Privacy Policy

Principles of Customer Data Processing
Rakvere Maraton MTÜ (registry code 80311257)

GENERAL PROVISIONS

The principles under which Rakvere Maraton MTÜ (hereinafter RM) processes customer data are described in this document (hereinafter the principles).

RM may send its Customers advertising offers concerning its own services or those of its cooperation partners, and send customer satisfaction surveys in order to improve the quality of its services, if the Customer has given consent to this. The Customer has the right to refuse such offers or surveys at any time by notifying RM.

RM may use authorised processors to process Customer Data. In such cases RM ensures that the processors process Customer Data in accordance with RM's instructions and applicable law, and apply appropriate security measures.

RM has the right to amend these principles of Customer Data processing unilaterally by notifying Customers on its website www.ööjooks.ee at least 1 (one) month before the amendments enter into force, unless the principles are amended solely due to changes in legislation.

RM keeps the personal data made known to it strictly confidential and protects the customer's personal data from unlawfully falling into the hands of third parties by means of effective information-technology security measures, and ensures the lawfulness of Customer Data processing.

By registering for an event organised by RM, i.e. becoming a Customer of RM, or by expressing the wish to become one, the person gives consent to the processing of their Customer Data under the conditions and in the manner set out in these principles.

RM collects and processes Customer Data only to the extent necessary for participation in events organised by RM and for serving Customers in the best possible way.

The principles apply when the Customer uses, has used or has expressed a wish to use the services provided by RM, or is otherwise connected with the services.

DEFINITIONS

Personal data – data concerning an identified or identifiable natural person that arises in the course of providing or mediating the services offered.

Customer Data – any information known about the Customer, including personal data (e.g. name, personal identification code, contact details, etc.) and Service Data.

Processing of Customer Data – any operation performed with Customer Data, including collection, recording, storage, alteration, granting access, making queries, use, transmission and destruction of Customer Data.

Customer relationship – a legal relationship that arises between the Customer and RM when the Customer uses, has used or has expressed a wish to use any RM service.

Customer – any natural or legal person who uses or has expressed a wish to use RM's services.

Services – sports and cultural events organised by RM and activities related to them.

Service Data – data about the Customer that became known in the course of providing the service, in particular data on registration for events.

CUSTOMER DATA AND PURPOSES OF ITS PROCESSING

RM processes Customer Data that has become known about the Customer in the course of the Customer relationship or upon registration of the person as an RM Customer. Customer Data is not disclosed to third parties, except where the need for disclosure arises in connection with the provision of RM's service (e.g. the timing service provider), where an obligation arises from law, where the Customer has themselves given permission to disclose their data, or where the data must be disclosed in a situation where the Customer has breached a contract (e.g. to a debt collection service provider).

RM processes Customer Data in order to:

- fulfil obligations arising from the legislation of the Republic of Estonia;
- analyse customer groups and/or the use of services and create reports;
- better understand Customers' expectations of the services, assess customer experience and service quality (e.g. customer surveys, consumer research and the like);
- give Customers important information about the provision of the service (e.g. the participant's start number, changes to event start times, exceptional weather conditions and the like);
- fulfil obligations undertaken towards Customers with regard to the provision of services;
- offer Customers the opportunity to use RM's services (e.g. participation in sports events, attending cultural events).

The Customer can see in their user account what data RM has collected about them and can supplement or change it if necessary.

The personal data processed by RM are the customer's first name and surname, personal identification code, citizenship, place of residence (county/city/municipality), gender, telephone number, e-mail address, use of services and activities related to the provision of services.

STORAGE OF CUSTOMER DATA

RM has the right to record all notices and instructions given by means of communication (e-mail, telephone, etc.) and other actions of Customers (e.g. operations carried out in the e-service or at the race centre) and, where necessary, to use them to prove the operations performed.

For the purpose of ensuring security, RM may use surveillance equipment to monitor the territory in its use (e.g. the race centre, start location, the venue of a concert, theatre performance or similar event) and its immediate surroundings, including persons, objects and processes, and may record the results of the surveillance. This data is used only in accordance with the purpose for which it was collected.

Recordings from surveillance equipment may be used to protect RM's rights and perform its obligations, and to prove operations carried out by Customers and/or unlawful acts and/or damage caused.

AMENDMENT OF CUSTOMER DATA AND PROTECTION OF CUSTOMER RIGHTS

Customers have the right at any time to access their personal data and information concerning them (e.g. registered events, results, etc.). Customers also have the right at any time to demand the correction of their data (if it has changed or is otherwise inaccurate) or its deletion.

RM confirms that it:

- protects Customer Data with appropriate security and confidentiality rules and has taken all necessary measures to protect Customer Data;

- its employees are aware of the principles of personal data protection and of their duty of confidentiality, and are liable in the event of a breach of these obligations;
- its employees have the right to process Customer Data only for the performance of their duties;
- processing of Customer Data, including viewing it, without a work-related need is prohibited;
- requires all cooperation partners with whom it cooperates in processing Customer Data (e.g. IT and timing service providers) to comply with the same principles of Customer Data processing.

If the Customer considers that the processing of their Customer Data is not permitted under legislation, the contract concluded with them or the principles, they have the right to demand that the processing, disclosure and/or access to their Customer Data be ended.

RM processes Customer Data until the purposes of processing have been achieved or the obligations arising from legislation have been fulfilled.

If the customer considers that RM has violated their rights in processing Customer Data, they have the right to submit a demand to end the violation to Customer Support at info@eestimaraton.ee.

In the event of a violation of their rights, the Customer has the right to turn to the Data Protection Inspectorate (Andmekaitse Inspektsioon) or to a court.

Translation of the original Estonian text (Kliendiandmete Töötlemise Põhimõtted). In case of discrepancy, the original text prevails.