



RUN WILD. FEEL GOOD.

## RUN LOVE FESTIVAL 2026

### PRIVACY POLICY

Last updated: 23/01/2026

Run Love Festival Ltd (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you purchase tickets for or attend Run Love Festival 2026 (“the Event”).

This policy applies to all ticket holders, attendees, participants, volunteers, and anyone interacting with us in connection with the Event.

#### 1. WHO WE ARE

Run Love Festival Ltd is a private limited company registered in England and Wales.

For the purposes of UK data protection law, we are the data controller of your personal data.

Tickets for the Event are sold via TicketTailor, which acts as our self-service ticket vendor.

#### 2. WHAT DATA WE COLLECT

We may collect and process the following types of personal data:

##### 2.1 Information you provide

- Full name
- Email address
- Phone number
- Billing address
- Ticket purchase details
- Emergency contact details (if provided)
- Medical or accessibility information (only if you voluntarily provide it)



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## 2.2 Information collected automatically

- Ticket scan and attendance data
- Event participation details (e.g. race entry, timings, results)
- Photographs, video, and audio recordings taken at the Event

## 3. HOW WE USE YOUR DATA

We collect and use personal data for the following purposes:

- Ticket sales, validation, and event entry
- Event administration and communication
- Safety, welfare, and emergency management
- Managing race participation, results, and timings
- Customer support and enquiries
- Legal, regulatory, and insurance requirements
- Marketing and promotion (where permitted by law)

We do not sell your personal data.

## 4. LEGAL BASIS FOR PROCESSING

Under UK GDPR, we rely on the following lawful bases to process your data:

- Contract – to fulfil your ticket purchase and provide the Event
- Legitimate interests – for event administration, safety, and promotion
- Legal obligation – where required by law
- Consent – where you have explicitly provided it (e.g. marketing emails)

## 5. PHOTOGRAPHY, FILMING & MEDIA

The Event will be photographed and filmed.

By attending the Event, you acknowledge and agree that:

- Images, video, and audio featuring you may be captured
- These may be used by the Organiser for promotional, marketing, and commercial purposes
- Such use may include websites, social media, advertising, and printed materials



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If you have a serious objection to appearing in media, please contact us in advance where possible.

## 6. SHARING YOUR DATA

We may share your data only where necessary, including with:

- TicketTailor (automatically shared for ticketing and payment processing)
- Timing and results service providers
- Medical, safety, and security teams (where required for welfare or emergencies)
- Insurers, legal advisers, or regulators where required by law

We do not share personal data with sponsors.

All third parties are required to process your data securely and lawfully.

### 6A. THIRD-PARTY CLASSES & ACTIVITY PROVIDERS

Some activities, workshops, or wellness classes offered at the Event may be delivered by independent third-party providers (“Activity Providers”).

Where you book or attend such a class:

- We may share limited personal data with the relevant Activity Provider
- This data will typically include your name and, where necessary, basic booking or attendance information
- Data is shared solely for the purpose of administering the class, managing attendance, and ensuring safe delivery
- Activity Providers act as independent data controllers in relation to the personal data they receive and are responsible for processing it in accordance with their own privacy policies and applicable data protection laws.
- We do not permit Activity Providers to use your personal data for marketing purposes unless you have given them separate consent.

## 7. DATA STORAGE & SECURITY

Personal data is stored securely using appropriate technical and organisational measures

Access is limited to authorised personnel only



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Data is retained only for as long as necessary for the purposes outlined in this policy, or as required by law.

## 8. HOW LONG WE KEEP YOUR DATA

Ticket and event administration data: retained for up to 6 years for legal and accounting purposes

Medical or emergency data: deleted shortly after the Event unless legally required to retain it

Marketing data: retained until you withdraw consent or unsubscribe

## 9. YOUR DATA PROTECTION RIGHTS

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your data (where legally permitted)
- Object to or restrict certain types of processing
- Request data portability
- Withdraw consent at any time (where processing is based on consent)

To exercise any of these rights, please contact us using the details below.

## 10. MARKETING COMMUNICATIONS

You will only receive marketing communications from us if:

- You have opted in, or
- We are permitted to contact you under applicable law

You can unsubscribe at any time using the link in our emails or by contacting us directly.



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## 11. CHILDREN'S DATA

Children under 18 may attend the Event only when accompanied by a responsible adult.

We do not knowingly collect personal data from children without the consent of a parent or guardian.

Parents/guardians are responsible for any data provided relating to minors.

## 12. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time.

Any changes will be published on our website and will apply from the date shown at the top of this document.

## 13. CONTACT US

If you have any questions about this Privacy Policy or how we handle your personal data, please contact:

Run Love Festival Ltd  
Email: [hello@runlove.club](mailto:hello@runlove.club)

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe your data has been mishandled.