



Silverstone Accommodation Service

Privacy Policy

Silverstone Circuits Limited is committed to protecting and respecting your privacy and we look after your personal information carefully in line with data protection and privacy laws. Below we detail the information we collect concerning you and how that information is used.

Please read this policy and our cookie policy in order to understand what we do with your information.

By accessing and using our services, you agree to the terms of this privacy policy and to our cookie policy.

Silverstone Circuits Limited is a company registered in England and Wales (registered number is 00882843) with registered office at Silverstone Circuit, Northamptonshire NN12 8TN. Our VAT registration number is GB170160935.

We are registered on the Data Protection Public Register. Our Data Protection Registration Number is Z9097152.

Services

Our services may include (without limitation) social media and/or interactive applications, audio visual content, text, photographs, forums, advertising and other product sales which we may offer on our website or media platforms which, for example, may enable you to view our content over a mobile or wi-fi network (the "Services"). This policy covers all of the Services and any reference to "you" or "your", means you as user of our Services. This policy applies to the collection and use of your information by us and parties that we authorise (such as our suppliers and sub-contractors).

Information

The information we collect varies depending on which of our Services you are using. The information that we may collect includes:

- your name, address, postcode, email address, telephone number, payment details and service details (if applicable);
- information about your use of our Services including details of your internet protocol (IP) address, operating system, browser version, cookie details, the content you viewed on our Services, how long you stayed and on which pages, and your navigation around the Services;
- location data from your IP address or by accessing global positioning functionality on your device (e.g. GPS);
- other data from time to time to help us provide you with improved products and services;
- other data to ensure and check compliance with the Terms of Use and/or otherwise as required by law.

The Data Protection Act 1998 provides the right to access information held. Any access request may be subject to a fee of £10 to meet the costs in providing details of the information held.

Information collection

We (or our authorised third parties) may collect information about you:

- when you purchase products on our website or when you otherwise update your details;
- when you contact us with an enquiry or other feedback;
- when you participate in interactivity, for example, when you submit an entry to a competition or prize draw;

SILVERSTONE CIRCUITS LIMITED registered in England and Wales with number 00882843 whose registered office is Silverstone Circuits, Silverstone, Towcester, Northamptonshire NN12 8TN

- when we are checking compliance with the Terms of Use and/or otherwise as required by law;
- through the use of "cookies" and/or other devices. For full details, see our cookie policy and the section entitled "Cookies and similar devices" below;
- when you disclose your personal information to us or otherwise through the Services at any other point.

Cookies and similar devices

In addition, in common with many other online services, we and our authorised third parties may use "cookies" and/or other tools to store and sometimes track information about you. For more details about cookies, please see our cookie policy.

How we use personal information

Your information may be used by us and our authorised third parties to:

- monitor, develop and improve the Services and/or your experience;
- assist in and administer the provision of Services to you;
- send you or provide you with product and service recommendations;
- process payments from you to us (where applicable) on our behalf;
- process and deal with any complaints or enquiries made by or about you;
- investigate any suspected breach of the Terms of Use or the breach of other terms and conditions otherwise relating to you;
- contact you with service messages;
- monitor compliance with the Terms of Use or other applicable terms and conditions;
- administer the prize if you are a prize winner, and to publish or otherwise make available a list of prize winners; and/or
- provide you with access to one or more social networking sites from the Services. Any personal data shared with a third party social network provider will be processed in accordance with their own privacy policy.

Marketing messages

Generally, we will only send you marketing messages where you indicate that you consent (e.g. by "opting-in") to receiving such messages. Where we have your consent or are otherwise permitted to do so, we may:

- send you information by email, telephone (including SMS), mail or other methods of communication about existing and new services and special offers from us;
- send you information by email, telephone (including SMS), mail or other methods of communication about related products or services of selected third parties that may be of interest to you; and
- pass your details to selected third parties so that they may send you information by email, telephone (including SMS), mail or other methods of communication about products or services that may be of interest to you.

