

PRIVACY AND PERSONAL DATA POLICY

effective at **ONE LIFE SP. Z O.O.**

as of 25 May 2018

I. Personal data protection

§ 1 Administrator

1. The administrator of personal data provided through thecolorrn.pl website is ONE LIFE spółka z ograniczoną odpowiedzialnością (limited liability company) with headquarters in Warsaw, Stanisława Kierbedzia 4/321, 00-728 Warsaw, entered into the Register of Entrepreneurs of the National Court Register kept by the District Court for the Capital City of in Warsaw, 13th Commercial Division of the National Court Register, under KRS number 0000536537, Tax Identification Number: 5213686018, REGON: 360456764, share capital PLN 5,000 (hereinafter referred to as the "**Organizer**").
2. All correspondence related to the protection of personal data should be directed to:
 - a) the Organizer's address provided in section 1 above,
 - b) via e-mail to the email address poland@thecolorrun.com or via the contact form.

§ 2 Acquiring data

1. The organizer processes the personal data of Participants to the necessary extent, especially:
 - a) name and surname,
 - b) sex,
 - c) date of birth (month and year),
 - d) e-mail,
 - e) phone number,
 - f) place of residence,
 - g) likeness/image.
2. Personal data of Participants are submitted to the Organizer after the Participant has registered for the Color Run event, after completing the survey by the Participant, joining the List or filling out the form available on the website.
3. The Organizer may receive personal data of the Participant from another person registering the Participant, subject to a declaration that the Participant has consented to the processing of his/her personal data by the Organizer.
4. Minors may be registered for The Color Run event only by their legal guardians, who consent to the processing of personal data of an underage person.

§ 3 Basic rules of processing

1. Data are processed on the basis of EU and national regulations regarding the protection of personal data, in particular Regulation of the European Parliament and of the Council (EU) 2016/679 of 27 April 2016, on the protection of individuals in connection with the processing of personal data and on the free movement of such data and the repeal of Directive 95/46/EC.
2. The data shall be processed:
 - a) on the basis consent of the Participant,
 - b) if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - c) if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - d) on the basis of legally justified interests carried out by the Organizer.
3. The Organizer's transfer of personal data of Participants to third parties being sponsors/partners of the event may take place only after the Participant has given separate and explicit consent in this regard. Expressing such consent is voluntary and is not necessary to participate in the Color Run event.

§ 4 Purposes of processing

1. The Participant's personal data may be processed in order to:
 - a) conduct and hold The Color Run event in the following situations:
 - i. on the basis of consent of the Participant,
 - ii. if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - iii. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - iv. on the basis of legally justified interests carried out by the Organizer.
 - b) improve the service of Participants in the following situations:
 - i. on the basis of consent of the Participant,
 - ii. if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - iii. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - iv. on the basis of legally justified interests carried out by the Organizer.
 - c) carry out future marketing activities regarding events, products and services connected with thecolorrun.pl and the Organizer, including direct marketing activities in accordance with the Act of 18 July 2002 on the provision of electronic services. The participant may at any time opt out of receiving marketing messages sent by the Organizer,

- d) send messages to Participants at any time about conducting and holding the Color Run event and the functioning of the website (reminders, system messages, technical notifications, important announcements); the Participant **may not** resign from receiving the above messages from the Organizer, including security notifications.
 - i. if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - ii. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - iii. on the basis of legally justified interests carried out by the Organizer.
 - e) satisfy necessary internal administrative and analytical needs in the following situations:
 - i. if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - ii. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - iii. on the basis of legally justified interests carried out by the Organizer.
 - f) ensure the safety and possible investigation of probable fraud or other violation in the following situations:
 - i. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - ii. on the basis of legally justified interests carried out by the Organizer.
 - g) establish, investigate and enforce claims in the following situations:
 - i. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - ii. on the basis of legally justified interests carried out by the Organizer.
 - h) consider complaints, requests and answers to questions in the following situations:
 - i. on the basis of consent of the Participant,
 - ii. if the Participant's data are necessary for the performance of the contract to which the Participant is a party,
 - iii. if it is necessary to fulfil the legal obligation incumbent on the Organizer,
 - iv. on the basis of legally justified interests carried out by the Organizer.
2. In the event of changing the purposes of collecting personal data, the Organizer shall inform on the necessity of the Participant's consent to the processing of his/her data for other purposes.

