

PRIVACY POLICY



We are bound by the Privacy Act 1988 (Cth) (Privacy Act) and the Australian Privacy Principles (APPs). This policy explains how and why we collect, use, hold and disclose the personal information of participants (including athletes, volunteers and accredited media) at our Cape to Cape MTB event.

"We", "us" and "our" means EventMatrix Pty Ltd trading as Cape to Cape MTB (ACN 641 417 003).

You consent to us collecting, holding, using and disclosing your personal information in accordance with this policy.

What is personal information?

Personal information is any information or an opinion about an identified individual or an individual who can be reasonably identified from the information or opinion. Information or an opinion may be personal information regardless of whether it is true.

What personal information do we collect and hold?

We collect information about you and your interactions with us, for example, when you register for our Events (as an athlete or volunteer, or seek accreditation as a member of the media), purchase any of our products through our event registration process, call our customer support line or otherwise visit our Website. The information we collect from you may include your identity and contact details, your history of purchases, your use of our products and services, and details of enquiries or complaints you make. If you are an athlete at an event the information we collect from you may also include your relevant medical history and race results. If you are physically present at an Event the information our third-party service providers collect from you may include your image.

Online Use and Cookies

We may collect information about how you access, use and interact with the Website. We do this by using a range of tools such as analytics cookies, advertising cookies, social media cookies and mobile devices. This information may include:

1. the location from which you have come to the site and the pages you have visited; and
2. technical data, which may include IP address, the types of devices you are using to access the Website, device attributes, browser type, language and operating system.

For Cape to Cape MTB event, your data is managed in accordance with this privacy policy. Online cookies and consents are managed as follows:

We, and our third-party partners, automatically collect certain types of usage information when you visit our Websites, apps or social networking pages, when you read our e-mails, or when you otherwise engage with us. Cookies, flash objects, web beacons, file information and similar technologies are used to distinguish you from other users of our Websites. You can usually change the settings of your browser to modify the permissions you give to us and third parties for the storing of and gaining access to cookies on your device.

- **What are Cookies used for?** Cookies are pieces of code that allow for personalization of our Website experience by saving some of your personal data, such as user ID and preferences. A cookie is a small data file that is transferred to your device's hard disk (such as your computer or smartphone) for record-keeping purposes. Cookies and similar technologies ("Cookies") do lots of different jobs, like helping us understand how our Website is being used, letting you navigate between pages efficiently, remembering your preferences and language settings and

generally improving your browsing experience. Cookies can also help us to ensure that marketing you see online is more relevant to you and your interests.

- **What types of Cookies are used by us and our partners?** The types of Cookies used on our Websites can generally be put into one of the following categories: strictly necessary; analytics; functionality; advertising; and social media.
 1. **Strictly Necessary:** These Cookies are essential to make our Website work. They enable you to move around the Websites and use their features. Without these Cookies, services that are necessary for you to fully use our Website may not be available. Insofar as personal data are processed at all when strictly necessary Cookies are set, the processing is based either on the performance of a contract or it is necessary for the purposes of our legitimate interests.
 2. **Functionality Cookies:** These Cookies allow us to remember choices you make and tailor our Website to provide enhanced features and content to you. For example, these Cookies can be used to remember your username, language choice or country selection, and they can also be used to remember changes you have made. The processing is based either on the performance of a contract or it is necessary for the purposes of our legitimate interests.
 3. **Analytics Cookies:** These Cookies collect information about how people are using our Websites, for example which pages are visited the most often, how people are moving from one link to another and if a user experiences error messages on certain pages. All information these Cookies collect is grouped together with information from other people's use of our Website. Overall, these Cookies provide us with analytical information about how our Websites is performing and additional information on the users of our Services. If you are accessing our Websites with a European IP address, you have been asked to consent to the use of these Cookies. You are free to deny your consent.
 4. **Advertising Cookies:** These Cookies are used to deliver advertisements that are more relevant to you and your interests. If you are accessing our Websites with a European IP address, you have been asked to consent to the use of these Cookies. You are free to deny your consent.
 5. **Social Media Cookies:** In order to enhance your internet experience and to make the sharing of content easier, some of the pages on our Website may contain tools or applications that are linked to third-party social media service providers such as Facebook or Twitter. Through these tools or applications, the social media service provider may set its own Cookies on your device. We do not control these Cookies and you should check the social media service provider's Website for further details about how they use Cookies.
- **Mobile devices:** If you enter our Website or apps via a mobile device with activated location-based services, we may collect information about your current location as well as the kind of mobile device in use. Most of the mobile devices provide the possibility to disconnect from location-based services or to deactivate those.
- **How can you manage Cookies?** If you would prefer not to accept Cookies, most browsers will allow you to (i) change your browser settings to notify you when you receive a Cookie, which lets you choose whether or not to accept it; (ii) disable existing Cookies; or (iii) set your browser to automatically reject Cookies. Please note that doing so may negatively impact your experience using our Websites and apps, as some features and services on our Websites and apps may not work properly. Depending on your mobile device and operating system, you may not be able to delete or block all Cookies.

Your Cookie settings can typically be adjusted in the "options" or "preferences" menu of your browser. In order to understand these settings, the following links may be helpful, otherwise you should use the "Help" option in your browser for more details.

