

# ŠKODA DSI CYCLING ACADEMY DETAILS

The aim of The ŠKODA DSI Cycling Academy (the “Academy”) is to champion the challengers in female cycling, providing promising female cyclists with a pathway to the elite level.

The Academy gives promising female cyclists (the “Cyclists”) the experience of being a professional rider. The Academy will provide a programme that covers the performance, nutrition and media profile required to be a modern athlete.

Dame Sarah Storey is the Academy Principal, responsible for overseeing the Academy programme and selecting Academy Cyclists for progression.

The Academy experience is an extended trial with Storey Racing, which takes into account each Cyclist’s performance throughout the Academy. Each Cyclist may be given the opportunity to be selected for Storey Racing and to attend other events as part of the Storey Racing Team. Selection for Storey Racing will be at the discretion of Dame Sarah Storey but a place is not guaranteed.

## T&Cs

### **Who can apply?**

Applications are open to women above the age of 17 years old (the “Applicants”). Applicants must be UK residents.

### **How can a Cyclist apply?**

Applicants will fill out the Academy application form at [www.skoda.co.uk/cycling](http://www.skoda.co.uk/cycling) and are required to join the verified ŠKODA UK cycling club on the Strava performance application [www.strava.com/clubs/SKODAUK-Cycling](http://www.strava.com/clubs/SKODAUK-Cycling). ŠKODA reserve the right to check the application and associated Strava account.

### **What does the Cyclist need to be available for?**

The Cyclist confirms that she will be available at the following key Academy dates throughout the summer known individually as the “Event”, or collectively as the “Events”:

- 10th June 2019 - Lee Valley VeloPark, London - Storey Racing testing day;

- 29<sup>th</sup> June 2019 - Academy Training Ride, Norwich;
- 8<sup>th</sup> - 10<sup>th</sup> July 2019 - Riding with Donnons des elles au vélo J-1 in France;
- 20<sup>th</sup> - 22<sup>nd</sup> July 2019- L'Etape du Tour de France, France; and
- 3<sup>rd</sup>- 4<sup>th</sup> August 2019- Ride London,

## **General terms**

Successful Applicants from the Academy testing day on 10<sup>th</sup> June 2019 will be notified by 27<sup>th</sup> May 2019 by email. Successful Applicants post Academy testing day will be notified by 14<sup>th</sup> June 2019 by email.

All Academy events and appearances from the point of selection will be at no expense to the Cyclist and each Cyclist will be provided with a schedule of transport and accommodation in reasonable time before the Event. Accommodation will be provided to a minimum standard of 3\*s. Cyclist's will not be paid for their participation in the Academy.

The Cyclist must comply with all health and safety requirements or other directions given to them by ŠKODA, Academy hosts, any venues or Events. ŠKODA reserves the right to exclude any Cyclist from any Event and/or any future Event.

Cyclists will be responsible to provide their passport/visa's in advance of the Events at ŠKODA's request.

The Applicant understands that this challenge and the Academy structure is for aspiring cyclists with a high level of fitness. As an example, Applicants would be expected to comfortably ride 100km without stopping in four hours.

As a part of the Academy application and selection process Cyclists must download and use the Strava app as well as join the verified ŠKODA UK Strava Club. The Cyclist must also consent to the use of their Strava Data throughout the course of the season being 7<sup>th</sup> May 2019 - 1<sup>st</sup> October 2019 and across ŠKODA marketing and brand channels.

ŠKODA reserves the right to vary or cancel an Event where the occasion necessitates. ŠKODA accepts no liability if, for whatever reason, the Event does not take place.

If the Cyclist cannot attend the Event or participate in the Academy after selection for any reason not relating to an emergency or illness/injury and the Cyclist has not provided ŠKODA or the Academy with a minimum of 48 hours, the Cyclist may be liable to pay the full Event fee and accommodation/transport fee.

Subject to these Terms and Conditions, in respect of an Event or the Academy, ŠKODA or the Academy, insofar as is permitted by law, SKODA will not be liable for any loss, costs, claims, damages or expenses, indemnity or any breach of contract or statutory duty of an indirect or consequential nature. However, nothing in the foregoing shall in anyway exclude death and personal injury caused by the negligence of SKODA and or its employees.

These Terms and Conditions are governed by and shall be interpreted in accordance with English law. Each party irrevocably submits to the exclusive jurisdiction of the English courts in relation to all matters arising out of or in connection with these Terms and Conditions.

ŠKODA reserves the right to amend these Terms and Conditions at any time.

## Privacy Policy

### Privacy Statement – The Volkswagen Group Events Management System (“EMS”) for ŠKODA

The Volkswagen Group United Kingdom Limited (“we”/”us”) is committed to protecting and respecting any personal information you share with us.

