Personal Data

Below are the reasons and purposes for which we collect data.

- To enable us to contact someone who has expressed an interest relevant to products or information that we offer.
- To offer further information and discussion regarding subjects of interests
- To enable us to provide the required service, and supply products requested

- To fulfil a contract between us and clients
- To complete purchase transactions on a financial basis, and bookings
- To ensure websites are running correctly and enable us to observe business infrastructure
- To manage communication between us

4. Lawful basis for the processing of personal data

We never collect data to sell on to third parties. Data collected on events is sometimes used for either The Racing Bug and/or our sponsors sales and marketing. In this case participants are made aware and have to have consented for this to happen. The table below shows which data is collected for each purpose.

What Data	Purpose
<u>Contact Information:</u> Name/Company name, Contact name, Email address, Phone number	Communication to follow up on initial interest, and relevant subject matter
<u>Addresses:</u> Location address of events &/or meeting venues, Invoicing address (inclusive of email address)	Fulfilment of services and product sales/hire
<u>Personal Data (Typically):</u> Name, Email, Phone number, Date of Birth (age consent restrictions only), Hometown/Postcodes, Photo (by choice). Data collected is infinite depending on client, however all is optional.	Kiosks/Driving Licence. Part of the personalised event experience (race profile). Sales and Marketing use (if consent given)

5. Storage of personal data

The Racing Bug Ltd and other companies under the umbrella are all UK based inclusive of websites.

Personal data files used within the business are on shared documents accessible by multiple computers. These can only be accessed by authorised staff within business offices. More sensitive information is held by the data collector only and is either securely stored (if physical documents) or password protected electronically. Data accrued on system kiosk is also encrypted.

As part of staff contracting and company policy and procedures, client/participant details are confidential, and actions are taken if breached.

6. Data Security Measures

We take great care in ensuring personal data is not accessible/ given to those unauthorised.

- Data kept on computers/online is appropriately and securely password protected
- Shared data is only accessible locally within business locations
- Physically files are stored securely i.e. locked storage
- Data collected on our kiosks are only locally accessed and are NOT uploaded/accessible online, therefore no chance of being intercepted.
- Unused/unneeded data is destroyed appropriately and regularly.

7. Your Rights as found by ICO (Information Commissioner's Office)

The right to be informed

The right of access

The right to rectification

The right to erasure

The right to restrict processing

The right to data portability

The right to object

Rights in relation to automated decision making and profiling.

8. Contact Us

Address

The Racing Bug

Unit A1

Mop End farm

Mop End

Amersham

Buckinghamshire

HP7 0QP

Phone Numbers

Business 01494 956 851

Landline 01494 712 432

Office Mobile 07741 656 126

Emails

m.rutherford@theracingbug.co.uk

info@theracingbug.co.uk

accounts@theracingbug.co.uk

If you wish to know further information or would like your data to be removed from our business please contact us.