

# AR World Series Privacy Policy (09/26/2024)

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## Introduction

AR World Series ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This privacy policy informs you how we collect, use, disclose, and store your information when you engage with our website and services. This includes when you subscribe to our newsletter, participate in our events, or share team and event-related data.

## 1. Information Collection

We collect the following personal data:

- **Newsletter Subscription Data:** When you subscribe to our newsletter, we collect your name, email address, and location (optional) to provide updates about our events, news, and promotions.
- **Event Participation and Team Data:** When you, or your team, participate in an AR World Series event, we may collect personal and team-related information such as:
  - Team name
  - Participant names, contact information, and event-specific details (e.g., rankings, times, and results).

**Website Interaction Data:** We may collect technical data such as IP address, browser type, and cookie data when you interact with our website.

## 2. Use of Information

We process your personal data for the following purposes:

- **Newsletter and Marketing Communications:** Your data is used to send you newsletters with the latest news, event updates, and exclusive content from AR World Series. You can unsubscribe from these communications at any time by using the "unsubscribe" link included in each email.
- **Event Data Management:** We use event-related data to manage team registrations, rankings, event results, and overall event administration. Event data, including team results, will be publicly available for participants, fans, and ranking purposes.
- **Website Functionality and Improvement:** We use website interaction data to ensure smooth website functionality, analyze performance, and improve user experience.

### **3. Disclosure of Information**

We may disclose your personal information in the following ways:

- **Public Event Results:** Event results, team rankings, and related performance data will be made publicly available on our website and through media outlets to promote events and provide accurate records of participation.
- **Third-Party Service Providers:** We work with third-party service providers (e.g., email marketing platforms, website hosting providers) to facilitate our services. These providers are only given access to the personal data necessary to perform their services and are required to protect your information.
- **Legal Requirements:** We may disclose your data to comply with legal obligations, enforce our policies, or protect our rights.

### **4. Data Security**

We are committed to protecting the security of your personal data. We employ appropriate technical and organizational measures, such as encryption and access controls, to prevent unauthorized access, disclosure, alteration, or destruction of your information.

However, please note that no method of transmitting or storing data is completely secure, and while we strive to use commercially acceptable means to protect your data, we cannot guarantee absolute security.

### **5. Your Data Rights**

You have the following rights regarding your personal data:

- **Access:** You have the right to request access to the personal data we hold about you.
- **Correction:** If any of your personal data is inaccurate or incomplete, you have the right to request corrections.
- **Deletion:** You can request the deletion of your personal data, subject to legal or regulatory obligations requiring us to retain certain information.
- **Unsubscribe:** If you no longer wish to receive newsletters or marketing communications, you can opt-out at any time by following the unsubscribe instructions provided in each email.

### **6. Cookies**

Our website uses cookies to enhance your browsing experience, improve website performance, and deliver targeted content. You can choose to accept or decline cookies

through your browser settings. However, declining cookies may affect your user experience on our website.

## **7. Changes to This Policy**

We may update this privacy policy from time to time to reflect changes in our practices or applicable legal requirements. When changes are made, the updated version will be posted on our website with a revised "last updated" date. We encourage you to review this policy periodically to stay informed of any updates.

## **8. Contact Information**

If you have any questions or concerns about this privacy policy or your personal data, please contact us at:

Email: [info@arworldseries.com](mailto:info@arworldseries.com)

Address: Adventure Racing World Series, W Hyde Park, 5805, Bentonville, Arkansas 72713, USA