This statement describes what types of information we collect from you relating to your attendance at a ŠKODA event or to test drive of one of our vehicles, how it is used by us, how we share it with others, how you can manage the information we hold and how you can contact us.

The contents of this statement may change from time to time so you may wish to check this page occasionally to ensure you are still happy to share your information with us. Where possible, we will also contact you directly to notify you of these changes.

How we collect your personal information

*We process information about you when you engage with us generally, whether through the ŠKODA event team or in any other manner. The information you give us enables us to process your registration so that we can ensure you receive invitations to our Events. We only use information which is necessary, relevant and adequate for the purpose you are providing it for.*

We collect personal information from you in the following ways:

Personal information you give to us:

This is information about you that you may give to us when:

- registering for an Event
- corresponding with us by phone, email, on Social Media (messenger, Facebook, WhatsApp) or in another way.

The information you give us is provided entirely voluntarily. This also includes information you submit to us personally via email or telephone or by answering event registration

questions, or when you disclose information publicly. The information you give us is described in more detail below, but includes your name, address, email address and phone number, formal identification information (e.g. driving licence, DVLA information, next of kin info, passport), and may include records of any correspondence entered into.

**Personal information we collect about you:** We may also collect any personal information which you allow to be shared that is part of your public profile or third party social network.

**Personal information we may receive from other sources:**

*We obtain certain personal information about you from sources outside of our business which may include our group companies, our suppliers, our clients, your industry colleagues or other third party companies.*

## CATEGORIES OF PERSONAL INFORMATION WE PROCESS ABOUT YOU

We process a range of personal information about you. To make it easier to understand the information that we use about you, we have divided this information into categories in the table below and provided a short explanation of the type of information we may collect and what each category covers.

<b>Category</b>	<b>Personal Information in this Category</b>
<b>Contact</b>	<p>information which can be used to address, send or otherwise communicate a message to you – name, nickname, aliases (including title), email address, telephone numbers, postal address,</p> <p>information which can be used to address, send or otherwise communicate with others, including emergency contacts, next of kin;</p> <p>your vehicle details such as registration number if ever you require us to make parking arrangements for you.</p>
<b>Health</b>	<p>information that relates to any relevant medical conditions in order to participate in the certain Events.</p>

<b>Dietary</b>	<b>information relating to your catering requirements at Events.</b>
<b>Identity</b>	<b>information contained in a formal identification document or other unique reference relating to you – NI number, driving licence, DVLA check code; passport number, passport name, issue date, expiry, place of issue, nationality; gender, date of birth, place of birth.</b>
<b>Employment</b>	<b>your job title, place of work, previous, current or future employment details.</b>
<b>Legal</b>	<b>information relating to legal claims made by you or against you the organisation for whom you work or the claims process.</b>
<b>Correspondence</b>	<b>information contained in our correspondence or other communications with you about our products, services or business.</b>

## **HOW WE USE YOUR PERSONAL INFORMATION**

The purposes for which we use your information and the legal basis under data protection laws on which we rely to do this are explained below.

Where you have provided CONSENT

We may use and process your personal information (including your contact details, health and dietary information) where you have provided it to us for us to do so for the following purposes:

- to invite you to Events
- to register you for an Event;
- if you work for an unincorporated business, we will contact you via email [or post] with marketing information about our forthcoming Events if you have given us permission for us to do so, and for as long as you are happy for us to continue.
- in order to ensure that you can be catered for appropriately at our Events (i.e. your dietary requirements);
- to ensure that you are medically fit to take part in an activity, test drive or demo at our Events; or to ensure we are equipped to manage your personal requirements.

**You may withdraw your consent for us to use your information in any of these ways at any time. Please see [Withdrawing your consent](#) for further details. Please note that if you do not provide the relevant medical information we request from you, or documents needed such as your passport/licence details, you may not be able to participate in or attend our Events. Further, if you do not provide details of your dietary requirements, we may not be able to adequately cater for your needs on the day of the Event.**

**Where processing is in your VITAL INTEREST**

**We may use your personal information to protect your safety during your visits to our Events. It is in your vital interests for us to use your personal information in this way.**

**Where processing is necessary for us to pursue a LEGITIMATE INTEREST**

**We may use and process your personal information where it is necessary for us to pursue our legitimate interests as a business, or that of a third party, for the following purposes:**

**Processing for the purpose of organising an Event**

- **to ensure that the Event organisers (Events Agencies contracted to VWG) can prepare for your attendance at the Event (UK, Europe or International)**
- **To make appropriate travel and accommodation arrangements**
- **To tell you more about the vehicle you will be driving (if a driving Event)**
- **to correspond and communicate with you in connection with the event arrangements**

**Processing necessary for us to operate the administrative and technical aspects of our business efficiently and effectively**

- **to monitor the whereabouts of our vehicles by way of “asset tracking”;**
- **to verify the accuracy of information we hold about you and create a better understanding of you**
- **for network and information security purposes in order for us to take steps to protect your information against loss or damage, theft or unauthorised access**
- **to comply with a request from you in connection with the exercise of your rights (for example where you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to be able to comply with your request)**
- **for the purposes of a corporate restructure or reorganisation or sale of our business or assets**

- for efficiency, accuracy or other improvements of our databases and systems e.g. by tagging, combining systems or consolidating records we or our group companies hold about you
- to enforce or protect our contractual or other legal rights or to bring or defend legal proceedings
- for general administration including managing your queries, complaints, or claims.

