

PRIVACY POLICY

MYLAPS (“**We**”) respect your privacy and ensures that your personal data are handled with due care. Below is an explanation regarding all of MYLAPS’s websites (including sporthive.com, sporthive.mylaps.com, speedhive.com, speedhive.mylaps.com, Looptijden.nl, Fietstijden.nl, SchaatsApp.nl and hardloopspel.nl – the “**Websites**”), the related mobile applications (the “**Apps**”) and the products linked to those Apps and Websites (the “**Products**”) that use cookies and how we handle the personal data that we receive from you via the Websites, Apps or Products. Your details are not shared with third parties without your consent and you yourself may decide what data you do or do not wish to share online.

Article 1 – How do we collect your personal data?

MYLAPS collects your personal data in the following situations, among others, but not limited to:

1. when you visit one of the Websites;
2. when you use one of the Apps;
3. when you use one of the Products that allow the collection of data from you;
4. when you contact MYLAPS, e.g. by email, using a contact form or by telephone;
5. when you register for the digital newsletter;
6. when you place an order via the webshop on the Websites;
7. when you open or use an account via the Websites or Apps;
8. when you take part in a public forum on the Websites or via the Apps (a “Community”).

Article 2 – What personal data do we collect?

Visit to Websites, use of Apps or use of Products

When you visit the Websites or use the Apps, our servers automatically store information, such as your URL, IP address, browser type and language and device type, and the date and time of the visit. If you use one or more Products (of MYLAPS) it is possible that those Products register data on you, depending on the type of Product that you use. It is possible, for instance, that a Product measures your heart rate (if it contains a heart rate monitor) or measures your location and speed (if it contains GPS). When you load this data into the linked Apps or Websites of MYLAPS, this data is sent to and stored on MYLAPS’s servers.

Contact with MYLAPS

When you contact MYLAPS, for instance with a request for information, MYLAPS saves the personal data that you provide on that occasion provided your request has been handled adequately.

Account

You may open an account on MYLAPS’s Websites and via MYLAPS’s Apps. To open an account you have to provide us with one or more of the following personal data points:

- username (chosen by you);
- password (chosen by you); and
- email address.

If you register via a third party, such as, but not limited to Facebook, we receive certain data about you from said third party in order to open and activate your account.

Optionally, you may also provide us with the following personal data via your account: your first name and surname, photographs and other visual material, your place of residence, date of birth, website, sex, reviews, blogs, data on your health, the location of a competition, performance and other personal data, such as equipment, personal calendar, coach and friends.

Orders

When you place an order via the webshop on one of the Websites for certain products or services offered by MYLAPS, you must provide us with the following data:

- contact and address details;
- delivery address;
- payment information; and
- other information you furnish at your discretion.

Photographs and selfies

Some of our Apps and Websites offer the possibility of taking photographs and/or selfies. MYLAPS stores these photographic images in a file. By using our Apps or Websites to make any photographic image, you agree to the processing and handling of your photograph by MYLAPS.

Article 3 – Purposes of data processing

Visit to Websites

General visit data and click behaviour are monitored on the Websites for the following reasons; to allow us to optimise the layout of the Websites, to improve the provision of information, and to combat fraud. During the use of the Websites cookies are furthermore placed on your computer, smartphone or tablet; see e.g. Article 4 for further information on the use of cookies by MYLAPS.

Contact with MYLAPS

If you present a request for information to MYLAPS, MYLAPS processes the personal data provided for that purpose to comply with that request and to answer your questions.

Account

We use the personal data referred to in Article 2 to open and maintain your account, but also to trace, combat and prevent fraud, abuse or unauthorised use of your account. We keep the data for as long as your account remains open.

Orders

In order to process an order, MYLAPS uses the personal data in your account for the following purposes:

- (i) the acceptance of your order;
- (ii) the handling of your order and the shipment of the product;
- (iii) to keep you informed of the status of your order;
- (iv) payment and invoicing; and
- (v) the handling of any questions and complaints.

The data related to an order are kept for the period required for delivery and payment.

Newsletters

If you have stated your email address, you may register for our newsletter. We will send it to you only if you

state (or opt in) that you wish to receive it. You may unsubscribe from the newsletter at any time by clicking the unsubscribe button at the bottom of the newsletter or by stating that in your account.

Live Tracking

During a sports event technologies may be deployed that make it possible to establish exactly your location at any time (live tracking) by receiving GPS signals from your device and/or from transponder (aka chip or tag worn by you) reads on course during the event. We may record that information in a file and publish it on our Websites, via social media and via the Apps (Event App). Spectators of the event (such as family and friends) can then track your exact location in real time. You can switch off Live Tracking at any time via your account (settings).

Photographs and selfies

MYLAPS may publish and multiply the photographs and selfies that you take using the Apps or Websites to promote and market certain events and to report to spectators, sponsors and other parties interested in the event.

Other purposes for which personal data may be used

We may also use the personal data with which you provide us via the Websites, your account or the Apps for the following purposes:

- (i) to perform agreements between you and MYLAPS;
- (ii) to analyse, develop and improve the Websites and MYLAPS's products;
- (iii) to comply with statutory obligations; and
- (iv) to secure the Websites and the Apps and to combat fraud and abuse of the Websites or Apps.

