



## INFORMATIVA PRIVACY

Privacy Policy pursuant to Articles 13 and 14 of the European General Data Protection Regulation on the Protection of Personal Data No. 2016/679 ("GDPR").

Informativa Privacy updated to 27 September 2023

The purpose of this Privacy Policy is to illustrate the methods and purposes for which users' personal data will be collected, processed and used in order to allow participation in the event "HYROX - the World Series of Fitness Racing" (hereinafter the "Event").



### 1. DATA CONTROLLER

The purpose of this Privacy Policy is to illustrate the methods and purposes for which users' personal data will be collected, processed and used in order to allow participation in the event "HYROX - the World Series of Fitness Racing" (hereinafter the "Event").



### 2. CATEGORIES OF PERSONAL DATA PROCESSED, PURPOSES AND CONDITIONS JUSTIFYING THE PROCESSING

In particular, the processing will concern data such as your name, surname, date of birth, city, sex, e-mail address. The processing of the data for the purposes indicated will take place using computerised and manual methods, by means of electronic instruments or paper supports, on the basis of logical criteria functional to the purposes for which the data was collected as well as to fulfil the specific legal obligations, in compliance with the rules of confidentiality and security provided for by the GDPR and all the laws and provisions implementing the same, as well as national legislation, including the Privacy Code, and internal regulations. Furthermore, the data will be processed in compliance with the principles set out in Article 5 of the GDPR and, in particular, with the principles of lawfulness, correctness and transparency, purpose limitation, data minimisation, accuracy, storage limitation, integrity and confidentiality and accountability. We inform you that the processing of your personal data is carried out on the basis of the condition of lawfulness set out in Article 6(1)(b) of the GDPR and, in particular, of the need to process your data in order to carry out the activities related to your participation in the Event, in which you have expressed your interest in participating. In addition, the processing is carried out on the basis of the legitimate interest of the Data Controllers to use the content and materials developed during the Event and, therefore, another legal basis for the processing is Article 6(1)(f) of the GDPR. Furthermore, the processing may also be necessary for the fulfilment of legal obligations to which the Data Controllers are subject. In this case, the legal basis for the processing will be that set out in Article 6(1)(c) of the GDPR. Your personal data are processed for: (i) registration, management, validation and documentation of your participation in the Event and fulfilment of all necessary legal requirements (including checks and medical examinations, if necessary); (ii) sending materials and information relating to the Event or subsequent editions of the same or direct marketing activities; (iii) activities of a promotional-advertising nature in relation to the activities, products and services of Infront Italy S.p.a. and Upsolut Sports GmbH.



## 3. SCOPE OF COMMUNICATION AND TRANSFER OF DATA

For the aforementioned purposes, personal data may be communicated to: a) companies belonging to the group of Infront and Upsolut and suppliers used in the context of the Event and to all subjects involved in the realisation of the Event; b) other subjects to whom the right to access personal data is recognised by provisions of law or regulations. The data will not be disseminated in any way except in cases specifically provided for by national or European Union law. These subjects, with regard to processing performed on behalf of the Company in relation to activities outsourced by it, will operate as "external data processors" pursuant to Article 28 of the GDPR. The parties referred to in letter b) above may act as "data controllers" of the data transmitted, subject to the issue of appropriate information pursuant to Article 14 of the GDPR, unless otherwise provided for by law. Data will not be transferred to countries outside the European Union. In consideration of Infront's belonging to an international group (Infront Group) and of the existence of telematic, IT and correspondence links in general between the various companies of the group, some personal data will be transferred, for the purposes set out in this information notice, to such companies in countries that are in any case members of the European Union or to countries with an adequate level of protection as recognised by the European Commission's adequacy decisions.



## 4. OPTIONALITY OF PROCESSING

The communication of your personal data during registration is compulsory in order to participate in the Event and benefit from the related services. The provision of any further personal data included in the request forms to request the sending of informative material or other commercial communications is optional and therefore not necessary to register and participate in the Event. However, failure to provide them, and failure to consent to their processing, will not allow the Data Controller and its business partners to send you commercial communications regarding their products and services. Please note that, in any case, should your data be processed on the basis of your consent, this may be revoked at any time, as better specified below.



