

## **PRIVACY & COOKIES POLICY**

### **Introduction**

Your privacy is of the highest importance to us. Jo Event Solutions Ltd, organisers of First Light Run Series, is committed to keeping your personal data safe and being transparent about what data we hold and how we use it.

We ensure that all data is processed and held in accordance with relevant legislation concerning the protection of data. This policy explains –

- Who we are
- What data we collect
- How we collect data
- How we use and retain data
- How we share data
- Legal grounds for processing your data
- Debit/Credit Card Details
- Cookies
- Inappropriate content/language
- Your rights
- Links to other websites
- Complaints
- Updates to this policy

If you have any questions relating to this policy, please get in touch by emailing [info@joeventsolutions.com](mailto:info@joeventsolutions.com)

### **Who we are – Company Information**

Jo Event Solutions Ltd is the organising company behind 'First Light Run'. The Directors of the company are Josephine Osborne and David Greenall, with Josephine Osborne being responsible for the organisation of all First Light Runs across the UK. The company is registered in England and Wales with the company number 17442242 at the address 40 Longshore Drive, Shoreham By Sea, West Sussex BN43 6DJ.

This policy applies to websites [www.joeventsolutions.com](http://www.joeventsolutions.com) and [www.firstlightrun.com](http://www.firstlightrun.com)

### **What data we collect**

This privacy policy explains how we process personal data that we collect from you, or that you provide to us, in line with current data protection and other relevant legislation. We will treat all personal data as confidential; however, we reserve the right to disclose data in ways set out in this policy.

Personal data (also known as personal information) is any data that can be used to identify you. It can include your first and last names, date of birth, email address, postal address, phone number(s), bank card details, medical information and next of kin information.

Data protection legislation recognises that certain categories of personal information are more sensitive than others; this is known as sensitive personal data and includes health/medical information, racial or ethnic origin, religious beliefs and political opinions. The only sensitive personal data that we collect relates to your health, to ensure that you receive the best medical care whilst taking part in an event being organised by us, should it be required.

We do not collect any other sensitive data from people entering one of our events or completing a 'contact us' form, unless there is a clear reason for doing so, as stated above.

### **Personal data we may collect, process and hold**

- Full name including title
- Date of birth
- Email address
- Postal address
- Gender
- Landline telephone number
- Mobile telephone number
- Bank or payment card details
- Medical/Health information
- Clothing size
- Next of kin name and telephone number
- Photographs or video film of individuals
- Records of correspondence with either Jo Event Solutions Ltd or First Light Run
- Donations to partner charities
- Information you choose to share with us via forms on our websites.

### **How we collect data**

We collect information from you when you email us, engage with us on social media platforms, phone us, register to take part in one of our events or fill in a 'contact us' form via our websites. Sometimes your data is collected or processed by a third party on our behalf, for example payment systems, charity donation platforms, event registration software providers or database providers. Where they are doing so on our behalf only, we always remain responsible for your data, and they are not permitted to use your data

for their own marketing. This includes all partner charities. We only collect personal data necessary for the purpose it is being collected, stored and processed.

Currently, we do not use Cookies to track your use of our websites or social media accounts, however if this changes the policy will be updated accordingly.

### **How we use your data**

The ways in which we use your data depends on why you have provided it to us. We may use your data -

- To provide you with information, support, products and services you have requested from us whilst registering for one of our events.
- To respond to enquiries.
- To provide you with information that may interest you, via newsletters, surveys, registration packs, volunteering opportunities and fundraising information.
- To maintain records of your relationship with us and for internal administrative purposes.
- To administer and process payments and refunds, fulfilling legal requirements relating to financial transactions.
- To comply with relevant legislation.
- To keep in touch with you in ways that you have agreed to, providing updates on our events.
- To notify you about changes to events, services and policies as and when required.
- For direct marketing by email, post or telephone.
- To provide relevant information on events relating to volunteering requirements, supplier requirements and participant instructions including health and safety information.
- To provide information about partner charities, sponsors and supporters of our services and events including monies raised by you at our events.
- To monitor, develop and improve the services we provide to you and your experience of our events.

### **Email Marketing**

All our email marketing communications will be sent via a third-party provider who will have their own privacy and cookies policy. There will always be an 'opt out' option at the bottom of any email received on behalf of Jo Event Solutions Ltd or First Light Run. You can also contact us via [info@joeventsolutions.com](mailto:info@joeventsolutions.com) if you wish to be removed from our mailing list.

Please note that by doing this, you are also opting out of receiving any further email communications relating to any of the events we organise, which may include participant instructions, entry confirmations or payment/refund receipts.

### **Telephone Marketing**

If you have provided us with your phone number, we will only use it to reply to messages or voicemails delivered to us via the same number, or to provide on the day information relating to events we organise.

