

Privacy Policy for South Coast Adrenaline Series

Last Updated: August 13, 2025

This Privacy Policy ("Policy") outlines how South Coast Adrenaline Series (referred to as "we", "us", "our"), with the website www.scadrenaline.co.za, collects, uses, discloses, and protects your personal information. We are committed to protecting your privacy and ensuring the security of your personal information in compliance with the South African Protection of Personal Information Act 4 of 2013 ("POPIA").

By accessing our website, registering for our events, or using our services, you hereby provide your voluntary, specific, and informed consent to the processing of your personal information as described in this Policy.

1. What is Personal Information?

"Personal information" as defined by POPIA, refers to information relating to an identifiable, living, natural person, and where applicable, an identifiable, existing juristic person (such as a company). This includes, but is not limited to:

- * Your name, surname, and date of birth.
- * Contact details such as email address, physical address, and telephone number.
- * Identity or passport number.
- * Biometric information (e.g., fingerprints).
- * Physical or mental health information, including medical aid details.
- * Race, gender, or ethnic origin.
- * Any identifying number, symbol, online identifier, or other particular assignment to the person.

2. What Information We Collect

We may collect personal information from you in various ways, including when you:

- * Register for one of our sporting events.
- * Create an account on our website.
- * Subscribe to our newsletter or other marketing communications.
- * Contact us with a query or a complaint.
- * Participate in surveys or competitions.

The types of personal information we collect may include:

- * **Contact Information:** Name, email address, phone number, and physical address.
- * **Event-Specific Information:** For event registration, we may collect information relevant to your participation, such as age, gender, race category, and medical information (e.g., allergies, pre-existing medical conditions, emergency contact details) to ensure your safety.
- * **Payment Information:** Payment details for event entries. Please note that we do not store your full payment card details; these are processed securely by a third-party payment gateway.
- * **Technical Data:** We may automatically collect information about your device and how you use our website, such as your IP address, browser type, and operating system, through the use of cookies and similar technologies.

3. How We Use Your Information

We process your personal information for the following specific and legitimate purposes:

- * **To provide our services:** To manage your event registration, process payments, and ensure your participation in our events.
- * **Safety and Medical:** To provide medical and emergency assistance during events, using the medical and emergency contact information you provide.
- * **Communication:** To send you important information about the events you have entered, updates, or changes to our services.
- * **Marketing:** To send you promotional material, newsletters, and information about future events, but only if you have given us your explicit consent to do so. You have the right to opt-out of these communications at any time.
- * **Website Improvement:** To understand how our website is used and to improve its functionality and user experience.
- * **Compliance:** To comply with our legal obligations under POPIA and other applicable laws.

4. Disclosure of Your Personal Information

We will not sell, rent, or lease your personal information to third parties. We will only disclose your personal information in the following circumstances:

- * **With your consent:** We will share your information with third parties when you have given us your express consent to do so.
- * **Third-party service providers:** We may use third-party service providers (e.g., timing companies for race results, payment

processors, medical personnel) to assist in the operation of our business and events. We will ensure that these parties are bound by confidentiality obligations and have implemented appropriate security measures.

* Law enforcement and legal requirements: We may disclose your information if required to do so by law or in response to a court order, subpoena, or other legal process.

* Event partners: We may share your information with official event sponsors or partners, but only with your explicit consent and for clearly defined purposes.

5. Security and Data Retention

We are legally obliged to provide adequate protection for the personal information we hold and to stop unauthorised access and use of personal information. We have implemented reasonable technical and organisational measures to ensure the integrity and confidentiality of your data. We will not retain your personal information for longer than is necessary to achieve the purposes for which it was collected, unless a longer retention period is required or permitted by law.

6. Your Rights Under POPIA

Under POPIA, you have the right to:

* The right to be informed: To know what personal information we are collecting and the purpose of the collection.

* The right to access: To request a copy of the personal information we hold about you.

* The right to correction: To ask us to update, correct, or delete any inaccurate or incomplete personal information.

* The right to object: To object to the processing of your personal information, including for direct marketing purposes.

* The right to complain: To lodge a complaint with the Information Regulator if you believe we have violated your rights under POPIA.

To exercise any of these rights, please contact us using the details provided below.

7. Cookies and Tracking Technologies

Our website, www.scadrenaline.co.za, uses cookies to enhance your Browse experience, provide website functionality, and analyse website traffic. Cookies are small text files placed on your device. By using our website, you consent to our use of cookies. We use a cookie banner to provide you with the option to accept, decline, or customise your cookie preferences.

8. Children's Personal Information

If our events are open to participants under the age of 18, we will ensure that a competent person, such as a parent or legal guardian, provides consent for the processing of a child's personal information. We will take additional precautions to protect the privacy of minors.

9. Contact Details

If you have any questions or concerns about this Privacy Policy or our data handling practices, or if you wish to exercise your rights under POPIA, please contact us at:

South Coast Adrenaline Series

Website: www.scadrenaline.co.za

Email: info@scadrenaline.co.za

Information Officer:

Anesh Sooklal

Information Regulator (South Africa)

* Website: <https://inforegulator.org.za>

* Email: POPIAComplaints@inforegulator.org.za

10. Changes to this Policy

We reserve the right to amend this Privacy Policy at any time. Any changes will be posted on our website, and the "Last Updated" date at the top of the policy will be revised. We encourage you to review this Policy periodically to stay informed about how we are protecting your information.