We also use clear gifs in HTML-based e-mails sent to our newsletter subscribers to track which e-mails are opened and which links are clicked by them. The information allows for more accurate reporting and

improvement of our Services. You can set your e-mail options to prevent the automatic downloading of images that may contain these technologies that would allow us to know whether you have accessed our e-mail and performed certain functions with it.

Why do we collect, hold and use your personal information?

We collect, hold and use your personal information so that we can:

1. facilitate your safe participation in and engagement with our Events;
2. facilitate your access to your race-day photographs;
3. provide you with products and services, and manage our relationship with you;
4. contact you, for example, to respond to your queries or complaints, or if we need to tell you something important;
5. comply with our legal obligations and assist government and law enforcement agencies or regulators; or
6. identify and tell you about other products or services that we think may be of interest to you.

If you do not provide us with your personal information we may not be able to register you for an event, provide you with our services, communicate with you or respond to your enquiries.

How do we collect your personal information?

We will collect your personal information directly from you whenever you interact with us.

We may also collect information from third parties such as our social media platforms (Facebook, Instagram) and our event service providers (photographer service provider, registration system service provider, any timing service providers for an event and, where you have chosen to use such service).

How do we store and hold personal information?

We store most information about you in computer systems and databases operated by either us or our external service providers. Some information about you is recorded in paper files that we store securely.

We implement and maintain processes and security measures to protect personal information which we hold from misuse, interference or loss, and from unauthorised access, modification or disclosure.

These processes and systems include:

1. the use of identity and access management technologies to control access to systems on which information is processed and stored;
2. requiring all employees to comply with internal information security policies and keep information secure;
3. requiring all employees to complete training about information security; and
4. monitoring and regularly reviewing our practise against our own policies and against industry best practice.

We will also take reasonable steps to destroy or de-identify personal information once we no longer require it for the purposes for which it was collected or for any secondary purpose permitted under the APPs.

Who do we disclose your personal information to, and why?

We may disclose personal information to external service providers so that they may perform services for us or on our behalf. These services include:

1. Our Event registration platform provider: Race Roster Pty Ltd;
2. Our Event photographer;
3. Our timing service provider;
4. Our Event medical services provider;

We may also disclose your personal information to others outside our group of companies where:

1. we are required or authorised by law to do so;
2. you may have expressly consented to the disclosure or the consent may be reasonably inferred from the circumstances; or
3. we are otherwise permitted to disclose the information under the Privacy Act.

If the ownership or control of all or part of our business changes, we may transfer your personal information to the new owner.

Do we disclose personal information to overseas recipients?

We may disclose your personal information to recipients which are located outside Australia.

Do we use your personal information for marketing?

We will use your personal information to offer you products and services we believe may interest you, but we will not do so if you tell us not to. These products and services may be offered by us, our related companies, our other business partners or our service providers.

Where you receive electronic marketing communications from us, you may opt out of receiving further marketing communications by following the opt-out instructions provided in the communication.

Access to and correction of your personal information

In Australia, your personal data is collected, used or disclosed in accordance with the Australian Privacy Act and the APPs. For the avoidance of doubt, reference to “process” or “processing” in the Privacy Policy includes a reference to the collection, use or disclosure of personal data.

If you are located in Australia, you have the following rights in respect of your personal data that we hold:

- The Right to Access Information: You may request access to personal information that we hold about you.
- The Right to Correct Information: You may request the correction of your personal information if it is inaccurate, out-of-date, incomplete, irrelevant or misleading.

You can ask for access or correction of your personal data by contacting us at hello@capetocape.com.

We will endeavour to respond to your request within 30 days. We will ask you to verify your identity before we give you access to your information or correct it, and we will try to make the process as simple as possible. If we refuse to give you access to, or correct, your personal data, we must notify you in writing setting out the reasons.

If you have any queries or complaints about this Privacy Policy or consider there has been any breach of the APPs, please contact us in writing. If you are dissatisfied with the outcome of the complaint or the way in which the complaint was handled, then you may contact the Office of the Australian Information Commissioner (“Oaic”).

Data Subject Rights

We have processes in place to deal with Data Subject Rights requests. Our actions and responsibilities will depend on whether we are the controller or processor of the personal data at issue. Depending on our role as either a controller or processor, the process for enabling Data Subject Rights may differ, and are always subject to applicable law. Please refer to the Contact Details section of this policy if you would like to make a Data Subject Rights request or have a specific need for assistance with a Data Subject Rights request.

Complaints

If you have a complaint about the way in which we have handled any privacy issue, including your request for access or correction of your personal information, you should contact us. Our contact details are set out below.

We will consider your complaint and determine whether it requires further investigation. We will notify you of the outcome of this investigation and any subsequent internal investigation.

If you remain unsatisfied with the way in which we have handled a privacy issue, you may approach an independent advisor or contact the Office of the Australian Information Commissioner (www.oaic.gov.au) for guidance on alternative courses of action which may be available.

Contact details

If you have any questions, comments, requests or concerns, please contact us at:

hello@capetocapemt看.com.

Changes to this policy

From time to time, we may change our policy on how we handle personal information or the types of personal information which we hold. Any changes to our policy will be published on our Website.

You may obtain a copy of our current policy from our Website or by contacting us at the contact details above.

Date: 21 December 2023