We will only use next of kin telephone numbers in the case of an emergency relating to health and safety, or a medical situation, on an event day.

If you wish to discuss this further, please email [info@joeventsolutions.com](mailto:info@joeventsolutions.com)

### **How we retain your data**

We retain your personal data only for as long as is required to operate our services in accordance with legal and tax requirements. Once we no longer require your data to fulfil a service you have asked for, to provide you with customer service and communications that you would expect to receive, or to satisfy legal requirements, we will delete it in a secure manner.

If we are relying on consent for a particular method of data processing, we will contact you to renew consent at reasonable intervals.

Under UK General Data Protection Regulations, there is no fixed legal time for how long we can keep your personal data.

All personal information is kept securely within records held by Jo Event Solutions Ltd or third parties contracted or used by Jo Event Solutions Ltd. We will ensure that your personal data is only accessible by appropriately trained staff.

### **How we share your data**

Jo Event Solutions Ltd may disclose your personal data to third parties in the following circumstances –

- To provide you with products or services that you have requested, for which we use a separate company to fulfil those services or supply the products. Examples being a third-party payment system or an external entry software company.
- To provide you with communications such as email via a third-party provider. For example, a database company who manage mailing lists.

We will only share your data with third parties who comply with relevant data protection legislation, and we will ensure that appropriate control measures are in place. We will

only enter into contractual agreements with companies who have their own privacy and cookie policies in place.

We will never share, sell or swap your personal data with any third parties for the purposes of their own marketing unless you have explicitly consented to us sharing your data with specifically named third parties.

### **Legal basis and legitimate interest**

When we process your personal data, we will ensure that this is done in accordance with at least one of the legal grounds stated within Data Protection Legislation. These consist of the following –

- We have obtained your affirmative and specific consent to use your personal data for a previously notified purpose, which may include sending you direct electronic marketing by email or mobile phone, or to provide you with a product, service or information that you have requested.
- In some circumstances we may collect and use your personal data where it is necessary to fulfil our legitimate interest as an event organising company. We shall, however, balance our legitimate interests against your rights as an individual. An example of how we may use our legitimate interests is providing you with information via email about other events we organise.
- We have a legitimate interest to maintain our customer database with your personal data for marketing purposes.
- We may have a legal obligation to use or disclose personal information relating to you, for example if ordered to do so by a court or regulatory authority.
- Processing your data is necessary for the performance of a contract, such as providing you with information on an event you have paid to take part in.
- Processing your data is necessary for the performance of a task which is carried out in the public's interest or in exercising official authority.

### **Credit/Debit Card Details**

If you use your credit or debit card to buy something from us or pay for registration into an event organised by us, either online or in person, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard <https://www.pcisecuritystandards.org/standards/pci-dss/>

### **Cookies**

Currently, we do not use any cookies on either of our websites. If this changes, we will update this policy accordingly. All third-party companies that we work with who use cookies will have their own Cookie Policy in place.

## **Inappropriate content/language**

If you send any inappropriate, offensive or defamatory content/language to our website or via our social media accounts, we reserve the right to use your personal data to inform relevant third parties including your internet provider or law enforcement.

## **Your rights**

In the UK, data protection is governed by the [UK General Data Protection Regulation \(UK GDPR\)](#) and the [Data Protection Act 2018](#).

Under the legislation, you have rights in relation to the personal data we hold about you, with some exceptions.

- Right to be informed about how your data is being collected and used.
- Right to access personal data.
- Right to have incorrect data updated.
- Right to have data erased.
- Right to stop or restrict the processing of your data.
- Right to data portability (allowing you to get and reuse your data for different services)
- Right to object how your data is processed in certain circumstances.

If the personal data concerned is shared with a third party, those third parties shall be informed of the relevant right from the list above, unless such notification is impossible or unreasonably difficult to fulfil.

We may object to a request relating to one or more of the above rights if it can be demonstrated that there is a legitimate reason that the request cannot be fulfilled or if it adversely affects the rights or freedoms of others.

To speak to us about any of the above rights please get in touch via [info@joeventsolutions.com](mailto:info@joeventsolutions.com)

## **Links to other websites**

This privacy policy is not applicable to links within our websites that link to other websites not owned or managed by Jo Event Solutions Ltd. Please read the privacy policies on the other websites which you visit.

## **Complaints**

If you're concerned about how we are handling your personal data, or the information provided in this policy, please get in touch via [info@joeventsolutions.com](mailto:info@joeventsolutions.com)

Alternatively, you can contact the Information Commissioner's Office for advice or to make a complaint.

### **Updates to this policy**

We regularly review this privacy policy and will make the necessary and relevant changes as soon as we can. By continuing to visit our websites, you will be deemed to have accepted any changes or updates made.

This privacy policy was last updated in October 2026.