

Data protection statement

This statement explains how Pole Position Travel (“we” and “our”) handles and uses the personal data we collect about our customers and those enquiring about our services (“you” and “your”).

Developing a better understanding of our customers allows us to keep in touch with you, and help tailor our products to better serve you.

We are committed to protecting your personal information and being transparent about what information we hold.

Personal data that we hold

We may hold information relating to you from a number of sources. A significant proportion of the information we hold is that which you provide to us (for example, you may give us information by filling in forms on our website, or by corresponding with us by telephone, email or otherwise).

Most records contain:

- unique personal identifiers and biographical information (e.g. name, date of birth)
- your contact details (and we update these whenever you let us know that they have changed). This may include email addresses, social media channels, telephone numbers
- details of your interactions with us, including your events and travels
- travelling partners and similar information pertaining unto these
- your communication preferences, to help us provide tailored and relevant communications
- your history of payments and forms of payment (but not any card details)

How we use your data

Your data is used to assist planning a trip or event and to keep you informed of plans, developments and opportunities. Some activities may include:

- Sending you tailored proposals and itineraries
- Suggesting specific products or services
- Announcing new products & services which may be of interest
- Inviting you to special events
- Introducing new supported teams and riders

If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us using the details listed below.

When we share your data with others (our partners)

We provide necessary details to our suppliers in order to serve you. This may include your name, sex, nationality, personal description (for example to meet a driver), phone number, shirt size.

We never pass on your email address to anyone for any reason without your explicit permission.

How we protect your data

We ensure we have appropriate data sharing arrangements in place before sharing your personal data.

We do not sell your personal data to third parties under any circumstances. Should another customer request contact with you, we forward the request to you and leave it to you to respond directly.

Any transfers of your data overseas (outside of the European Economic Area), as set out above, are protected either by an 'adequacy decision' by the European Commission (declaring the recipient country as a 'safe' territory for personal data) or by standard contractual clauses adopted by the European Commission (which give obligations for the recipient to safeguard the data).

Further information about the measures we use to protect data when being transferred internationally is available from us (via the contact details are set out below).

We store your data in our secure database, as well as our DadaMail email system. These are available only to trusted members of our company.

Your rights

You have the right to:

- ask us for access to, or rectification or erasure of your data
- restrict processing (pending correction or deletion)
- object to communications or direct marketing
- ask for the transfer of your data electronically to a third party (data portability)

You have the right to lodge a complaint with the Office for Personal Data Protection.

Further information

The legal basis for processing your personal data for the interdependent purposes set out above is that it is necessary for the pursuit of our legitimate interests. We always handle your personal data securely and minimise its use, and there is no overriding prejudice to you by using your personal information for these purposes.

In addition, there is no statutory or contractual requirement for you to provide us with any personal data. We store all data on our database server currently housed in a secure facility

within the Amazon Web Cloud, London. The controller of your personal data is under the supervision of the Managing Director, Mr Gordon Howell, legal@polepositiontravel.com.

Please contact us if you have any concerns or questions about the above information or you wish to ask us not to process your personal data for particular purposes. Where you have specific requests relating to how we manage your data, we will endeavour to resolve these, but please note that there may be circumstances where we cannot comply with specific requests.

We will retain your data indefinitely in support of your lifelong relationship with us or until you request us to do otherwise. We will publish any changes we make to this data protection statement and notify you by other communication channels where appropriate.

Where you exercise your right to erasure, we will continue to maintain a core set of personal data (name, membership details, unique identification number and date of birth) to ensure we do not contact you inadvertently in future. We may also need to retain some financial records about you for statutory purposes (e.g. anti-fraud and accounting matters).