## 5. DATA RETENTION

The data collected by the Company, for the purposes indicated above, will be retained for the entire duration of the Event and for the time necessary to pursue the purposes indicated, as well as, subsequently, for the time strictly necessary to fulfil applicable legal or regulatory obligations and in any case for the time necessary to ensure the exercise of the Company's rights, including in court. The storage period will be determined on the basis of the assessment of the individual transaction and will take place, in any case, in compliance with the principles of necessity, purpose, relevance, minimization and non-excess of the GDPR.



## 6. YOUR RIGHTS

We inform you that the Owner guarantees the exercise of your rights that you may exercise without any charge and at any time by sending an email to [privacy.italy@infrontsports.com](mailto:privacy.italy@infrontsports.com) or by writing to Infront Italy S.p.A. at the address Infront Italy S.p.A., via Deruta 20, Milan, simply stating the reason for your request and the right you wish to exercise.

At any time, the data subject may exercise, by directly contacting the data controller indicated in paragraph 6 below, the rights set forth in Articles 15 et seq. of the GDPR, i.e. the right to request access, rectification, deletion or restriction of the processing of personal data relating to the data subject or to object to their processing, in addition to the right to data portability, where applicable. In any case, the data subject also has the right to lodge a complaint with the Authority and to exercise the other rights recognised to him/her by the applicable legislation. These rights may be exercised by contacting the data controller or the Data Protection Officer at the addresses given in the following paragraph.

Finally, we inform you that you may lodge a complaint in relation to the processing with the competent Authority: Garante sulla Protezione dei Dati personali, Piazza Venezia n. 11 00187 ROMA, Fax: (+39) 06.69677.3785, Telephone switchboard: (+39) 06.696771, E-mail: [garante@gpdp.it](mailto:garante@gpdp.it).



## 7. CHANGES TO THIS PRIVACY POLICY

We may occasionally make changes to this Privacy Policy.

In this regard, we would like to inform you that, should new and additional services be developed and introduced that entail a change in the way your personal data is collected or processed, this Privacy Policy will be duly updated and, consequently, users will be duly informed about the different purposes and methods of processing their personal data and, where necessary, new processing consents will be requested.



## PHOTO AND VIDEO RELEASE

We hereby inform you that the Event will be the subject of audio-visual filming and that consequently images, photos, videos, audio and/or video recordings of any kind in which you may appear as a participant in the Event may be the subject of communication, publication and/or dissemination in any form whatsoever (by way of example but not limited to, various publications, sports films, the Event website and social networks).

You, therefore, irrevocably assign to Infront Italy S.p.A. ("Infront"), which accepts, the right to film or have filmed, by any means, any speeches made by you during your participation in the Event as well as your image, voice, name, statements (hereinafter referred to as "Performances") and all economic exploitation rights pursuant to Articles 12, 13, 14, 15, 16, 17, 18, 18-bis of L. No. 633/1941 and subsequent amendments and additions of the footage relating to the Event, which Infront shall be entitled, but not obliged, to exploit in any venue, form and manner, in whole or in part, without any limitation of time, passage, language, and space, with the right to freely assign to third parties without the need for my further authorisation, being the same hereby expressly confirmed.

By way of example only, Infront is the exclusive owner of 100% of the rights, none excluded: (i) to communicate the performances to the public and to use and commercially exploit them in any electronic communication network and/or by any means and/or technology and/or through any media currently known and/or yet to be invented without limitation as to time, territory, passage and/or form (e.g. use even of excerpts) and for any use also for excerpts) and for any; (ii) to publish and reproduce the performances, including the so-called derivative and related rights; (iii) to use images or other parts of the performances within the scope of editorial, commercial initiatives, to use excerpts, sequences and/or images, also for the creation of complex or other works (iv) to process the performances, edit them, transform them, store them in a database, make cuts, changes and/or additions; (v) to insert subtitles and trademarks, distinctive signs, without my being entitled to any remuneration, indemnity, reimbursement for such exploitation.

You shall not be entitled to receive any remuneration in respect of the aforementioned exploitation and assignment of rights as you are fully satisfied with the opportunity you have been given to participate in the Event and, therefore, you shall have no claim whatsoever against Infront and its assignees for any reason whatsoever in this regard.