

Purposes for which we will Process your Data:

Purpose/Activity	Type of data	Lawful basis for processing including basis of Legitimate Interest	Retention period (not exceeding)
To apply to participate, or participate, or to organise a team, in any of Our events	(a) Identity Data (b) Contact Data (c) Transaction Data (d) Technical Data (e) Profile Data (f) Marketing and Communications Data	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events).	5 years from last application to participate
To facilitate and publish the results of Our events	(a) Identity Data (b) Profile Data	(a) Legitimate Interests (We need the ability to publish and store the results, rank individuals, challenge results after the Specific Event and keep a historic log of this data all for the purpose of staging the event(s) and for archival and historic research. This also allows participants to rank themselves against other participants).	In perpetuity
To televise, film and/or otherwise record Our events and to take photographs and record footage of Our events	(a) Identity Data	(a) Legitimate Interests (We need the ability to publish, display, sell and distribute Our events by means of film, television, radio, print media, internet,	In perpetuity

		publicity material or any other media now or in the future).	
To volunteer for Our events	(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events). (c) Necessary to Comply with a Legal or Regulatory Obligation (including security and safety at Our events and tax purposes).	3 years since your last application to volunteer or 7 years after your last active engagement in one of our events
To provide your services on a temporary basis to us as a laborer or volunteer	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Profile Data (f) Marketing and Communications Data	(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to participate in Our events and to stage Our events). (c) Necessary to Comply with a Legal or Regulatory Obligation (including security and safety at Our events and tax purposes).	7 years since you applied for your last role or last temporary employment
To be included on Our media lists	(a) Identity Data (b) Contact Data (c) Marketing and Communications Data	(a) Legitimate Interests (We need this data to be able to enable Our events to be covered in the media).	3 years
To be a partner, sponsor or	(a) Identity Data (b) Contact Data	(a) Performance of a Contract with you (as	6 years after the end of any

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<p>supplier or potential partner, sponsor or supplier of or to Us or Our events</p>	<p>(c) Financial Data (d) Transaction Data (e) Marketing and Communications Data</p>	<p>Our partner, sponsor or supplier) (b) Legitimate Interests (We need this data to be able to contact you about becoming a partner, sponsor or supplier to allow you to become officially associated with Us or Our event(s)). (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax purposes).</p>	<p>contract (if any) or 6 years from the last correspondence about being a potential partner, sponsor or supplier</p>
<p>To be a medical professional including doctor and physiotherapist at one of Our events</p>	<p>(a) Identity Data (b) Contact Data (c) Marketing and Communications Data</p>	<p>(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to allow you to provide your services at Our events, to ensure that you are adequately qualified and to ensure that We have the requisite number of medical professionals at Our events). (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and insurance purposes).</p>	<p>6 years from the date of the last event you assisted with</p>
<p>To be a Charity affiliate/ non-profit organization or to apply to be part of Communication and/or organizing schema at our events.</p>	<p>(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications</p>	<p>(a) Performance of a Contract with you (b) Legitimate Interests (We need this data to be able to provide you with the benefits of being a charity contact and to ensure that you remain on the waiting list if you</p>	<p>6 years after last application to be an official charity or expiry of affiliation</p>

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	Data	are on such list).	
To attend one of Our events in any capacity that requires photographic accreditation (not otherwise dealt with in this table)	(a) Identity Data (b) Contact Data	(a) Legal Obligation (b) Performance of a Contract with you (c) Legitimate Interests (We need this for security reasons).	6 years after the last time you were accredited
To apply to participate in our events if you are under 13 years of age	(a) Identity Data (b) Contact Data	(a) Consent (parental consent either obtained by Us or via a third party). (b) Legitimate Interests (to allow minors to participate in Our events, please see paragraph 4.12 below).	5 years from last application to participate or until you reach the age of 13, whichever occurs sooner
To register you as a new customer	(a) Identity Data (b) Contact Data	(a) Performance of a Contract with you (b) Legitimate Interests (to provide you with customer services).	3 years from last registration as a customer or last interaction with Us as a customer, whichever is later
To process and deliver your order including: (a) Manage payments, fees and charges; and (b) Collect and recover money owed to Us	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data (e) Marketing and Communications Data	(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to recover debts due to Us) (c) Necessary to Comply with a Legal or Regulatory Obligation (including for tax and consumer protection purposes).	6 years from order completion

<p>To manage Our relationship with you which will include: (a) Notifying you about changes to Our terms or Privacy Policy (b) Asking you to leave a review or take a survey (c) dealing with any complaints and responding to feedback</p>	<p>(a) Identity Data (b) Contact Data (c) Profile Data (d) Marketing and Communications Data</p>	<p>(a) Performance of a Contract with you (b) Necessary to Comply with a Legal or Regulatory Obligation (c) Necessary for Our Legitimate Interests (to keep Our records updated and to study how customers use Our products/services)</p>	<p>6 years from last correspondence</p>
<p>To enable you to partake in a prize draw, competition or complete a survey</p>	<p>(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing and Communications Data</p>	<p>(a) Performance of a Contract with you (b) Necessary for Our Legitimate Interests (to study how customers use Our products/services, to develop them and grow Our business)</p>	<p>5 years from prize draw, competition or survey</p>
<p>To administer and protect Our business and the Site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity Data (b) Contact Data (c) Technical Data</p>	<p>(a) Necessary for Our Legitimate Interests (for running Our business, provision of administration and IT services, network security, to prevent fraud) (b) Necessary to Comply with a Legal or Regulatory Obligation</p>	<p>5 years from collection of data</p>
<p>To deliver relevant Site content and advertisements to you and measure</p>	<p>(a) Identity Data (b) Contact Data (c) Profile Data (d) Usage Data (e) Marketing</p>	<p>(a) Necessary for Our Legitimate Interests (to study how customers use Our products/services, to</p>	<p>3 years from collection of data</p>

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<p>or understand the effectiveness of the advertising Larnaka Marathon serves to you</p>	<p>and Communications Data (f) Technical Data</p>	<p>develop them, to grow Our business and to inform Our marketing strategy)</p>	
<p>To use data analytics to improve the Site and Our products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical Data (b) Usage Data</p>	<p>(a) Necessary for Our Legitimate Interests (to define types of customers for Our products and services, to keep the Site updated and relevant, to develop Our business and to inform Our marketing strategy)</p>	<p>3 years from collection of data</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you (including where you have declared interest in one of our events or where your image is captured by our official photographer at one of our events)</p>	<p>(a) Identity Data (b) Contact Data (c) Technical Data (d) Usage Data (e) Profile Data</p>	<p>(a) Necessary for Our Legitimate Interests (to develop Our products/services and grow Our business and to provide you with the opportunity to purchase goods that commemorate your participation in one of Our events (such as an official photograph, video, web postings etc))</p>	<p>3 years from last participation in one of our events</p>
<p>For event logistics and operational purposes (including emergency service access routes, personal care plans and public access routes)</p>	<p>(a) Identity Data (b) Contact Data</p>	<p>(a) Necessary for Our Legitimate Interests (for ensuring that the event logistics are in place to ensure successful staging of Our events) (b) Necessary to Comply with a Legal or</p>	<p>5 years from the event to which the data relates</p>

		Regulatory Obligation (safety and security and insurance)	
To allow Us to become affiliated to selected membership organisations (such as International marathon organisations and other associations of relative events)	(a) Identity Data (b) Contact Data (c) Financial Data (d) Transaction Data	(a) Performance of a Contract with you (membership rules and regulations). (b) Legitimate Interests (We need this data to be able to utilise the membership benefits).	6 years after the affiliation terminates