

Company Information

HERO-ERA & Endurance Rally Association are trading names of HERO Events Ltd

Company Registration Number: 06997408, Company Registered In England and Wales

Registered Address: 138 Southern Avenue, Command Works, Bicester Heritage, Bicester OX27 8FY

The HERO-ERA GDPR Privacy Policy

We, HERO-ERA, (HERO Events Limited), take seriously our responsibility to protect and respect your privacy and to ensure that your data is managed securely and sensitively.

Data Protection Principles

We will comply with data protection law. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes in relation to rallies you may wish to or have entered, relevant and limited only to those purposes and not used in any way that is incompatible with those purposes.
3. Accurate and kept up to date.
4. Kept only as long as necessary for the purposes we have told you about.
5. Kept securely.

HERO-ERA

HERO-ERA is the business name used by HERO Events Ltd in relation to the rallies each provides and operates in respect of which they are the data controllers and are responsible for any personal data you supply.

The Data we collect about you is, but is not limited to:

The information you provide to us by way of any rally entry form you complete, including –

Your name, address, email address and telephone number

Identity documents and date of birth

Information relating to the rallies you may wish to or have entered

Your medical insurance details

Your bank account details

Other information as may be required by authorities in the countries through which our events pass.

We collect these personal details to enable us to provide our services to you. It is important that the details we hold about you are accurate and it is important that if any of your personal data changes during your relationship with us that you inform us.

How we collect your personal data?

We collect most of the information from you directly by way of the entry forms you complete and from communications with you in the build-up to any rally. We may also use publicly accessible information.

How will we use the information about you?

We will only use your personal data when the law allows us to, most commonly, in and about our performance of the contract for any rally which you have entered.

We will not share your data with any third party except as strictly necessary in connection with any rally which you have entered.

We will not use your data for marketing or unsolicited marketing purposes except to inform you of forthcoming rallies.

Who will have access to my personal information?

Employees of ERA may be given access to your personal data for the purposes of providing rally services. Their use is always limited to the performance of their duties as employees. No employees are permitted to access information that is not relevant to their duties and they are required to keep all information confidential.

Our accountants and bookkeeper will see certain of your personal details relevant to their activities

on our behalf. They are subject to strict confidentiality requirements and they will not pass on your details, unless there has been an error by us or fraud is suspected.

Where your data is stored?

Your information is stored on our computer network and database management systems located in England.

International transfers

Certain limited information you provide to us is passed to our international agents based within or outside the EEA (European Economic Area) but only in so far as this is necessary for the purposes of and in relation to any relevant rally you have entered. If this changes we will contact you first to obtain your consent.

Data Retention

We will retain your personal data for as long as you are a client. If you have not entered an event or engaged with us for 3 years or more then we may remove you from our mailing list. After you stop being a client we may keep your data for up to 7 years after the last time you interacted with us.

What are your rights?

Under certain circumstances, by law, you have the right to:

Request access to your personal information. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Right of erasure/right to be forgotten You have the right to request the erasure of your personal information. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example, if you want us to establish its accuracy or the reason for processing it.

Request the transfer of your personal information to another party

If you want to review, verify, correct or request the erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, HERO-ERA will respond to you within one month and under normal circumstances, there will be no charge.