



Customer & Supplier Privacy Policy

[Last updated: 31 August 2022]

We always recommend that our customers and supplier personnel read this privacy policy in full. It explains who we are, how and why we collect personal data from you, how and why it will be processed by us and our commitment to protecting your data.

But just in case you're on the move or do not have time to read it in full we have summarised the key points for you in our 'speed read' section below.

Racecourse Technical Services or RaceTech (**RaceTech, we, our or us**) is a wholly owned subsidiary of The Racecourse Association. We are registered as a data controller with the Information Commissioner's Office and our registration number is Z7539431.

RaceTech has appointed the Company Secretary as its Data Protection Officer ("DPO"). The DPO's role is to inform and advise the Company on its data protection obligations. The DPO's contact details are: Bob Ivey at bivey@racetech.co.uk or 88 Bushey Road, Raynes Park, London SW20 0JH.

We process (i.e. handle) your personal data to provide our services to you. Under data protection laws, we are only permitted to process your personal data where we have a legal basis for doing so. We will only ever process your personal data in compliance with applicable law.

We may share your personal data with our third party suppliers, including payment processors and data analysts, to enable the efficient and secure provision of services to you. Except as explained in this privacy policy, we will not share your data with third parties without your consent unless required to do so by law.

We will keep your data for as long as we provide services to, or receive services from, you. We will then keep data for 12 months from the date of your or our last purchase to deal with any queries or complaints.

You have important rights under laws aimed at protecting your personal data. This policy sets out your rights and how can you exercise them. For more information, see the section titled "What are your rights?"

You also have the right to make a complaint to the Information Commissioner's Office if you are unhappy with how we have handled your personal data. For more information, see the section titled "How to contact us"

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About RaceTech

This privacy policy set out how we collect, use and protect the personal data that you provide to us. It also explains what we do with your data. We also set out details about your rights in relation to the personal data we hold about you, and how to contact us if you have any questions or comments.

Racecourse Technical Services (**RaceTech, we, our** or **us**) is a company registered in England and Wales under company number 00422837 whose registered office is at 88 Bushey Road, Raynes Park, London SW20 0JH.

We are registered as a data controller with the Information Commissioner's Office and our registration number is Z7539431.

About this privacy policy

This privacy policy applies to the personal data we collect about you through our website www.racetech.co.uk, by post, by telephone and when you otherwise communicate with us. Our website may contain links to other websites.

This privacy policy may change from time to time and, if it does, the up-to-date version will always be available on our website. We will also tell you about any important changes to our privacy policy.

What personal data do we collect about you?

We collect personal data about you when you fill in forms on the website or correspond with us by phone, email or otherwise. This includes information you provide when you register with us, place an order for or provide us with products or services, voluntarily complete customer surveys, provide feedback and participate in competitions.

Personal data we process:

name(s)

home address and telephone number

personal email address

date of birth

IP address

bank and/or payment card details

No automated decision-making or profiling will take place using your personal data.

If you use our Website:

If you use our website, we automatically collect the following information:

- web usage information (e.g. IP address), your login information, browser type and version, time zone setting, operating system and platform; and

- information about your visit, including the full Uniform Resource Locators (URLs) clickstream to, through and from our website (including date and time), time on page, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs).

Where we collect information about you in the ways described above, we do so on the basis that it is in our legitimate interests to collect and process this data. In most situations this will be anonymised but we collect and process this data to ensure that our site is functioning properly and that our customer experience is to the standard that you and we expect.

The website may, from time to time, contain links to and from the websites of advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that

we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

We also use cookies on our website. Please see the section on 'Cookies' for more information.

Information we receive from other sources:

We may receive information about you if you use any other website we operate or the other services we provide, or if you provide us with goods or services. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

When we receive information from other sources, we rely on them having the appropriate provisions in place telling you how they collect data and who they may share it with. We carefully check our sources to ensure that we only receive your information when it is lawful for us to do so.

How will we use your personal data

This section explains how we will collect, store and use personal data you provide to us in order to carry out the activities relevant to the provision of our services to, or our receipt of goods or services from you.

We use the information held about you in the following ways:

Information you give to us: We will use this information to:

- carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us including, but not limited to, billing you, contacting you about your orders and / or paying you;
- respond to your inquiries or to process your requests in relation to your information;
- let you know about important changes or developments to the site or our services;
- provide and personalise our services or receive your goods or services generally;
- carry out market research campaigns;
- provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- provide you, or permit selected third parties that you have consented to provide you, with information about goods or services we feel may interest you;
- contact you to let you know about other products and services that we offer and feel may be of interest, as set out in the section on Marketing Communications;
- ensure that content from our site is presented in the most effective manner for you and for your computer, making the site easier for you to use and providing you with access to all parts of the site.

Information we collect about you.

We will use this information to:

- administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;

- improve our site to ensure that content is presented in the most effective manner for you and for your computer or other device;
- allow you to participate in interactive features of our service, when you choose to do so;
- be used as part of our efforts to keep our site safe and secure;
- measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
- make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

We must have a legal basis for processing your personal data. We consider that we have a legal basis where:

you have given us consent to do so for the specific purposes which we have told you about, for example send you electronic marketing communications;

it is necessary for us to do so to enable us to provide you with the services that you have requested from us or more generally perform our contract with you - for example, billing or paying you or contacting you about the orders;

it is necessary in order to fulfil our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests; or

the law otherwise permits or requires it.

