

Privacy Policy

VERSION 2.0



Introduction

Collection and use of personal data. Personal data is data that can be used to identify a person or contact a particular person. If you contact companies affiliated with Racing Unleashed AG (hereinafter referred to as "Racing Unleashed"), you may be asked to provide personal data.

Racing Unleashed AG and its affiliated companies may exchange this personal data between themselves and use it in accordance with this privacy policy. They may also combine such data with other information to offer or improve our products, services, content and advertising.

You are not obliged to provide the personal data requested. However, if you do not, we will often not be able to inform you about our products or services or answer your questions.

Here are some examples of the different types of personal data that Racing Unleashed AG may collect and how it is used:

What personal data we collect

If you contact us (for example via social networks), visit our lounges or take part in an online survey, we may collect a variety of information, including your name, address, phone number, e-mail address, preferred contact mode, device IDs, IP addresses, location, credit card and profile information if this contact is made via a social network.

With your consent, we may process your personal information, including photographic and video material, for the purposes described in this privacy policy, to comply with the legal obligations to which Racing Unleashed is bound, fulfil a contract to which you are party, to protect your essential interests, or if we determine that disclosure of information is necessary to pursue the legitimate interests of Racing Unleashed or third parties, including, where appropriate, disclosing information to such third parties. If you have any questions about the legal basis of our data processing, you can contact the data protection officer.

The personal data we collect enables us to inform you about, amongst other things, the latest products from Racing Unleashed.

Personal information also helps us create, develop, offer, provide, deliver and improve our products, services, content and advertising.

From time to time, we may use personal information to send important messages, e.g. about changes to our policies, terms and conditions. Because this information is important to your relationship with Racing Unleashed, you may not opt out of receiving this information.

If you participate in contests, sweepstakes or similar promotions, we may use the information you have provided to administer these programmes.

If you apply for a job at Racing Unleashed or we receive information about you in connection with a potential position with us, we may use your information to assess your application and contact you. If you are a promising candidate, you will receive further information about how Racing Unleashed handles the personal data of candidates applying for jobs.

Collection and use of non-personal data

We also collect data in a form that does not in itself enable a direct connection to be made to a specific person. We may collect, use, share and disclose such non-personal information for any purpose. Below are some examples of non-personal information that we collect and how we might use it:

We collect information such as a person's occupation, preferred language, postcode, dialling code, individual device identifiers, redirection URL as well as their location and time zone to better understand our customers' behaviour and improve our products, services and advertising.

Cookies and other technologies

Racing Unleashed websites, online services, interactive programmes, e-mails and promotional materials may use what are known as "cookies", as well as other technologies, such as pixel tags and web beacons. These technologies enable us to better understand user behaviour, tell us which parts of our websites are visited, and simplify and measure the effectiveness of advertising and web searches.

We treat data collected by cookies and other technologies as non-personal information. However, if the applicable legislation defines Internet protocol (IP) addresses or similar identifiers as personal data, we also treat such identifiers as personal data. Consequently, if non-personal data is associated with personal data, we treat the associated data as personal data for the purposes of this privacy policy.

Racing Unleashed also uses cookies and other technologies to record personal data when you use our website, online services or applications. In this case, our aim is to make your experience with Racing Unleashed easier and more personal.

Protection of personal data

Racing Unleashed attaches great importance to the security of your personal data. If you use certain Racing Unleashed products, services or applications or enter personal information in a forum or chat room or on a social network, this personal information and content is visible to other users and can be read, collected or used by them. You bear sole responsibility for the personal data you share or divulge in this way. For example, if you post your name and e-mail address on a forum, that information is public. This function should therefore be used with caution.

Protection and retention of credit card information

Credit card information is used to book events, drives, subscriptions, value-added services (e.g. race coaching) and races. Your credit card details are only ever stored on our systems as the last four digits of the number and the expiration date. The type of card is also stored. We will only ever use your credit card details with your explicit consent for any conducted payment transactions.

Integrity and retention of personal data

We retain personal information for as long as necessary to fulfil the purposes described in this privacy policy and our service-specific privacy overviews. When measuring the time required for this, we carefully consider to what extent the collection of personal data is even necessary. If we determine that it is necessary to collect such data, we retain it only for as long as absolutely necessary for the purpose for which it was collected, unless longer retention periods are expressly required by law.

Questions on data protection

Should you have any questions or concerns about the Racing Unleashed privacy policy or data processing, if you would like to contact our data protection officer or if you want to report a possible violation of local data protection legislation, you are welcome to contact us.

Our data protection officer will review your enquiry and address your problem. If the problem is more substantial in nature, we may request further information from you. Wherever possible, all such substantial enquiries are answered within seven (7) days. In so doing, we address the problem at hand, request further information if necessary or notify you that we need more time to respond. If you indicate in your complaint that the handling of your problem could be improved through data protection, we will take appropriate steps to implement this at the earliest possible opportunity. If a privacy issue had a negative impact on you or someone else, we will take appropriate steps to resolve the issue for you or the other person.

Racing Unleashed has the right to change the Racing Unleashed privacy policy where necessary. If material changes are made to the privacy policy, an appropriate notice is posted on our website along with the latest version of the privacy policy. We will contact you using the contact information we have on file for you, e.g. by e-mail, message or another similar method.

6330 Cham, Switzerland, dated 24 January 2020

Racing Unleashed AG