

# Racecourse Data Technologies Limited

## Data Protection Privacy Notice (Customers)

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**Please read this Privacy Notice. It relates to how we hold and process your information (data) and your rights. We recommend that you retain this Privacy Notice for future reference.**

Racecourse Data Technologies Limited is registered with the Information Commissioners Office. The person responsible for data protection at Racecourse Data Technologies Limited is Vicky Townend – (admin@rdtuk.com). Racecourse Data Technologies Limited is a "data controller". This means that we are responsible for deciding how we hold and use data about you. We are required under data protection legislation to notify you of the information contained in this privacy notice. We have a duty to keep your data secure and maintain your confidentiality and we will do so.

We will process your data on the lawful basis that this is pursuant to the contract between you as our customer and us as your supplier. We do not envisage that we will need to process any special category data (being data relating to race, ethnic origin, political opinion, religious or similar beliefs, membership of trade unions, physical or mental health or condition, genetic data, biometric data, sexual life and orientation) or data relating to criminal convictions.

We will only process and use your data for the purpose of performing the contract we have entered into and not for any other purpose. Your data is held on our computer systems. We have an obligation to keep this data accurate and we will endeavour to do so. Similarly, you are obliged to inform us of any data we hold that may no longer be accurate and we ask that you do so.

We do not share your data with third parties. We will notify you if we become required to disclose data to third parties, and we will ensure that the appropriate safeguards are in place by requiring any third party to maintain an equivalent level of security and confidentiality with regard to the data. You will have a right to object to this data being shared once you are notified of the need to do so.

Your data will be retained once the contract between us has ended within our archive system. We hold a very limited amount of information relating to your

contact details and purchasing history which we may use for the purposes of marketing (see below).

### Your rights

You are entitled to request copies of the data we hold about you. You are also entitled to receive confirmation from us that we are processing your data, what that data is, and to ensure that your data is correct and ask for it to be rectified if it is not. In addition, you have the right to object to our processing your data and ask that it be deleted. However, whether we agree to the deletion will depend upon the circumstances and whether we consider it necessary to retain the data for the original purpose for which it was obtained. You also have the right to ask that we transfer data to a third party.

### Marketing

As noted already, on the lawful basis that it is a legitimate interest of our business, we may retain your contact details indefinitely (being name, business name, address, contact number and email) for marketing purposes in order to keep you updated with information, including but not limited to raceday personnel schedules, software developments and product developments. This data will not be shared with any third-party marketing agent. The data will not be shared with anyone else unless we have your specific consent to do so.

If you would like to exercise any of your rights or object to our marketing on the above basis, please email Vicky Townend – admin@rdtuk.com.