PRIVACY POLICY

Hercules Trophy Dubai

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Key Document Information

Publisher: Hercules Trophy Middle East FZ-LLC, Fujairah, United Arab Emirates, organiser of Hercules Trophy Dubai.

Contact: info@herculestrophy.com

Data Controller: Yves Vekemans

Policy Overview

> *"We collect what we need to run the event and to tell you about it. We do not sell your data."*

This policy applies to event participants, team leaders/captains, supporters, and website visitors. Separate notices cover employees, crew, referees and volunteers.

Information We Collect

- Identity details (name, age, nationality)
- Contact information (email, phone, address)
- Team composition and membership details
- Booking and payment records
- Health information you voluntarily share (e.g. relevant medical conditions or allergies)
- Preferences (clothing size, communication choices)
- Dietary requirements
- Attendance records and event photography
- Device and usage data from website visits

Health Information

> *"We hold only what you tell us at booking or on the day so that we can keep you safe."*

Health data is kept to the minimum necessary and access is restricted to essential event and medical/first-aid personnel. Where a participant shares medical information relevant to their safe participation, it is used solely for that purpose and is not shared beyond what is required to keep the participant safe during the Event.

Photography and Filming

We record the Event for event delivery, sponsor reporting, and to promote future editions of Hercules Trophy.

> *"Tell us before the event or speak to crew on the day; ask us afterwards to remove a specific image."*

Close-up or portrait images used in advertising require explicit consent. Children of supporters appear in photography only with guardian permission.

Legal Basis for Processing

Our processing relies on performance of the contract with you, our legitimate interests, your explicit consent, compliance with legal obligations, and, where relevant, protection of vital interests. We apply the standards of UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data, and, where our audience or platforms require it, comparable European (GDPR) standards.

Data Sharing

We share information with:

- Payment processors (e.g. Stripe)
- Website and registration platforms
- Marketing and CRM systems
- Venue operators
- Insurance providers and legal advisors
- Government authorities, when legally required

> *"We do not sell your details, and we do not pass your contact details to sponsors so that they can market to you."*

International Data Transfers

Some of the platforms we use operate outside the UAE, primarily in the European Union and United States. Such transfers rely on Standard Contractual Clauses, applicable adequacy determinations, or your explicit consent.

Data Retention

- Booking records: 5 years after the Event
- Payment/accounting records: 5 years from the end of the relevant tax period
- Health information: deleted within 90 days, unless linked to a reported incident
- Incident records: 7 years
- Event photography: retained indefinitely in our archive, with removal of a specific image available on request
- Website analytics: up to 14 months
- Correspondence: 3 years from closure of the matter

Security Measures

Access to personal data is limited to personnel who need it. We use encryption in transit and at rest, strong password requirements, and two-factor authentication where available. Data processing agreements are in place with our suppliers.

Your Rights

Subject to applicable law, you may:

- Request access to the personal data we hold about you
- Correct inaccurate information
- Request erasure, where legally permitted

- Restrict processing
- Object to processing based on legitimate interests
- Withdraw consent at any time
- Receive your data in a machine-readable format
- File a complaint with the UAE Data Office

We aim to respond to requests within 30 days.

Cookies and Tracking

- Strictly necessary: session and security cookies (no consent required)
- Analytics: Google Analytics 4 (consent required)
- Marketing: Meta Pixel, LinkedIn, Google Ads (consent required)
- Marketing automation: CRM tracking (consent required)

You can manage your cookie preferences through the settings on our website.

Children's Privacy

Participation in Hercules Trophy competitive activities is limited to adults. We do not knowingly collect personal data from children through our digital channels. Children of supporters appear in event photography only with parental/guardian consent.

Policy Updates

> *"If a change materially affects how we use data we already hold about you, we will tell you by email before it takes effect."*

Contact

All data inquiries, photography-removal requests, and complaints should be directed to info@herculestrophy.com. Unresolved matters may be escalated to the UAE Data Office, the federal data protection authority.

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