§ 5 Rights of the Participant

1. The participant has the right to access his/her data and correct it, rectify it and demand its removal. Despite the request for deletion of data, the Organizer may retain certain personal data to the extent necessary for the purpose of determining, investigating or

defending claims or ensuring security and possibly investigating possible fraud or other violation.

2. As of 25 May 2018, the Participant has the right to:
 - a) at any time withdraw consent to the processing of personal data by the Organizer, without affecting the legality of the processing, which was made on the basis of consent before its withdrawal,
 - b) limit the data processing by the Organizer when:
 - i. the Participant disputes the correctness of his/her personal data,
 - ii. in the Participant's opinion, the processing of his/her data is against the law,
 - iii. personal details of the Participant ceased to be necessary for the purposes of the Organizer, but the Participant needs them to establish, investigate or defend claims,
 - iv. the Participant objected to the processing of data by the Organizer,
 - c) transfer data to other administrators, including at the request of the Participant to transfer his/her data by the Organizer directly to another administrator, if technically possible,
 - d) object to the processing of data by the Organizer, including profiling, if the processing of data is necessary for the purposes resulting from legitimate interests pursued by the Organizer or by a third party,
 - e) lodge a complaint to the President of the Office for Personal Data Protection in the event that the data processing by the Organizer is found to violate the provisions of national and EU law regarding the protection of personal data.
3. The Participant may ask the Organizer for a copy of his/her personal data, also in a form intended for computer reading.
4. The Organizer responds to the Participant's request immediately, no later than one month after receiving it. In the case of complicated requests or a large number of requests, the Organizer will inform the Participant about the extension of this deadline to two months.
5. Submissions of the above requests may be made by the Participant:
 - a) in writing to the Organizer's address,
 - b) via e-mail to the email address: poland@thecolorrun.com
 - c) via the contact form.
6. If the Participant contacts the Organizer, the Organizer keeps the correspondence in order to facilitate solving any problems.

§ 6 The period of data storage

1. Data will be stored until the necessity of their possession ceases, i.e. until the date of

cessation of legal obligations (including requests from authorities), resolving disputes, maintaining security, preventing fraud and abuse, and enforcing compliance with the current agreement.

2. If the Participant agrees to the processing of data for marketing purposes, the data will be stored until marketing activities cease or the Participant withdraws his/her consent.

§ 7 Consequences of not providing data

1. Providing personal data by the Participant is a condition of participation in the Color Run event. The system automatically indicates mandatory data. A refusal to being allowed to participate in The Color Run event is a consequence of not providing obligatory data, refusal of consent to the processing of personal data or withdrawal of consent.
2. The consent of the Participant to the processing of data for marketing purposes is voluntary and it is not necessary to participate in The Color Run event.
3. The consent of the Participant granted to the Organizer as regards the transfer of personal data of the Participant to third parties being sponsors is voluntary and is not necessary to participate in The Color Run event.

§ 8 Sharing, transmitting and profiling data

1. Data processed by the Organizer will be made available to recipients, but will not be transferred to any third countries or any international organizations.
2. The Organizer makes a decision in an automated form in case of errors in registration for The Color Run event or the Participant failing to complete the registration process.
3. The Organizer may use the Participant's data to recommend its services or Partners' services through targeting of advertising. For this purpose, the Organizer performs profiling.
4. The Organizer stipulates that personal data may be transferred to entities authorized to receive them under applicable law, court order or other legal procedure, especially judicial authorities.
5. The Organizer will disclose the Participant's data if, in good faith, it considers that they are necessary in the following situations:
 - a) investigation or assistance to law enforcement agencies,
 - b) enforcing obligations resulting from the concluded contract,
 - c) conducting an investigation and own protection against any claims or allegations of a third party,
 - d) protecting the security or integrity of the website,
 - e) exercising or protecting rights and security of the Organizer, its employees, other Participants or other persons.

