

Privacy and Cookie Policy

This privacy policy sets out how Norfolk Cycling Events will store and use information relating to you. Norfolk Cycling Events is a trading name of Norfolk Cycling Events.

Whether you are shopping with us or just browsing our website, we want you to know that we are fully committed to protecting your privacy. Once you choose to provide us with any information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy policy.

If you have questions about how we use your data or what we do to protect your privacy, please don't hesitate to email us at info@norfolkcycleevents.co.uk.

For all of our services, the data controller is Norfolk Cycling Events.

- [How we use your information](#)
- [Sharing your information](#)
- [Email marketing](#)
- [Online advertising](#)
- [Strava](#)
- [Cookies](#)
- [Links to third party websites](#)
- [Retaining your information](#)
- [Your rights](#)
- [Changes to our Privacy Policy](#)

How we use your information

When you shop with us, you'll need to provide consent for us to process your information so that we can fulfil your order. This consent is our legal basis for processing.

Type of information	How we use it
Name, contact details and emergency contact details.	To send you service information relating to your orders, In case of accident once when attending an event To send you marketing emails form Norfolk Cycling Events about future rides and promotions. For fraud prevention
Payment details	To take payment and give refunds where necessary For fraud prevention

Once you have placed an order with us, we'll keep hold of the following information:

Type of information	How we use it
Your purchase history,	To fulfil your orders, provide customer service and handle returns To find out what you like, and send you relevant marketing emails (only if you've opted-in) To deliver you adverts elsewhere online
Your contact history with us	To provide you with customer service and support

You also have the option of providing the following further information:

Type of information	How we use it
Your gender, date of birth and interests	To find out what you like, and send you relevant marketing emails (only if you've opted-in)
Your preferred country	So that we can send you products and offers that are available in your country (only if you've opted-in)
Survey responses	To help us better understand our customers' needs and preferences
Competition entries	To acknowledge receipt of your entry, and notify you of results
Linked Strava account information	To allow you to use our website without having to create an account To send you relevant emails about Sigma Sports Strava challenges (only if you've opted in)

When you use our website, we will also collect the following information:

Type of information	How we use it
Your device IP address	To set your default options such as currency and language To protect our website from fraud or malicious software
The type of device you are using to access our website	To improve your shopping experience by displaying our website in the best way for your device

We will also use most of the above data for our own internal analysis to help us better understand our customer base, and how our customers use our website. We do this to provide you with a better shopping experience.

Sharing your information

We will never sell, distribute or lease your data to any third party. In order to fulfil orders and provide you and other customers with a highly personal level of service, we do share your data with the following data controllers:

- [Jotform](#), our unique form provider payment service provider
- [Square](#), who we use to process all payments
- [Strava](#), for account linking
- Mailchimp, for email and newsletters
- [Facebook](#), [Instagram](#) and [Strava](#) for targeted advertising

Email marketing

If you opt-in to receive marketing emails from us, we'll send you a few emails each month keeping you up-to-date with news and events

In order to receive emails from us, you only need to provide us with your email address.

You will receive by email your rider pack for the up and coming event which you have signed up for.

If you've bought from us, we may use this information to send you emails about similar events that may be of interest to you. Some emails that we send will be based on actions that you take on our website, for example buying a specific product. We do this to enhance your shopping experience, and to help you find products which we think may be useful to you. Rest assured that we will never make opting-in a condition of receiving a service from us.

You can opt-out of receiving marketing emails from us at any time by:

- Clicking the 'Unsubscribe' link at the bottom of any of our marketing emails
- Contacting our [customer care team](#)

If you opt-out of receiving marketing emails, you will still receive important order and delivery information by email.

Strava

If you choose to join our Norfolk Cycling Events Club on Strava, we can see the following information from your Strava profile:

- Workout type (ride)
- Number of rides
- Distance
- Moving time
- Elapsed time
- Elevation gain

You can remove yourself from the club at anytime by visiting your own Strava profile.

Cookies

A cookie is a small text file which asks permission to be downloaded onto your computer or smartphone when you visit a website. It allows the website to recognise your device each time you access the website, and will store some information about your preferences or past actions.

We use cookies to improve your shopping experience by doing things like:

- Analysing web page traffic to make sure that you and other customers can find what you're looking for easily

When you first land on our website, we'll show you a message to let you know that we use cookies, and to ask for your consent to store them on your device. You can disable cookies within your internet browser settings.

Links to third party websites

We may occasionally provide links to third party websites to help you find other relevant information. Please be aware that any such site will not be governed by this privacy policy, and we therefore cannot be responsible for the protection and privacy of any information which you provide whilst using it. You should exercise caution and look at the privacy statement applicable to the web site in question.

Retaining your information

We will keep your personal information for as 1 years.

We encourage you to keep your information up-to-date, and you can do this easily at any by [contacting us](#).

Your rights

When it comes to your personal information, you have the following rights:

- The right to be informed about how we use your information
- The right to access any information we hold about you
- The right to correct any inaccurate information that we hold about you
- The right to request that we delete information that we hold about you
- The right to request that we stop processing your information i.e. using it for any or all of the purposes set out in this privacy policy
- The right to access your information in such a way so that it can easily be transferred from environment to another in a safe and secure way
- The right to object to, and opt-out of our email marketing at any time

We will always ensure that our services are made available to you in a way that makes it easy for you to exercise any of these rights, at any time. If you have any questions or wish to exercise your rights, please [contact us](#).

Changes to our Privacy Policy

From time to time, we may update our privacy policy to reflect changes in the way we provide our services to you, or in accordance with changes in data protection law. We encourage you to stay familiar with our privacy policy, but rest assured that If any significant changes are made, we will let you know.

If you have any questions about any changes we make, you are entitled to invoke any of your rights as set out above. We also encourage you to [contact us](#).

How to contact us

We welcome all feedback, good or bad. If you:

- Have any questions about how we collect and use your information
- Would like a copy of the information we hold about you
- Would like to update or remove any of the information we hold for you
- Would like to exercise any of your rights explained above

You can either email us at info@norfolkcyclingevents.co.uk, or write to us at:

Data Protection Officer
Norfolk Cycling Events

1 Gravel Hill
Stoke Holy Cross
Norwich
NR14 8LH

This privacy policy was last updated on 21st March 2018.