



Privacy and Data Policy

At Sporting Events UK, we are committed to maintaining the trust and confidence of our visitors to our website. In particular, we want you to know that Sporting Events UK is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. To reassure you, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure. Sit back, relax, get your reading glasses and breathe!

Types of data we collect

Google Analytics

When someone visits www.sportingeventsuk.com we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Mailing Lists

As part of the registration process for our events, we collect personal information. We use that information for a couple of reasons: to tell you about the event you have registered for; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter updates and offers. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at contact@sportingeventsuk.com.

Ticketing Data

When you purchase a ticket to one of our events, or buy merchandise, membership or gift voucher(s) through our website and our partner LIVE IT, your name, address data, email and contact number will be stored in our booking system, managed by our partner LIVE IT. Please be assured that we do not share your personal details with any other company without your consent.

Unit 5, Marshwood Close, Marshwood Business Centre, Canterbury, Kent, CT1 1DX
Tel: +44 1227 788912
Company Registration no. 9802305

This information included in this letter is of a confidential nature and is intended only for the addressee. If you are not the intended addressee, any disclosure, copying or distribution by you is prohibited and may be unlawful. Disclosure to any party other than the addressee, whether inadvertent or otherwise is not intended to waive privilege or confidentiality.



Our Partners

We may share anonymised personal information with other organisations, particularly runbritain and UK Athletics, who use this to provide a central results platform and to analyse our types of participation in the sport to understand the impact of the public investment made in UK Sport.

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer, Barry Hopkins via contact@sportingeventsuk.com

Changes to this Privacy Notice

We will notify you of any changes to this policy which has been implemented on 25th May 2018.

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