6. Participants will be notified of legal requirements regarding their data only if the Organizer considers it appropriate and this will not be prohibited by law or court order, or in crisis situations. The Organizer may challenge such requests if they are considered to be too broad, unclear or if the appropriate permissions are not available.
7. The Organizer entrusts to the reasonable extent the processing of Participant's personal data to third parties that support thecolorrn.pl website, registration platforms and other entities assisting in the service (on the basis of contracts) to the extent and purpose necessary to provide services. Entrusting personal data in this situation is made on the basis of a personal data entrustment agreement that the Organizer concludes with third parties that assist in the event and have administrator's rights to the www.thecolorrun.pl website.

§ 9 Obligations of the Organizer

1. The Organizer shall ensure that organizational and technical measures are in place to guarantee the protection of personal data being processed and to protect personal data against unauthorized access, removal by an unauthorized person, processing in violation of the provisions and change, loss, damage or destruction.
2. The Organizer ensures that all "sensitive" data are transmitted by the Secure Socket Layer (SSL) technology.
3. The Organizer represents that it will make every effort to protect the Participant's data against misuse of the Participants and against the above-mentioned rules and by unauthorized persons.
4. The Organizer grants access to personal data only to authorized persons who must have access to them. These persons are required to maintain strict confidentiality, and in the event of failure to fulfil these obligations may face consequences, including termination of cooperation.
5. The Organizer regularly monitors its systems to detect any possible attacks.
6. The Organizer undertakes to fulfil the obligations resulting from the existing EU and national regulations regarding the protection of personal data.

§ 10 Exclusion of liability

1. All financial transactions will be carried out by external entities providing such services. External entities have their own privacy policies, which should be read before confirming the transaction.
2. The Organizer stipulates that in the case of using links on its websites, it is not responsible for the content and activities of the websites being redirected, and stipulates that the external websites have their own independent privacy policies.

II. Cookie files

§ 11 Definition of "cookie" files

1. thecolorrun.pl website uses the "cookie" file technology. Cookies are saved by each browser by means of which Participants visit the website of the Organizer.
2. "Cookies" are IT data stored in the Participants' devices intended for browsing websites, sent by the website at the time of visiting it. They allow for the recognition of a given Participant, thanks to which websites can be displayed taking into account his/her individual preferences, and the use of websites is optimized.
3. Cookies do not allow personal identification of the Participant. Data collected using "cookie" files are gathered only for the purpose of performing specific functions for the Participant, and access to them is protected by unauthorized persons.
4. Information collected using "cookie" files is used to increase the Participants' convenience and improve the overall quality of services offered.

§ 12 Modifications to the "cookie" settings

1. The standard settings of software used to browse websites, by default, allow the placement of "cookies" on users' devices.
2. All modifications to the default settings, as well as the methods and possibilities of handling "cookie" files can be changed in the settings of a given web browser.
3. Restricting the use of "cookie" files may affect the availability of some of thecolorrun.pl website's functionalities.

§ 13 Use of "cookie" files

The Organizer uses information collected using "cookie" files for authentication, security, setting Participant's preferences, performance evaluation, analysis and research, as well as advertising (if the personalization of ads is enabled).

III. Summary

§ 14 Final provisions

1. This Privacy Policy applies if the Participant uses the services of the Organizer.
2. The Participant acknowledges that the continued use of the Organizer's services after the publication or sending to the Participant notification of the changes in this Privacy

Policy, the Participant gives his/her consent to the processing and sharing his/her data by the Organizer in accordance with the provisions of the Privacy Policy.

3. The Organizer may change and supplement this Privacy Policy as required.
4. The Participant will be informed about any amendments or complements by posting information on thecolorrn.pl website, and in case of significant changes also by separate notification to the e-mail address provided by the Participant.