Where required to comply with our LEGAL OBLIGATIONS

We will use your personal information to comply with our legal obligations:

- to assist any public authority or criminal investigation body, where we are under a legal obligation to do so (for example we may need to process your personal information in order to comply with Health and Safety legislation);
- to identify you when you contact us
- to verify the accuracy of data we hold about you
- to respond to and resolve your complaints in relation to our services;
- API Registration
- to comply with VWG motor insurance policy

Where necessary for us to carry out PRE-CONTRACT STEPS you have requested or for the performance of our CONTRACT

We may use and process your personal information where we have supplied you (or continue to supply you) with any products or services, where we have arranged for the supply of another company's products or services to you, or where you are in discussions with us about any new product or service. We will use this information in connection with the contract for the supply of products or services when it is needed to carry out that contract or for you to enter into it. Please see [Type of personal information we process](#) about you above for details of the types of personal information we process for these purposes.

**Marketing Communications:**

As described above, if we specifically request your permission to send (or you specifically ask us to send) you material to notify you of forthcoming events, or new products and services by email, we rely on your consent to do so. If you do not wish to receive email



communications from us, please inform us by using the unsubscribe link inside the email, or by sending an email to [Deborah.oakley@skoda.co.uk](mailto:Deborah.oakley@skoda.co.uk).

Otherwise we process your personal information for direct marketing purposes on the basis that it is necessary for us to pursue our legitimate interests as a business (see above in this section for further details). We try to tailor and personalise any marketing communications that we send to you, for example, by notifying you of Events that apply to your interests, location. If you do not wish to receive Event communications from us, you can opt-out at any time by using the unsubscribe link inside the email (to unsubscribe from emails), or by sending an email to [Deborah.oakley@skoda.co.uk](mailto:Deborah.oakley@skoda.co.uk)

If you opt-out of receiving Event communications from us, we keep your email address on our suppression list for a defined period to ensure that we comply with your wishes. Please see further the periods for which we retain your personal information.

#### OTHERS WHO MAY RECEIVE OR HAVE ACCESS TO YOUR PERSONAL INFORMATION

*We do not sell your information to third parties, but we do work closely with our Event suppliers and agencies who fulfil business activities for us or directly to you on our behalf (like travel and accommodation for Events, booking of Events, catering, delivery of vehicles and market research etc.) We take steps to ensure that any third party partners who handle your information comply with data protection legislation and protect your information just as we do. We only disclose personal information that is necessary for them to provide the service that they are undertaking on our behalf. We will aim to anonymise your information or use aggregated none specific data sets where ever possible.*

#### Group companies

We may share your information with other companies within the VWG Group They may use your personal information in the ways set out in [How we use your personal information](#), in connection with Head Office Events that complement our own range of services.

#### Our suppliers and service providers

We may share your information with our third party service providers, agents, subcontractors and other organisations (as listed below) for the purposes of providing services to us or directly to you on our behalf.

<b>Recipient / relationship to us</b>	<b>Industry sector &amp; sub-sector</b>	<b>Location</b>	<b>Why we share your personal information</b>
<b>Travel and Accommodation providers</b>	<b>Logistics</b>	<b>UK or worldwide</b>	<b>To ensure accommodation and/or flights, hotel and all necessary travel requirements/arrangements can be booked for participation at an international or local Event</b>
<b>Events Management System (EMS) Database providers</b>	<b>IT</b>	<b>UK</b>	<b>For database maintenance and development purposes</b>
<b>Chauffer, valet parking providers</b>		<b>UK</b>	<b>To ensure individual can be collected/returned to appropriate address</b>
<b>Advertising/Events/PR/digital and creative agencies</b>	<b>Media, Advertising, PR, events and promotions</b>	<b>UK</b>	<b>To support our advertising, promotion and marketing campaigns and Events, and or to gather general and specific information relating to us and our products and services</b>

<b>Administrative services</b>	<b>Administratio n, record keeping</b>	<b>UK</b>	<b>To support our day to day business activities, such as record keeping; to send out specification sheets showing the vehicle that will be driven; to create barcodes used for asset tracking</b>
<b>Our legal and other professional advisers (including accounting and audit services)</b>	<b>Professional services, legal and accounting</b>	<b>UK</b>	<b>To provide us with advice in relation to our business, including our legal, financial and other obligations and claims</b>

When we use third party service providers, we only disclose to them any personal information that is necessary for them to provide their service and we have a contract in place that requires them to keep your information secure and not to use it other than in accordance with our specific instructions.

