



Genesis European Golf Cup

Privacy Notice

1. What is this Privacy Notice about?

We value your privacy and are committed to protecting your personal information. This Privacy Notice explains how we collect, use, disclose, and safeguard your information when you participate in the competition "Genesis European Golf Cup" (the "Competition").

2. Who is responsible for processing my data?

Genesis Motor UK with registered office at Birchwood Building, Springfield Drive, Leatherhead, Surrey, KT22 7LP ("Genesis") is responsible for the processing of your personal data as explained in this Privacy Notice. Genesis will be referred to as "we", "our" or "us" in this Privacy Notice.

3. How can I contact the controller?

- 3.1. If you have any questions about or in connection with this Privacy Notice or would like to complain about our handling of your personal data or exercise any of your rights, please contact us by using the contact details provided above. You may also contact Genesis by email to privacy@uk.genesis.com.

4. What categories of personal data are processed, for what purposes and on what legal basis?

- 4.1. We process personal data for the following purposes: to administer the participant selection process, including collecting entries, determining the selected participants, notifying them of their selection, and organizing and managing the Competition.
- 4.2. We process the following personal data: salutation, first name, last name, email, mobile phone, country, post code, vehicle information, handicap, dates and times of the Competition, venue of the Competition, and Competition results. This data is provided directly by you or it is inferred from your participation to the Competition.
- 4.3. We process your personal data on the basis of our legitimate interests in managing the selection of the participants and the Competition, to ensure the Terms and Conditions of the Competition are adhered to and to comply with the applicable laws and regulations.

5. How long will my data be stored?

We will retain your personal data only for as long as necessary to fulfil the stated purpose and, in any event, no longer than until the Competition prizes have been delivered.

6. With whom is my data shared?

- 6.1. Your personal data may be shared with an agency if we use one to support us with the organisation of the competition.
- 6.2. We use services of external providers which process your personal data on our behalf. Such data processors are typically IT suppliers, marketing agencies, or other service providers. We conclude Data Processing Agreements with such data processors to ensure your personal data will be processed only as instructed by us and appropriate security measures to safeguard the personal data are implemented.
- 6.3. If required or permitted by applicable laws, for example if necessary for the establishment, exercise or defense of legal claims, we may also share your personal data with public authorities such as courts or administrative authorities.

7. Is my data transferred abroad?

Some of the recipients of your personal data can be located or may have relevant operations outside of the UK and EU/EEA, where the data protection laws may provide a different level of protection compared to the laws in your jurisdiction and for which an adequacy decision by the European Commission does not exist. With regard to data transfers to such recipients outside of the UK and EU/EEA, we provide appropriate safeguards, in particular, by entering into data transfer agreements which include standard contractual clauses with the recipients, or by taking other measures to provide an adequate level of data protection. A copy of the respective measure we have taken is available via the contact information in section 3.

8. What rights do I have and how can I exercise them?

- 8.1. You have certain rights in relation to your personal data that you can exercise towards us. In accordance with applicable data protection laws these rights may be restricted under certain conditions.
- You can always exercise your rights at any time by contacting us via the contact information as stated in section 3. Generally, you have the following rights:
- 8.2. Right of access: You have the right to obtain from us confirmation as to whether we process your personal data, and where that is the case, to request access to your personal data. You also have the right to obtain a copy of your personal data that we process.



- 8.3. Right to rectification: You have the right to the rectification of any inaccurate personal data concerning you. Depending on the purposes of the processing, you have the right to have incomplete personal data updated, including by means of providing a supplementary statement.
- 8.4. Right to erasure ("right to be forgotten"): Under certain circumstances, you have the right to the erasure of your personal data and we may be obliged to erase your personal data.
- 8.5. Right to restriction of processing: Under certain circumstances, you have the right to ask us to suspend the processing of your data, with the exception of storage.
- 8.6. Right to data portability: Under certain circumstances, you have the right to receive the personal data, which you have provided to us, in a structured, commonly used and machine-readable format. You have the right, without hindrance from us, to transfer this data or have it transferred directly by us to another entity.
- 8.7. Right to object: You have the right to object to the processing of personal data, where we are processing it to pursue legitimate interests. You also have the right to object where we are processing your data for direct marketing purposes.
- 8.8. Right to complain: You also have the right to make a complaint with the data protection supervisory authority, the Information Commissioner. Details of how to contact the ICO can be found on their website at ico.org.uk.
- 8.9. Right to withdraw consent: If you have given your consent to the processing of your personal data, you can withdraw it at any time with the effect for future processing.

9. How can this Privacy Notice be changed?

This Privacy Notice will be periodically reviewed and updated as necessary to ensure they are effective and meet our requirements.