



PRIVACY POLICY

The Organisers of Lewa Conservancy Marathon are committed to protecting and respecting your privacy.

This policy (and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting accepting our terms and conditions you are accepting and consenting to the practices described in this policy. Definition of terms in our general terms and conditions shall be applicable to this policy.

1. We will collect and process the following data about you:

1.1 Information you give us: This is information about you that you give us by filling in forms on our site <http://www.safaricommarathon.co.ke> (our site) or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register or attempt to register for the 2018 Lewa Marathon or any other event or service that we offer or when you participate in our discussion boards or other social media functions on our site and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph or information relating to your health or medical insurance policy information.

1.2 Information we collect about you: with regard to each of your visits to our site we will automatically collect the following information:

1.2.1 technical information, including [the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, and operating system and platform.

1.2.2 information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number.

1.3 Information we receive from other sources: this is information we receive about you if you use any of the other websites we operate or the other services we provide. We work closely with third parties who may include business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies and other partners.

2. Use of Cookies

2.1 Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to use this site, you agree to our use of cookies.

2.2 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your

computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

2.3 The cookies we use are essential for our site and enable us *inter alia* to:

2.3.1 store information about your preferences, and so allow us to customise our site and to provide you with offers that are targeted at your individual interests;

2.3.2 speed up your searches;

2.3.3 recognise you when you return to our site; and

2.3.4 allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to store items in an electronic shopping basket between visits. If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim.

2.4 Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

2.5 You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

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

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

3.1.1 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;

3.1.2 to provide you with information about other events that we offer that are similar to those that you have already subscribed to or enquired about;

3.1.3 to provide you, or permit selected third parties to provide you, with information about goods, services or events we feel may interest you;

3.1.4 to notify you about changes to our services or any event organised by us;

3.1.5 to ensure that content from our site is presented in the most effective manner for you and for your computer.

3.2 Information we collect about you. We will use this information:

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

3.2.2 to improve our site to ensure that content is presented in the most effective manner for you and for your computer;

3.2.3 to allow you to participate in interactive features of our service, when you choose to do so;

3.2.4 as part of our efforts to keep our site safe and secure;

- 3.2.5 to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- 3.2.6 to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
- 3.3 Information we receive from other sources: we will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).
- 4. You agree that we have the right to share your personal information with:
 - 4.1 any of our related entities, partners and organizers of the Event or any other event organised by us;
 - 4.2 selected third parties including: business partners, service providers, suppliers and sub-contractors for the performance of any contract we enter into with them or you;
 - 4.3 analytics and search engine providers that assist us in the improvement and optimization of our site;
 - 4.4 We will disclose your personal information to third parties:
 - 4.4.1 In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets; or
 - 4.4.2 If Lewa or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets; or
 - 4.4.3 If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of use and other agreements; or to protect the rights, property, or safety of Lewa, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- 5. The data that we collect from you will be transferred to, and stored at, any destination that we may deem appropriate. It will also be processed by staff who work for us or for one of our suppliers, partners or any event organisers engaged by us. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- 6. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.
- 7. Our site may, from time to time, contain links to and from the websites of our partner networks, 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.
- 8. We adopt reasonable security practices and procedures including technical, operational, managerial and physical security controls in order to protect your personal information from unauthorized access, or disclosure while it is

under our control. Where your personal information is shared with third parties, we take adequate steps to ensure that such third parties adopt reasonable level of security practices and procedures to ensure security of personal information.

9. We will only retain the personal information you provide to us for as long as is required to provide you with services or if otherwise required under any law.
10. We will take reasonable steps to ensure that the personal information we collect, use or disclose is accurate, complete, up-to-date and stored in a secure environment protected from unauthorised access, modification or disclosure. In case of any concerns please contact us using marathon@lewa.org.
11. Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.
12. Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to marathon@lewa.org.