



Yes to Life Privacy Policy for Yes to Life 10k Website (Yestolife10k)

At Yes to Life we are committed to protecting and respecting your privacy.

Who are we?

We are Yes to Life, the UK's cancer charity who empower people with cancer to make informed decisions about their cancer care options. Our charity registration number is 1112812 and our company number is 05495576. Our office is at the address above.

This Policy

This policy 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 do read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting <http://yestolife10k.org> you are accepting and consenting to the practices described by this policy.

Our Data Protection Officer for this can be contacted at office@yestolife.org.uk.

Information we collect from you

In determining what we keep and what we retain we must first recognise what is legitimate data and what is direct marketing data and the we will be seeking consent from people whose data we currently hold across all forms of communication.

How do we collect information from you?

We obtain information about you when you use our website through cookies – see below.

What type of information is collected from you?

If you are signing up to run our 10k race you will be directed to a third party, Primo Events who organise the registration of runners.

<https://register.primoevents.com/ps/event/YestoLife10K>. Details of their data policy can be found here: <http://primoevents.com/privacy/>.

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As a data processor we can download the information stored by Primo Events in order to establish those people running in the event in order to meet the regulations set out by the venue, currently Victoria Park, London. We will only contact you if you have agreed to opt-in to receive information about our 10k.

As this event is filmed and runners photographed, we understand that photographs and filmed images of people are considered personal data as they can be identified by these images. Prior to this event, all runners will be asked to consent to them being filmed or having their photographs taken. There will also be notices clearly marked at the venue and all attendees will be required to sign a simple consent form when they register on the day.

Who has access to your information?

1. We will not sell or rent your information to third parties.
2. We will not share your information with third parties for marketing purposes.

Your choices

You have a choice about whether you wish to receive information from us. If you do not want to receive direct marketing communications from us about future 10k runs, you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: office@yestolife.org.uk; or by calling us on 0203 222 0587. As part of our compliance process, everyone on our mailing lists has been contacted to determine whether they wish to opt-in to receive information from the charity. Those who unsubscribe are deleted automatically.

How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the

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meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: office@yestolife.org.uk or write to us at Yes to Life, The Energy Centre, Bowling Green Walk, London N1 6AL. You can also call us on 0203 222 0587.

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) of the purpose for collecting this. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. This will be clearly identified for you to see.

You have the right to request that information we hold about you is deleted. Requests for a copy of the information we hold should be made to office@yestolife.org.uk. We may charge £10 for information requests to cover our costs in providing you with details of the information we hold about you.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

Use of 'cookies'

Like other commercial websites, our Site uses a technology called "cookies" and web server logs to collect information about how our Site is used. A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that Site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies.

Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our Site, and the Sites visited just before and just after our Site. Cookies, in conjunction with our web server's log files, allow us to calculate the aggregate number of people visiting our Site and which parts of the Site are most popular. This helps us gather feedback so that we can improve our Site and better serve our customers. Cookies do not allow us to gather any personal Information about you and we do not generally store any personal information that you provided to us in your cookies.

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We use 'session' cookies which enable you to carry information across pages of the Site and avoid having to re-enter information. Session cookies enable us to compile statistics that help us to understand how the Site is being used and to improve its structure. We also use 'persistent' cookies which remain in the cookies file of your browser for longer and help us to recognise you as a unique visitor to the Site, tailoring the content of certain areas of the Site to offer you content that matches your preferred interests.

You can 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 Site.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

Changes to our Privacy Policy

We may change this Policy from time to time and in doing so we will publish information in respect of any changes on our website.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to office@yestolife.org.uk or in writing to The Energy Centre, Bowling Green Walk, London N1 6AL.