



PRIVACY POLICY

Last Updated: November 26, 2025

Welcome to ATW. We organise and manage triathlon and endurance events for athletes of all levels. Your privacy is important to us, and this Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, register for our events, or interact with us in any way.

By using our services or participating in our events, you agree to the terms of this Privacy Policy.

1. Information We Collect

We collect the following types of information:

a. Personal Information

- When you register for an event, create an account, or contact us, we may collect:
- Full name
- Email address
- Phone number
- Postal address
- Date of birth and gender
- Emergency contact details
- Medical information (if voluntarily provided for safety reasons)
- Payment and billing details (processed securely by third-party payment providers)

b. Technical Information

When you visit our website or use our digital services, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Usage data, including pages visited and time spent on our site
- Cookies and tracking data (see Section 7 below)

c. Event Data

- We may collect event-related data such as:
- Race times and results
- Photos and videos taken during events
- Feedback or surveys related to event participation

2. How We Use Your Information

We use your information to:

- Process event registrations and payments
- Communicate important event details (e.g., schedules, results, safety updates)
- Provide customer support and respond to inquiries
- Share event results publicly (e.g., on our website or partner platforms)
- Improve our website, services, and event experience
- Comply with legal and safety obligations

We only collect and use personal data that is necessary for these purposes.

3. Sharing Your Information

We may share your data with:

- Event partners and timing companies (to manage results and logistics)
- Payment processors (to securely process transactions)
- Emergency services (if required for participant safety)
- Marketing or analytics partners (with your consent)

We do not sell or rent your personal information to third parties.

4. Data Storage and Security

We store your data securely using appropriate technical and organisational measures to protect against unauthorised access, alteration, disclosure, or destruction.

Sensitive data, such as payment information, is encrypted and handled by trusted, PCI-compliant providers.

5. Your Rights

You have the right to:

- Access the personal information we hold about you
- Request correction or deletion of your data
- Withdraw consent at any time (where processing is based on consent)
- Object to certain types of processing
- Request data portability (where applicable)

To exercise your rights, please contact us using the details in Section 8.

6. Cookies and Tracking

Our website uses cookies to improve your browsing experience, analyze site traffic, and personalize content. You can manage or disable cookies through your browser settings.

7. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy or as required by law (e.g., tax or event liability regulations).

8. Contact Us

If you have any questions, concerns, or requests regarding your personal data, please contact us at:

ATW Events

Email: [events@atwevents.co.uk]

Website: [www.atwevents.co.uk]

Address: [ActiveTrainingWorld Ltd, South Silo, Thrales End Business Centre, Thrales End Lane, Harpenden, Hertfordshire, AL5 3NS]

9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated "Last Updated" date.