



Ark Event Privacy Statement

This privacy statement is for the Ark to Ark Cycle challenge taking place on Saturday 8th July 2023.

Purpose and lawful basis for processing

Our purpose for collecting this information is so we can facilitate the Ark to Ark Cycle challenge event and provide you with an acceptable service.

The lawful basis we rely on for processing your personal data is your consent under article 6(1)(a) of the UK GDPR.

How much data do we collect?

When registering to attend the Ark to Ark Cycle event, you will be asked to provide your name, address, email address, gender, dietary requirements, cycling jersey size (if any is desired) and information about your cycling capabilities. Depending on the event ticket you register for (i.e., Team Corporate Riders), we will ask you to provide information about your employer for us to process payment of your event ticket.

Why do we need your data and what do we do with it?

We will use your personal data to allow us to process your registration and contact you to provide details and updates about the event. The information used to register you for the event will be shared with Gladiator Events who are organising the logistics of the Ark to Ark Cycle challenge. For more information about Gladiator Events, please see the Data Processors section below.

We will also use your personal data to contact you following the event to send you content relating to the cycle challenge and/or to ask you for feedback as part of our commitment to continuous improvement. We will not share your personal data with any other third parties other than those listed in the Data Processors section below.

How long we keep your personal data?

Your personal data will be retained by Ark for two years for the purpose of this event and any future events in accordance with the participant's selected preferences. You have the right to request to change your preferences and/or have your personal data removed at any time by contacting fundraising@arkonline.org

Photography and recordings

Events may be photographed or recorded because it is our legitimate interest to do so, and we will share these images for promotional purposes. If you would prefer for our image not to be used, please let us know by emailing fundraising@arkonline.org

Ongoing communication

If you have given your consent to receive further information about Ark and our activities or future events, we will keep relevant contact and preference data until you opt out. You can withdraw or amend your preferences at any time by contacting fundraising@arkonline.org

Do we use any data processors?

We use data processors to help us in organising and facilitating this event.

Eventbrite

Eventbrite is a third-party service provider not operated by Ark, and any information or personal data which you provide to Eventbrite will be shared with Ark for the purposes of organising this event. Your data will be stored and used by Eventbrite according to their [privacy policy](#).

What are your rights?

We rely on your consent to process your personal data and you have the right to withdraw your consent at any time. If at any point you want to withdraw your consent, please email fundraising@arkonline.org who will update their records to reflect your preferences.

For more information on your rights, please see [Ark's Data Protection Policy](#)

If you have any questions about this statement or how we are processing your personal data, please contact Ark's Data Protection Officer using dataprotection@arkonline.org