

Privacy Policy

Breathing Space Activities Limited, organisers of all Iconic Cycling Events (“we”), take your privacy very seriously and are committed to protecting and respecting your privacy and complying with the principles of the Data Protection Act 1998 (the “Act”).

This policy (together with our [terms of use](#) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

Your consent

Your use of our website signifies your consent to us to collecting and using personal data about you as specified in this policy statement. Should we choose to change these terms for any reason, the changes will be posted on our website so that you will always be kept informed about the collection and use of your personal information and when we disclose it.

Collection of personal information

We may collect and process the following data about you: information that you provide by filling in forms on any of our sites (including, www.iconiccyclingevents.co.uk, www.bikebath.co.uk, www.bikeoxford.co.uk, www.cotswoldcrankup.co.uk, www.yorkshirepedalhon.co.uk) (“the Sites”). This includes information provided at the time of registering for an event, subscribing to our newsletter, posting material, entering into competitions, surveys or promotions or requesting further services. If you contact us, we may keep a record of that correspondence. The type of information we collect this way may include your name, address, phone/fax number and email address. Information gathered for this purpose will never be used for any other purpose or shared with any other companies. We will always give you the option to unsubscribe from our newsletter facility by clicking the ‘Unsubscribe’ button that appears on each newsletter.

IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of the Sites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to the Sites.

Where we store your personal data

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. Where we have given you (or where you have chosen) a

password which enables you to access certain parts of the Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Sites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of the information

We will only use personal information to provide you with services relating to the Sites. Save as set out in this policy, personal information will not be passed to third parties other than those involved in carrying out the services you are contracting from us, such as in relation to event registration. We use information held about you in the following ways:

- To ensure that content from the Sites is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service. If you do not want us to use your data in this way please let us know.

Information protection

We have strict security procedures covering the storage of your information in order to prevent unauthorised access and to comply with the terms of the Data Protection Act 1998. We may sometimes have to ask for proof of identity or for other personal information before we can process your call or enquiry further.

By entering into a contract for services with us, such as registration for an event, you consent to the transfer of your personal data to the United States and to the processing of that data there, which may be necessary for the purposes of registration for one of our events.

Disclosure of your information

We may provide aggregate statistics about sales, customers, traffic patterns and information to third parties but these statistics will not include any information that identifies you.

Any confidential financial information we collect is not disclosed to any third party save as required below.

We may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply

our terms of use and other agreements; or to protect the rights, property, or safety of, Iconic Cycling Events, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at info@iconiccyclingevents.co.uk.

The Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

Children

Children aged 16 or under wishing to provide personal details to Iconic Cycling Events should get their parent/guardian's permission to do so.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Contact us

Should you have any concerns, questions, comments or requests regarding our privacy policy or our use of information about you or wish to check any of the information that we hold about you, please address these to info@iconiccyclingevents.c.uk. For the purpose of the Data Protection Act 1998 (the Act), the data controller is Breathing Space Activities Limited whose registered office is at Grenville House, 9 Boutport St, Barnstaple, Devon EX31 1TZ.