Where we process your personal data on the basis of our legitimate interests, these are our (or our third party's) interests in providing our services to, or receiving goods or services from, you in an efficient and secure manner.

Marketing Communications

This section is to explain how we will ensure that you only receive marketing communications that you wish to receive.

We would like to send you information about products and services that we think may be of interest to you. By consenting to receive additional communications (by mail, telephone, text/picture/video message, fax or email) from us and in respect of such information, we will process your personal data in accordance with this privacy policy.

If you prefer not to receive any marketing communications from us, you may change your preferences and unsubscribe any time by contacting us at:

media@racetech.co.uk, info@racetech.co.uk or admin@racetech.co.uk.

If you choose not to receive this information we will be unable to keep you informed of new products, services and promotions that may interest you.

Who will have access to your personal data?

This section is to explain who, within RaceTech, will have access to your data. Your personal data will only be seen or used by our employees who have a legitimate business need to access your personal data for the purposes set out in this privacy policy.

We take your privacy seriously and have implemented appropriate physical, technical and organisational security measures designed to secure your personal data against accidental loss, destruction or damage and unauthorised access, use, alteration or disclosure.

Who else might we share your personal data with?

This section will inform you of who we share your personal data with and why. Except as explained in this privacy policy, we will not share your personal data without your consent unless required to do so by law.

We may share your personal data with the following third-party service providers who assist us with administering the provision of our services to you:

- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you;
- analytics and search engine providers that assist us in the improvement and optimisation of our site; and
- agents we engage to perform functions on our behalf including fulfilling order deliveries, sending customer communications, analysing data, providing marketing assistance, processing payments and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.

We may also pass aggregate information on the usage of our site (e.g. we might disclose the median ages of visitors to our site, or the numbers of visitors to our site that come from different geographic areas) to third parties but this will not include information that can be used to identify you personally.

If a business transfer or change of business ownership takes place or is envisaged, we may transfer your personal data to the new owner (or a prospective new owner). If this happens, you will be informed of this transfer.

How do we protect your personal data?

This section explains how we keep your personal data safe and where it will be held.

We take your privacy seriously and are committed to maintaining the privacy and security of the personal data you provide to us, and the choices you have regarding our collection and use of your personal data.

We follow strict security procedures as to how your personal data is stored and used, and who sees it, to help stop any unauthorised person getting hold of it. Once we have received your personal data, we will use strict procedures and security features to try to prevent unauthorised access.

Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. You should not share this information with anyone.

We do not transfer your personal data outside the European Economic Area.

Unfortunately, the transmission of your personal data via the internet is not completely secure and although we do our best to protect your personal data, we cannot guarantee the security of your data transmitted to us over the internet and you acknowledge that any transmission is at your own risk.

How long do we keep your personal data?

This section explains the length of time that we will retain your personal data.

We will keep your personal data for no longer than necessary, for the purposes we have set out above. We will retain your information for as long as needed in order to provide the relevant goods or services to you or perform any contract we have with you and for 12 months afterwards in order to deal with any queries or complaints. Any third parties that we engage will keep your data stored on their systems for as long as is

necessary to provide the relevant services to you or us. If we end our relationship with any third party providers, we will make sure that they securely delete or return your personal data to us.

We may retain personal data about you for statistical purposes (for example, to help us better advertise our services). Where data is retained for statistical purposes it will always be anonymised, meaning that you will not be identifiable from that data.

What are your rights?

This section explains that you have a number of rights in relation to your personal data. There are circumstances in which your rights may not apply. You have the right to request that we:

provide you with a copy of the information that we hold about you;

update any of your personal information if it is inaccurate or out of date;

delete the personal data we hold about you - if we are providing services to you and you ask us to delete personal data we hold about you then we may be unable to continue providing those services to you;

restrict the way in which we process your personal data;

stop processing your data if you have valid objections to such processing; and

transfer your personal data to a third party.

For more information on your rights and how to use them, or if you would like to make any of the requests set out above, please use the details provided in the section on 'how to contact us'. We will respond to all such requests within the time period required by law.

As explained in the section on Marketing Communications, even if you consented to the processing of your personal data for marketing purposes (by requesting information about services), you have the right to ask us to stop processing your personal data for such purposes. You can exercise this right at any time by contacting us at info@racetech.co.uk or sar@racetech.co.uk.

Cookies

This section explains how the website uses cookies. Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit www.aboutcookies.org or www.allaboutcookies.org.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

Cookie	Name	Purpose
Google Analytics	_utma_utmb_utmc_utmz	These cookies are used to monitor how visitors use our website. The anonymous information collected will help us improve the experience of using our website for visitors through the collation of web traffic patterns, user preferences as well as information on how you came to find our website.

Cookie
Control

civicAllowCookies

This cookie is just used to (anonymously) record whether or not a visitor to this website allows the use of cookies.

How to contact us

Please contact us if you have any questions about our privacy policy or information we hold about you:

by email: info@racetech.co.uk or sar@racetech.co.uk.

by phone: 020 8947 3333

by letter: RaceTech, 88 Bushey Road, Raynes Park, London SW20 0JH.

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If you are unsatisfied with our response to any data protection issues you raise with us or our DPO, you have the right to make a complaint to the [Information Commissioner’s Office \(ICO\)](#). The ICO is the authority in the UK which is tasked with the protection of personal data and privacy.