

# Data policy Nordenskiöldsloppet

## 1. INTRODUCTION

This informational text explains how Nordenskiöldsloppet AB (559038-3542), hereafter referred to jointly as “Nordenskiöldsloppet”, handles your personal data, and what rights you have in regards to this. This information is directed at those who

- participate our race

- are partners or sponsors

- visit our website or our social media platforms

- participate in our marketing activities or customer surveys

- communicate with us in any other way, for example via customer service.

Your privacy is important to us. It is therefore in our interest that personal data gathered about you is stored and processed in a safe and secure way, and in accordance with data protection legislation.

We encourage you to read this information carefully. If you have any questions about how your personal data will be handled you are welcome to contact us. Our contact information can be found at the end of this informational text.

## 2. PERSONAL DATA

Personal data constitutes all information that can be connected to you directly or indirectly (that is, together with other information), such as your name, address, image, personal identity number or IP address.

## 3. WHAT PERSONAL DATA WE PROCESS AND WHY

When registering for the race

When you register for our race, Nordenskiöldsloppet processes the following information, submitted to us by you:

- Your name, gender, nationality, address and contact information.

- Information specific to the race, such as any club membership.

- Information about payment and payment history.

As a registered participant you are assigned a unique customer number (Vasa-ID) and, later, a start number.

Nordenskiöldsloppet processes your personal data in order to

- identify you as an participant, for example in customer service and for timekeeping

- keep statistics of the number of participating countries

- administer different competition classes

charge the fee for your participation and any additional services

contact you (email or similar electronic communication) before, during and after the race

offer personal service, such as photography and results

market our services and products, for example via email

keep statistics of our race.

Legal basis for handling: The participant gives Nordenskiöldsloppet consent during the registration process. Supported by a balance of interests, Nordenskiöldsloppet uses participant information for statistics, personal service, and to market our race as well as secure payment.

Storage time: We save data about you and your participation until you withdraw your consent. Among other things, we use this information as a basis for race statistics.

When you communicate with us

You can choose to communicate with Nordenskiöldsloppet in different ways, such as via social media or phone and email.

When you communicate with us, we process data about you, submitted by you, such as:

Name and contact information.

Information about your opinion, question or message.

We handle your personal information in order to

answer questions related to your matter, such as solving issues, handling complaints and questions about the race

improve our services and the information we provide and publish on our website.

Legal basis for handling: We process your personal data because of our, and your, justified interest in handling your matter (balance of interests).

Storage time: We save your personal information up to 24 months after the matter is resolved, in order to ensure traceability in your communication with us.

When using Nordenskiöldsloppet's website

When you visit our website, we process

information on how you interact with and use our website, through Google Analytics

information about your visit to our websites, through so-called cookies.

We process your personal data in order to

provide digital tools and services

give support when you are experiencing technical issues

maintain, test and improve our digital tools and services

discover and prevent security risks, such as virus attacks.

Legal basis for handling: We process your personal data supported by a balance of interests based on our justified interest in maintaining, testing and improving our digital services.

#### 4. FOR HOW LONG WE STORE YOUR PERSONAL DATA

Your personal data is stored for as long as is needed to fulfil the purpose of the handling or as long as we are required to do so by law. Thereafter your data is deleted or made anonymous in a safe way, so it can no longer be connected to you.

#### 5. WHO WE GIVE ACCESS TO YOUR PERSONAL DATA

Nordenskiöldsloppet may disclose your personal data to the following categories of recipients:

Suppliers (within the EU/EEA) that help Nordenskiöldsloppet to provide IT services for account management, race registration, and payment solutions.

External service providers who help Nordenskiöldsloppet with communication solutions such as newsletters, participant surveys and scientific research.

Partners or sponsors who may offer you services and offers.

Other recipients when required to do so by law, other legal reasons, or decisions by government authorities.

Recipients who process personal data on Nordenskiöldsloppet's behalf shall always make a personal data assistant agreement with us in order for us to be able to ensure that your personal data is handled in a correct and secure way.

#### 6. HOW WE PROTECT YOUR PERSONAL DATA

Your privacy is important to us, so safety is a major focus. We take precautions to protect your personal data in accordance with the data protection regulation as well as established guidelines for data security. This means that we have routines and rules in place surrounding data protection, for example transmitting your data in a safe way and ensuring that staff only have access to the data they need to perform their work.

#### 7. ABOUT COOKIES

Nordenskiöldsloppet uses so-called "cookies" on its website. A cookie is a small text file saved inside your web browser. We use cookies for technical reasons to facilitate the experience of using Nordenskiöldsloppet's web services. Cookies are also used to measure traffic on our website, and for statistics.

If you don't want to allow the use of cookies

All browsers are different but most are set, by default, to allow the storage of cookies. If you don't want to allow the use of cookies you can either set your web browser to give you a warning each time a website wants to place a cookie on your

computer, or you can completely turn off the storage of cookies. Information on how to do this can be found in the help function of your web browser.

## 8. YOUR RIGHTS

You have certain rights in accordance with the data protection regulation:

Access to your personal data – you have the right to receive a confirmation of whether we are handling your personal data, and an account of what data we are handling.

Demand rectification – you have the right to have incorrect data corrected.

Demand deletion – you have the right to, under certain circumstances, have your data deleted.

Object to handling that supports itself on our justified interest, and to handling for direct marketing – you have the right to object to the handling of your personal data or to have the handling limited.

Right to data portability – you have the right to demand that your personal data is moved from us to another company, government authority or organization. This right is limited to the information that you yourself have submitted to us.

If you want to exercise any of these rights, you can contact us via the contact information below.

If you want to know more about the data protection legislation and your rights, you can read more on EUR-Lex: [www.eur-lex.europa.eu](http://www.eur-lex.europa.eu)

## 9. CONTACT INFORMATION

Nordenskiöldsloppet AB (5590383542) is responsible for the processing of your personal data.

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