

SHE STRIDES LIVE

PRIVACY POLICY

Last updated: 3 September 2026

This policy explains how She Strides Events Limited, trading as "She Strides Live" ("we", "us", "the organiser"), collects, uses and shares personal data in connection with She Strides Live, taking place on 15 May 2027 at Farnborough International, Hampshire ("the Event"). We are the data controller for the personal data described in this policy, except where stated otherwise.

1. What we collect

This policy covers ticket holders and participants, and also vendors, sponsors, speakers and volunteers who work with us, and anyone who otherwise contacts us or signs up for updates. When you book a ticket or otherwise interact with us, we may collect:

- your name and contact details (email address, phone number);
- booking details (ticket type, which runs you've entered, parking requirements);
- any medical, accessibility or dietary information you choose to share with us;
- payment information (processed by our ticketing platform and payment provider — we do not store your full card details ourselves);
- your choice about sponsor and partner data sharing (see section 4);
- if you attend, any photography or filming captured at the Event featuring you (see section 5); and
- technical data if you use our website (e.g. via cookies) — [TO CONFIRM: add detail once the site's cookie/analytics setup is finalised].
- if you are a vendor, sponsor, speaker or volunteer, your contact details and any information needed for your role at the Event; and
- if you sign up for updates or the waitlist without booking a ticket, your name and contact details.

2. How we use your data

We use your personal data to:

- process your booking and issue your ticket;
- administer the Event, including managing capacity, parking allocation, and any medical or accessibility needs you've told us about;
- communicate with you about your booking and the Event (confirmations, updates, changes);
- meet our own legal and contractual obligations, including obligations we owe to Farnborough International as the venue; and
- with your consent, share your details with our headline sponsors and partners as described in section 4.

Our lawful bases for this processing are performance of our contract with you (processing your booking), our legitimate interests in running the Event safely and communicating with ticket holders, compliance with a legal obligation where relevant, and your consent where we say we rely on it (in particular, section 4 and any marketing from us directly, if separately opted into). We do not rely on legitimate interests to share your details with sponsors for their own marketing — that always needs your consent.

3. Who else we share your data with

We share personal data with third parties who help us deliver the Event, including:

- our ticketing and event platform provider (currently Race Nation), who processes bookings, check-in and participant tracking on our behalf, as our data processor;
- Farnborough International Limited, where required for venue safety, capacity management or compliance with the venue licence;
- payment processors, to handle your payment securely;
- our first aid, medical and security providers, where relevant to your safety on the day (for example if you require medical assistance); and
- our headline sponsors and partners, but **only where you have actively opted in** — see section 4 below, which explains this separately because it works differently from the sharing above.

4. Sharing your details with our headline sponsors and partners

This only happens if you say yes — and "yes" means an active, separate action, not agreeing to our terms and conditions, and not simply failing to opt out of something. At the time of booking, you'll see a clearly separate, optional, unticked question:

"Yes, share my name and email with She Strides Live's headline partners so I can receive exclusive post-event discounts and products from them."

You'll need to opt in here to receive exclusive post-event discounts and products from our headline partners — this is entirely optional and won't affect your ticket. We'll only ever share your name and email, and only with our named headline partners (linked at the point of booking). You can change your mind at any time.

To be specific about what does and doesn't count as your consent to this:

- **Ticking the box to accept these terms and conditions, or our event terms and conditions, does not consent you to sponsor sharing.** That box covers your booking; sponsor sharing is a different, standalone question, asked separately.
- **We do not treat silence, inactivity, or not clicking an opt-out link as consent.** We won't email ticket holders after the fact to say "we're sharing your details unless you tell us not to" — under UK GDPR and PECR, that isn't valid consent for a third party to then market to you, and we don't rely on it.
- Leaving the sponsor-sharing question unticked, or not answering it, means we will not share your details for this purpose. There is no default in favour of sharing.

If you do actively opt in:

- we will share your name and email address (not your phone number, payment details, or any medical/accessibility information) with the sponsors and partners named to you at the point you give consent;
- those sponsors and partners become independent data controllers for what they then do with your information, and their own privacy policies will apply to how they use it, contact you and how long they keep it — we'll aim to point you to those where we can, but we don't control them;
- in return for opting in, you'll be eligible to receive exclusive post-event discounts and products from our headline partners;
- any marketing email a sponsor sends you will include its own unsubscribe/opt-out option, as required by law — clicking that stops future emails from that sponsor, but it's separate from, and doesn't replace, the consent you gave us in the first place;
- you can withdraw your consent to further sharing at any time by contacting us at [TO CONFIRM: privacy contact email] — this stops any further sharing going forward, but doesn't undo sharing that's already happened; you may separately need to unsubscribe from, or contact, individual sponsors directly to stop hearing from them once they have your details; and
- which organisations count as a "headline sponsor or partner" for this purpose may change between ticket on-sale and the Event itself — we'll keep this policy and the booking-stage question updated to reflect who's involved at the time you book.

We do not share your details with sponsors or partners who are not designated headline sponsors/partners, and we do not sell personal data to anyone.

5. Photography and filming

Photography and filming take place at the Event for promotional and archival purposes. By joining and attending the Event, you consent to being included in this unless you tell us in advance you'd rather not be — see clause 9 of our event terms and conditions for full detail.

6. How long we keep your data

We do not keep personal data for longer than we need it. How long that is depends on what the data is and why we hold it:

- booking and payment records: 6 years from the end of the relevant tax year, to meet our accounting and HMRC record-keeping obligations;
- medical, accessibility and dietary information you give us for the Event: deleted within 3 months of the Event, once it's no longer needed for safety or operational purposes;
- general participant contact details: deleted or anonymised within 24 months of the Event, unless you've engaged with us again in that time;
- marketing consent records (including the headline partner opt-in in section 4): kept for as long as we might rely on that consent, and for a reasonable period afterwards as evidence of what you agreed to, even after we've stopped using the underlying data; and

- vendor, sponsor, speaker and volunteer contact details: kept for the duration of our relationship and for 6 years afterwards, in line with our standard contractual and accounting record-keeping.

Where we no longer need personal data for any of the purposes in this policy, we delete or anonymise it. You can ask us about specific retention periods, or ask us to delete your data sooner, by contacting us (see section 9) — we'll do so unless we have a legal reason to keep it.

7. Your rights

Under UK data protection law, you have the right to:

- ask us what personal data we hold about you, and get a copy of it;
- ask us to correct inaccurate data;
- ask us to delete your data, in some circumstances;
- object to, or ask us to restrict, certain processing;
- withdraw consent at any time where we rely on it (including the sponsor-sharing choice in section 4); and
- complain to the Information Commissioner's Office (ICO) if you think we've mishandled your data — ico.org.uk.

To exercise any of these rights, contact us at info@shestrideslive.co.uk.

8. Keeping your data safe

We take appropriate steps to keep your personal data secure. If we become aware of a data breach affecting your information, we will assess the risk and, where required, report it to the Information Commissioner's Office and let you know.

9. Contact us

If you have any questions about this policy or how we handle your data, contact us at info@shestrideslive.co.uk

10. Changes to this policy

We may update this policy from time to time. We'll post the current version on our website with the date it was last updated.