

## **ALPINE RACING LIMITED: PRIVACY NOTICE FOR PRIZE DRAW AND MARKETING PURPOSES**

### **INFORMATION ON PERSONAL DATA**

We are committed to protecting your personal data and take all necessary steps to ensure that your personal data is processed safely and in accordance with applicable law.

You will find below detailed information about how we use your personal information in relation to our prize draws and marketing communications.

### **WHO ARE THE DATA CONTROLLERS OF YOUR PERSONAL DATA?**

**Alpine Racing Limited** ("we", "us" or "our") is a company registered in England and Wales at Whiteways Technical Centre, Enstone, Oxfordshire OX7 4EE (company number: 01806337).

For the purposes of processing your personal data in relation to your participation in our prize draws or for the purposes of sending you marketing communications, Alpine Racing Limited is the data controller of your personal data.

### **HOW WE USE YOUR PERSONAL DATA**

We collect personal information from you when you provide it to us for the purposes of entering our prize draws or signing up to receive marketing communications from us.

We process your personal information for the following reasons:

<b>Purposes</b>	<b>Legal basis</b>
Running our prize draws and subsequently contacting the winners of the prize draws	Consent
Use of prize draw winners' information, including but not limited to names, images, voice, photographs, statements and recordings for use on our social media platforms, website and marketing materials.	Consent
Sending you marketing communications, including newsletters personalised marketing messages, news about products, special offers, invitations to events, games or contests, via email	Consent
Complying with requests to exercise Your Rights (see below) under relevant data protection legislation.	Necessary for compliance with a legal obligation
For internal reporting purposes	Our legitimate interests (in order to measure the performance of our activity and improve our products and services)

Thanks to the personal data you provide us with, we create a profile of you which allows us to assess and predict as well as possible your personal preferences and/or interests for our products and services. Better knowing you helps us improve your satisfaction and customer experience.

More generally speaking, we undertake to collect only the personal data necessary for each purpose for which we process your data. Therefore, the mandatory information we require in forms you complete is indicated. These forms are mandatory because they are needed for entering into a contract, or to process your requests, or for complying with our legal or regulatory obligations. If you do not wish to provide the mandatory information, we will not be able to process your request. The other information fields (e.g. survey on specific areas of interests) are for getting to know you better especially in order to send you personalized marketing information and are consequently not mandatory. You are free to fill them in or not.

## **WHAT PERSONAL DATA DO WE PROCESS?**

We process the personal data you provide to us directly as well as the personal data you provide our partners with when you enter one of our prize draws or sign up to receive our marketing communications through them. The categories of data we process for these purposes are:

- name;
- email address;
- marketing preferences; and
- other contact details such as telephone number and/or postal address.

We process this personal data based on your consent, which you are free to withdraw at any time. For more information on your rights, please see the “Your Rights” section below.

## **HOW LONG DO WE RETAIN YOUR PERSONAL DATA?**

We undertake to keep your personal information for no longer than is necessary for the purposes for which we process them, in accordance with the EU General Data Protection Regulation 2016/679, the UK GDPR (the “**GDPR**”) and other applicable data protection legislation.

In order to calculate the retention period of your personal data, we use notably the following criteria:

- The time required to proceed with your request or your claim;
- Your reactivity to our marketing information;
- The need to keep a record of your interactions with us; and
- To comply with our legal or regulatory obligations.

Personal data provided to us for the purposes of entering a prize draw will be kept for a period of 48 months.

We may have to keep some of your personal data for a longer duration, in an archive file, in order for us to be able to establish, exercise or defend legal claims until the end of the statute of limitation provided by applicable law.

## **WHO CAN ACCESS YOUR PERSONAL DATA?**

We may share your information when we rely on other partners or service providers, in order to process all or part of your personal information, to the extent necessary to carry out the tasks entrusted to them (for example, for running our prize draw, for providing services relating to sending marketing information and for conducting a survey).

Where you have opted in to a prize draw or to receive marketing communications from us through one of our partners, they will process your personal data as well, including for the purposes of sharing it with us. For more information on how our partners process your personal data, please read their privacy notices.

Where you opt-in to receive marketing communications from Renault SAS, we will share your information with Renault SAS for that purpose.

Finally, we may have to share your personal data with third parties for the purposes of a sale or acquisition of our business or as necessary to comply with a legal obligations, administrative or judiciary decisions.

## **INFORMATION ON INTERNATIONAL TRANSFERS**

As far as possible, we store your information on servers located within the UK or European Economic Area (EEA). However, some of our services providers may be located outside of the UK or EEA. These countries may have differing data protection legislation than the European Union, EEA or UK. Where we are transferring any personal data outside of these jurisdictions, we pay special attention to ensure that such transfers are compliant with applicable data protection legislation and put in place appropriate safeguards with respect to the protection your privacy, fundamental rights and freedoms. One of the safeguards we may

use are the Standard Contractual Clauses adopted by the European Commission. If you require further information about international transfers, you can contact us using the contact details mentioned in the "Contact Us" section below.

## **YOUR RIGHTS**

You have certain rights in respect of your personal data, including the right to:

- information about how we process your personal data (such as the information contained in this privacy notice);
- request access to your personal data, in other words to receive a copy of the personal data we hold about you;
- rectification, in other words to have your information corrected, if it is inaccurate or not up to date, which will help us to comply with our obligation to have up-to-date information about you;
- have your personal data erased (also known as right to be forgotten), although such right might be limited in view of our contractual or legal obligations;
- receive a copy of your personal data in a structured, commonly used and machine-readable format, and transmit it to another data controller (also known as the right to data portability);
- restriction of our processing of your personal data;
- object to the processing of your personal data, on grounds relating to your particular situation, and to restrict processing of your information, as provided in applicable data protection legislation;
- object to marketing information (notably when profiling is used), said right can also be exercised by using the unsubscribe link in the emails we send you; and
- withdraw your consent at any time, where that is the lawful basis for the processing of your data.

To exercise any of these rights, you may contact us using the ways set out below. We may need to request proof of identity to verify who you are.

Finally, you have the right to lodge a complaint with a relevant data protection authority about the processing of your personal data. In the UK, the relevant supervisory authority is the Information Commissioner's Office (ICO). We encourage you to contact us before making any complaint and we will seek to resolve any issues or concerns you may have.

## **MODIFICATION OF THIS DOCUMENT**

We may modify this notice from time to time. When required or needed, we will inform you. We therefore invite you to have a look at it at every visit to get the most up-to-date version.

## **CONTACT US**

If you have any questions about this privacy notice or our privacy practices, please contact us by email at [legalprivacy@uk.alpineracing.com](mailto:legalprivacy@uk.alpineracing.com) or by post at **Alpine Racing Limited (FAO: Legal Department) Whiteways Technical Centre, Enstone, Oxfordshire OX7 4EE, UK.**