



## PRIVACY POLICY

AMOC Racing Ltd is committed to protecting your privacy and meeting the requirements of data protection legislation. This privacy policy explains:

- what personal data we collect about you
- why we collect that personal data
- who we share your personal data with
- why we might contact you and how you can change that
- how long we retain your personal data for
- how we keep your personal data secure
- what rights you have in relation to your personal data.

When we talk about 'personal data' in this policy, it means any information which could be used to identify you, either directly or indirectly when combined with any other information we may hold about you. This privacy policy covers our use of your personal data which we collect about you through the race entry process, attendance at our events, and your other interactions with our business. In this privacy policy, when we refer to 'we', 'us' or 'our' we mean AMOC Racing Ltd. If you would like to contact AMOC Racing about this privacy policy or for further details about how we use your personal information please contact [enquiries@amocracing.com](mailto:enquiries@amocracing.com)

### Personal data collected by AMOC Racing Ltd

We hold the following personal information:

- Personal data that you provide to us  
We store personal data you provide directly to us through race entry forms, enquiries about our racing and event activities and attendance at events.
- Personal data we collect about you  
We store personal data that we collect about you when you use our services and physical and online facilities. These include things such as race entries history and financial transaction information.

### Reasons for collecting that personal data

We collect and store personal data in order to provide you with racing-related services, such as attendance at our events, on the basis of performance of a contract or to take steps to enter into a contract.

We also have legitimate interests for processing your data which include:

- collecting and storing information about your preferences, likes and dislikes in order to provide a high level of customer service
- processing information in order to provide you with information about motor racing news and events
- processing information such as your preferences in order to send you tailored event details

Where we are relying on legitimate interests for using your data, we will conduct an assessment to ensure that this is proportionate and fair. We will process special categories of personal data as required, such as medical (including allergy) information in order to make special adjustments for the use of facilities at race meetings or other events, where you have chosen to make this information known to us.

### Who AMOC Racing shares your personal data with

We may share your personal data with the following types of organisations when required:

- printing firms within the UK, in order to provide printed documents necessary for our services or mailing houses within the UK, in order to post out information to you
- the providers of the IT systems used by AMOC Racing
- companies and organisations with which AMOC Racing is running events

We will only provide your personal information (such as name, address and contact information) to other organisations to facilitate the race entry process and race meeting attendance. We do not and will not share or sell your data with any third party organisations or partners for promotional activities.

#### **Receiving communications from AMOC Racing and updating your preferences**

Customers receive emails from AMOC Racing about race meetings, events and activities that we think may be of interest to them.

We may also send email communications to those whose personal details we have received through interest in or attendance at one of our events. We will only contact them with their consent and they can opt out of future communications at any time by contacting [enquiries@amocracing.com](mailto:enquiries@amocracing.com)

#### **Retention of personal data**

AMOC Racing retains personal data for no longer than required in line with our retention schedule which is based on:

- operational requirements
- legislative requirements

#### **Security of personal data**

We take the confidentiality, integrity and availability of your personal data seriously and has implemented technical and organisational measures to ensure that your information is kept secure.

#### **Personal data and your rights**

Data protection legislation gives you the right to:

- correct any data we hold about you that is not correct (Rectification)
- request we delete data in some circumstances (Erasure)
- block or suppress the further processing of your personal data in certain circumstances (Restriction)
- request access to personal data that AMOC Racing holds about you (Subject Access)
- in some circumstances, receive the personal data which you have provided to us, in a structured, commonly used and machine-readable format and have this transmitted to another data controller (Data Portability)
- withdraw consent where this is the legal basis for AMOC Racing processing your information
- object to processing where AMOC Racing is relying on its legitimate interests as the legal ground for processing.

Please contact [enquiries@amocracing.com](mailto:enquiries@amocracing.com) or write to us at Woodbine Farm, Thorndon, Suffolk IP23 7JJ if you wish to exercise your rights in relation to personal data.

If you have concerns about the way we have handled your personal data please contact us in the first instance. If you remain unsatisfied you can contact the Information Commissioner's Office (ICO) on 0303 123 1113, by emailing [casework@ico.org.uk](mailto:casework@ico.org.uk) or by post at Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

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