If we disclose your information to third parties, they may disclose or transfer it to other organisations in accordance with their data protection policies. This does not affect any of your data subject rights as detailed below. In particular, where you ask us to rectify, erase or restrict (the processing of) your information, we have an obligation to ensure that this instruction is passed on to any third parties whom we have disclosed your personal information to.

**Other ways we may share your personal information**

We may transfer your name, address, NI number to HMRS in order to confirm to benefit in kind contribution.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation. We may also transfer your personal information if we're under a duty to disclose or share it in order to comply with any legal obligation, to detect or report a crime, to enforce or apply the terms of our contracts or to protect the rights, property or safety of

**our visitors and customers. We will always take steps with the aim of ensuring that your privacy rights continue to be protected.**

**Where we store your personal information**

**Due to the international nature of our business, there may be some instances where your information is processed or stored outside of the European Economic Area (“EEA”). By way of example, this may happen where any of our servers or those of our third party service providers are from time to time located in a country outside of the EEA or where an Event is to be held in a country outside of the EEA. These countries may not have similar data protection laws to the UK.**

**If we transfer your information outside of the EEA in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. These steps include imposing contractual obligations on the recipient of your personal information or ensuring that the recipients are subscribed to ‘international frameworks’ that aim to ensure adequate protection. Please contact us using the details at the end of this policy for more information about the protections that we put in place.**

**If you use our services whilst you are outside the EEA, your information may be transferred outside the EEA in order to provide you with those services.**

**How long do we keep your information for?**

**If we have an existing relationship with you (e.g. you have attended one of our previous events or have tested one of our products), we hold your personal information for 6 years from the date of that event. We hold your personal information for this period to invite you to further events and product testing we think you will be interested in and also to establish, bring or defend legal claims. Our relationship may end for a number of reasons including where you ask for us to stop inviting you to future events or product testing.**

**The only exceptions to the periods mentioned above are where:**

- **the law requires us to hold your personal information for a longer period, or delete it sooner;**
- **where you have raised a complaint or concern regarding a service offered by us, in which case we will retain your information for a period of 6 years following the date of that complaint or query**

- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law (see further [How can I manage the information we hold about you](#))
- in limited cases, the law permits us to keep your personal information indefinitely provided we put certain protections in place.

#### Automated Decision Making

We do not envisage that any decisions will be taken about you using purely automated means, however we will update this policy if this position changes.

#### Changes to this Policy

We may review this policy from time to time and any changes will be notified to you by posting an updated version on our booking site, or by contacting you by email or informing you in person/over the telephone. Any changes will take effect 7 days after the date of our email/communication with you or the date on which we post the modified terms on our website, whichever is the earlier. We recommend you regularly check for changes and review this policy whenever you register for an event. If you do not agree with any aspect of the updated policy you must immediately notify us and cease using our services.

#### How can you manage the information we hold about you

*You have the right as an individual to access your personal information we hold about you and make corrections if necessary. You also have the right to withdraw any consent you have previously given us and ask us to erase information we hold about you. You can also object to us using your personal information (where we rely on our business interests to process and use your personal information).*

You have a number of rights in relation to your personal information under data protection law. In relation to most rights, we will ask you for information to confirm your identity and, where applicable, to help us search for your personal information. Except in rare cases, we will respond to you within 30 days after we have received any request.

#### You have the right to:

- 1. Ask for a copy of the information that we hold about you**
- 2. Correct and update your information - you can do this at any time**

- 3.** Withdraw your consent (where we rely on it). Please see further [How we use your personal information](#)
- 4.** Object to our use of your information (where we rely on our legitimate interests to use your personal information) provided we do not have any continuing lawful reason to continue to use and process the information. When we do rely on our legitimate interests to use your personal information for direct marketing, we will always comply with your right to object;
- 5.** Erase your information (or restrict the use of it), provided we do not have any continuing lawful reason to continue to use and process that information;
- 6.** Transfer your information in a structured data file (in a commonly used and machine readable format), where we rely on your consent to use and process your personal information or need to process it in connection with your contract.

You can exercise the above rights and/or manage your information by contacting us using the details below:

Email : [Dataprotection@vwg.co.uk](mailto:Dataprotection@vwg.co.uk) if you have any specific data protection concerns or a complaint, you can address it to our Data Protection Team at [Dataprotection@vwg.co.uk](mailto:Dataprotection@vwg.co.uk).

If you are unhappy, you have the right to lodge a complaint with a data protection regulator in Europe, in particular in a country you work or live or where your legal rights have been infringed. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below:

Post: Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Call: 0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