By choosing to interact with our services by SMS text message, you will be indicating that you consent to receive marketing communications from us via SMS text message in respect of our products and services. You can avoid receiving these communications by adding NO INFO at the end of your SMS.

To stop receiving marketing communications from us, you can use the 'unsubscribe', 'stop' or similar facility contained in any such communication or you can email us at the email address set out in "Contact Details" below stating that you do not wish to receive further communications from us.

If you download one of our mobile apps then we may send you messages, including marketing messages, via push notifications. You can disable these at any time by altering the notification settings on your mobile device or by uninstalling the app.

Is personal information shared?

We may pass information about you to other parties as follows:

- to third parties authorised by us and acting on our behalf such as our employees, contractors, suppliers and/or agents including without limitation our customer care teams to administer the Services provided to you by us now or in the future;
- where we have your consent to do so, for marketing communications;
- as part of general statistical information about the Services' user base, sales patterns, traffic volumes and related matters. These details will not include information personally identifying you;
- to the police, regulatory bodies or legal advisers in connection with any alleged criminal offence, unlawful activity or suspected breach of the Terms of Use and or the breach of other terms and conditions or otherwise where required by law or where we suspect harm or potential harm to others. We will co-operate with any law enforcement authorities or court order requesting or directing us to disclose the identity or location of or any other information about anyone breaching any relevant terms and conditions or otherwise for the prevention or detection of crime or the apprehension or prosecution of offenders. We shall not be obliged to give you any further notice of this ;
- where relevant, the user name and some profile information you voluntarily provide may be published on areas of the Services such as forums, chat rooms or pages where user submissions are displayed and this will be the identity by which you are known on those areas. Please always think carefully before disclosing information to other users or otherwise making your information publicly available;
- if there are changes to our business (see section below on "Changes to our business").

Please note this policy does **not** cover companies, services or applications that we do not own or control, or people that we do not employ or manage, including (without limitation) third party websites or applications/widgets (e.g. from "social media" platforms such as Facebook or Twitter) which we link to or offer via our Services, nor does it cover advertisers. Also, it does not cover certain pages and services provided via our Services which are hosted, managed and operated by other parties. These services, applications and third parties may have their own privacy policies and/or terms and conditions of use, which we recommend you read before using any such services. These third parties and services are wholly independent of us and are solely responsible for all aspects of their relationship with you and any use you may make of such services.

Business changes

If we decide to change or re-organise the structure of our business, we may need to pass your personal information to one of our group companies so that we can continue to effectively deliver the Services to you.

Also, if we become involved in a merger, acquisition, restructuring, reorganisation or other transaction involving the sale of some or all of our or our group companies' assets, then your information may be included in the assets which are transferred to the new owner and may be provided to the entities and advisors involved. Such a transaction may involve us: (i) retaining the right to continue to use transferred personal information in addition to the right of the new owner to use such information; and (ii) engaging in additional transfers of personal information (including new personal information) with the new owner from time to time following such a transaction.

If there are changes to our business (such as a re-organisation or restructuring), your personal information will remain subject to this privacy policy (as amended from time to time). However, where your personal information is transferred to a new owner following a merger or acquisition, it may be

subject to a different privacy policy. We or the new owner, will provide notice to you at your email address on file (where available) before any of your personal information becomes subject to a different privacy policy.

Protection of personal information

We endeavour to take all reasonable steps to protect your personal information. Where reasonably possible we use industry-standard technology to allow for the encryption of sensitive information.

Please always think carefully before disclosing information to other users or otherwise making your information publicly available. It is important that you are aware that any information you disclose to another user may then be disclosed by that user. We have no responsibility or control over the contents of communications made between users of our Services.

Updating personal information

Where you register your details for certain Services and open a user account with us that you can then use to access and log on to use those Services, you may change or update some of your details at any time via your account. If you are not registered for these Services but wish to update your details then please contact us (see "Contact details" section below). You should please make sure that you update your details as soon as possible with all relevant changes.

Contact details

You can email us with any questions, queries or complaints at enquiries@silverstone.co.uk.