Article 4 – Use of cookies

What are cookies?

MYLAPS uses cookies and similar techniques. Cookies are small text files that are generated and stored on your computer, tablet or smartphone when you use the Websites. Techniques that are similar to cookies include beacons and scripts.

Types of cookies

MYLAPS uses functional and analytical cookies. It also uses marketing cookies and social and external cookies. It is explain below what those cookies are and how we use them.

Functional cookies

The functional cookies ensure that the Websites function properly, for instance by keeping you logged in to your account (without having to re-enter your login data), remembering what products are in your shopping basket and calculating the correct amount on checkout.

Analytical cookies

We use analytical cookies to analyse what you buy, when you do so and in what quantity, or which pages of the Websites you visit at what time. That allows us, among other things, to ensure that the right products are in stock at the right time and to ensure that optimal use can be made of the Websites.

Marketing/tracking cookies

We use marketing/tracking cookies to show you the products and advertisements that are relevant to you, on the basis of products that you have viewed.

Social and external cookies

You can also find links on our Websites to social media, such as, but not limited to Facebook and Twitter. To ensure that those links function properly, cookies of those social media parties are used, to ensure that they recognise you when you wish to share information on our Websites. Third parties also publish advertisements on the Websites; they also use cookies to optimally provide their services.

Refusal of cookies

You yourself can decide whether you wish to accept cookies or whether you want your browser to notify you when a cookie is installed. In that case you must change the settings of your browser. Every browser is different; you will have to consult the manual of your browser to determine how that can be done in your browser. You can also remove cookies installed from your computer, tablet or smartphone at any time.

Article 5 – Security

MYLAPS applies a security level to the processing of the personal data that suffices, within the possibilities of current technology, to avoid unauthorised access, alteration, publication or loss of your personal data.

The security of your personal data is dependent on your account data (username and password) being kept secret. You yourself must arrange for that by handling your account data with due care and never making them available to a third party.

Article 6 – Right of inspection and removal

You can inspect and update most of your personal data by logging into your account. You may at any time apply for your data at MYLAPS or request MYLAPS to change or remove them, via the privacy@mylaps.com email address. MYLAPS may be required by law to keep certain personal data. MYLAPS cannot remove or update those personal data at your request. Please bear in mind that, after we update or remove your data at your request, those data may be present in our backups for some time until those backups are also deleted.

MYLAPS sometimes processes personal data at the instruction of its customers. MYLAPS has no control over the personal data processed by MYLAPS's customers themselves. MYLAPS therefore cannot change any competition results and other data on the website of an event in which you have taken part. You may contact the organiser of the event with a request to inspect, update or correct those data.

Article 7 – Third parties

We do not pass on your personal data to a third party without your consent, unless:

1. the performance of the agreement between you and MYLAPS so requires, for instance due to the payment for or delivery of the products you have ordered;
2. MYLAPS is required by law or in an emergency to pass on your personal data to public authorities; or
3. if a reorganisation or a transfer of business activities takes place at MYLAPS as a result of which MYLAPS is required to hand over personal data to another organisation.

Article 8 – Determine what you do and do not wish to share with others

Your account can be used in MYLAPS's various sports communities. You yourself can state in your account which data may or may not be visible to others (your coach, friends or other users) who also use the sports

community in question. In the standard setting other parties have access to your username, photograph and competition data. Only your coach and the other users (friends) that you have accepted have access to your training data and health measurements; other third parties do not have access to those data in the standard setting.

Article 9 – Third-party privacy policies

If you share your data via the Websites and Apps with third-party websites or apps (e.g. the public sharing of information via social media), those data are made available to those third parties. MYLAPS's privacy policy does not apply to websites or apps of third parties, also not if MYLAPS has placed a hyperlink to that other website on its Websites or in its Apps. MYLAPS accepts no responsibility or liability for the manner in which such third parties handle personal data and cookies. We advise you to take note of the privacy policies and cookie policies of such websites before visiting them.

Article 10 – Contact with MYLAPS

If you have any questions regarding this privacy policy, please contact MYLAPS. Our contact data are:

Name:	MYLAPS B.V.
Address:	Zuiderhoutlaan 4, 2012 PJ Haarlem, the Netherlands
E-address:	privacy@mylaps.com
Chamber of Commerce no.:	34053090

The name "MYLAPS" as used in this privacy policy means the entire MYLAPS group. The MYLAPS group includes MYLAPS B.V., Mylaps Experience Lab B.V., Mylaps Event Timing B.V., Mylaps US, Inc (Atlanta, GA, USA), Mylaps Japan KK (Tokyo, Japan) and Mylaps Asia-Pacific (Sydney, Australia).

The MYLAPS group has several platforms, websites and trade names, including sporthive.com, sporthive.mylaps.com, speedhive.com, speedhive.mylaps.com, Looptijden.nl, Fietstijden.nl and SchaatsApp.nl. This privacy policy governs every visit to and every use of MYLAPS's platforms, Websites and Apps.

Article 10 – Amendments

This privacy policy may be amended at any time. The most recent privacy policy can be found at www.mylaps.com. We recommend that you take note of the privacy policy on the Websites or via the Apps before entering any new personal data.