



MIDDLEAGEMARATHONER.COM PRIVACY NOTICE

Middleagemarathoner.com & View Ridge Marketing
755 NW View Ridge St
Camas, WA 98607

1st Version – Published April 10, 2013

2nd Version – Published May 22, 2018

At Middleagemarathoner.com we respect your privacy and we are committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website and tell you about **your** privacy rights and how the law protects you.

The goal of this privacy policy is to give you information on how Middleagemarathoner.com collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter, take a survey or quiz or purchase a product or service.

This website is not intended for children and we do not knowingly collect data relating to children except when receiving enquiries about our young athlete.

Coach Dan Lyne is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact e-mail: dan@middleagemarathoner.com

Address: 755 NW View Ridge St, Camas, WA 98607
Phone: 1-360-833-0368

Changes to the privacy notice and your duty to inform us of changes

This version was last updated on May 21st, 2018. Any historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.



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Data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- 1) Identity - includes first name, maiden name, last name, age and gender.
- 2) Contact - includes billing address, delivery address, email address and telephone numbers.
- 3) Health - includes previous or current illnesses and injuries. This would be provided to us if you complete a questionnaire as a part of our custom training plan service or personalized coaching service.
- 4) Usage - includes information about how you use our website, products and services.
- 5) Marketing and Communications - includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

Should you contract with us directly by paying for one of our custom training plans or personal coaching services or complete a Typeform survey questionnaire we may need to collect the following special sensitive data from you to ensure our professional due diligence and that duty of care is carried out.

Past medical conditions, injury history, current medical conditions, injuries and medications.

We require your explicit consent for processing sensitive data. If you fail to provide personal data when we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with services). In this case, we may have to cancel a service you have with us. We will notify you at that time.

How is your personal data collected?

We use different methods to collect data from and about you including through:

- 1) Direct interactions where you may give us your Identity & contact data by filling in forms or by corresponding with us by phone, email or otherwise.
- 2) This includes personal data you provide when you:
 - a. Apply for our products or services



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- b. Subscribe to our service or publications
 - c. Request marketing to be sent to you
 - d. Give us some feedback
 - e. Automated technologies or interactions.
- 3) As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.
- 4) Third parties or publicly available sources. We may receive personal data about you from various third parties and public sources as set out below:
- (a) analytics providers [such as Google] based inside or outside the EU;
 - (b) advertising networks [such as Google AdSense] based inside or outside the EU;
 - (c) search information providers such as Facebook, Twitter and Instagram based inside or outside the EU.
 - (d) Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as PayPal based inside or outside the EU.

How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- 1) Where we need to perform the contract we are about to enter into or have entered into with you for personalized coaching or a custom training plan.
- 2) Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- 3) Where we need to comply with a legal or regulatory obligation.

You have the right to withdraw consent to marketing at any time by contacting Coach Dan Lyne at any time.

Purposes for which we will use your personal data

Below you will find a description of the ways we plan to use your personal data.

- 1) To register you as a new customer
- 2) To process and deliver your order including:
 - a. Manage payments, fees and charges
 - b. Collect and recover money owed to us
 - c. Deliver coaching and training plans
- 3) To manage our relationship with you which will include notifying you about changes to our terms or our privacy policy



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- 4) To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising that we serve to you
- 5) To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.
- 6) To make suggestions and recommendations to you about goods or services that may be of interest to you.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. You can contact Dan at any time to view your personal data and make certain decisions about your personal data use.

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing). You will receive marketing communications from us if you have requested information from us or purchased [goods or services] from us and if you have not opted out of receiving that marketing.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any company outside Middleagemarathoner.com and View Ridge Marketing for marketing purposes.

Opting Out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent by middleagemarathoner.com or these 3rd parties.

Cookies

Cookies are text files stored on your computer, and accessible only to the websites that create them. Middleagemarathoner.com may from time to time use cookies for statistical analysis, to understand user behavior, to administer the site and to present the information to a user based on their preferences. This is done to improve user experience.

Any information gathered by our use of cookies is compiled on an aggregate and anonymous basis. You can set your browser to refuse all or some browser cookies or you can alert when websites set or access cookies. If you disable or refuse cookies, please note that some parts of middleagemarathoner.com may become inaccessible or not function properly. Most web browsers automatically accept cookies, however you may delete, or disable cookies by following these instructions:

<http://www.allaboutcookies.org/manage-cookies/>.



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Our systems automatically gather some anonymous information about visitors, including IP addresses, browser type, language and the times and dates of specific webpage visits. The data we collect does not include personally identifiable information and is used, as described above, for statistical analysis, to understand user behavior and to administer the site.

We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed.

Data retention - How long will you use my personal data?

We will only retain your personal data for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means and the applicable legal requirements. By law we have to keep basic information about our customers (including Contact, Identity and Transaction Data) for six years after they cease being customers for tax purposes. In some circumstances you can ask us to delete your data. In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These rights include:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.



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If you wish to exercise any of the rights set out above, please contact dan@middleagemarathoner.com. You will not have to pay a fee to access your personal data (or to exercise any of the other rights).

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

We may also contact you to ask you for further information in relation to your request to speed up our response. We try to respond to all legitimate requests within 2 weeks. Occasionally it may take us longer than 2 weeks if your request is particularly complex or if you have already made a number of requests. In this case, we will notify you and keep you updated.

Who are 3rd Parties

We use external third party service providers [acting as processors] that are based in the US. They provide hosting, IT and system administration services (Designworks NorthWest, Google, Typeform, Dropbox & ConvertKit)

YOUR LEGAL RIGHTS

You have the right to:

- 1) Request access to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing and safeguarding it. You can also request a correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- 2) Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process or hold it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- 3) Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.
- 4) You also have the right to object where we are processing your personal data for direct marketing purposes.
- 5) Request restriction of processing of your personal data.
- 6) Request transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-



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readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to engage in a contract with you.

- 7) Right to withdraw consent at any time. However, if you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.