

## Yamaha - *BLU cRU* Cup Privacy Statement

Yamaha Motor Europe N.V., its branch offices, and related affiliates (further also referred to as Yamaha, we, us/our) finds your privacy important. When you register for the *BLU cRU* Cup (further also referred to as the event) and/or participate in any of the *BLU cRU* Cup activities, it is important to us to process your personal data carefully and securely in a transparent manner.

### 1 Who processes your personal data for the *BLU cRU* Cup?

In the context of the *BLU cRU* Cup, we and our European distributors, specifically also our distributor located in your country, will process your personal data as joint data controllers under the applicable data protection rules. This means that we jointly determine the purposes and the means of their data processing activities in relation to the *BLU cRU* Cup. The national distributor of YME in your country is in charge of local communications and maintaining direct contact with Riders and/or their Legal Guardians.

In this Yamaha *BLU cRU* Cup Privacy Statement, we inform you on the processing of your personal data processed by us in the context of the *BLU cRU* Cup by Yamaha. For the processing of your personal data in the context of visiting our website, e.g. for filling out the Registration Form for the *BLU cRU* Cup, please also be referred to this Privacy Policy for our racing events.

### 2 To whom does this *BLU cRU* Cup Privacy Statement apply?

In the context of our *BLU cRU* Cup, we process personal data of the following categories of persons:

I. Riders: children of the age 13 - 16 participating in the YZ125 *BLU cRU* Cup.

Riders: children of the age 11 - 13 participating in the YZ85 *BLU cRU* Cup.

Riders: children of the age 8 - 11 participating in the YZ65 *BLU cRU* Cup.

The minimum age **must be reached** at the moment of the first technical verifications of the event which is normally the Friday of the event.

The maximum age **finishes** at the end of the calendar year in which the rider reaches the age.

II. Legal Guardians: parents and/or legal representatives of the Rider.

III. Other parties: other persons involved in the *BLU cRU* Cup activities, such as the contact persons of other parties involved with the organization of the event and the persons that attend the event.

### 3 How do we obtain your personal data?

In the context of our *BLU cRU* Cup activities, we may obtain your personal data from the various sources, displayed below.

- (Other) Riders or (other) Legal Guardians.
- Business partners/contacts of Yamaha involved with the *BLU cRU* Cup.
- Third parties engaged by Yamaha in the context of the *BLU cRU* Cup.

- Other parties involved with the *bLU cRU* Cup.
- The internet (incl. social media) for as far as allowed under the applicable privacy law.
- Governmental authorities e.g. in case of an investigation.
- Other third parties in incidental cases.

#### 4 Why do we process your personal data?

We process your information for the following purposes:

1. For registration purposes, to process and confirm the Rider's participation to the *bLU cRU* Cup.
2. For administrative purposes, to enable you to participate with/attend to/be involved with the organization of any *bLU cRU* Cup activities.
3. To maintain contact with you regarding the *bLU cRU* Cup activities you registered for or are otherwise involved in.
4. To contact you in case of emergencies (e.g. motor accident).
5. To comply with our legal obligations.
6. To improve the quality of our services in the context of and your experiences of the *bLU cRU* Cup activities.
7. To inform you on upcoming similar events.
8. Prevention and handling of disputes and other legal matters.
9. Monitoring/ensuring compliance with the event requirements and regulations and statutory obligations.
10. To publicly promote the *bLU cRU* Cup.

In the context of the *bLU cRU* Cup, no form of automated decision making - including profiling - is used by us.

#### 5 What personal data do we process about you?

If you are involved with the *bLU cRU* Cup, we may process the following information about you, for the purposes detailed below.

Category of personal data	Related purpose for processing (refers to numbers in section 3)
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	Riders	Legal Guardians	Other parties
Full name	1-2, 5-6, 8-10	1-9	2-9
Postal address (work and/or private)	1-2, 5-6, 8-9	x	2-3, 5-9
Email address	x	1-3, 5-9	2-3, 5-9
Mobile phone number	x	1-6, 8-9	2-6, 8-9
Job title and other work details	x	x	2-9
Age	1-2, 5-6, 8-9	x	x
Type of identification document	x	1-2, 8-9	x
Nationality and spoken language	1-2, 5-6, 8-9	x	x
Race number	1-2, 5-6, 8-9	x	x
Clothing/riding gear sizes	1-2, 5-6, 8-9	x	x
Whether the Rider is fully licensed in his national federation and is racing with a Yamaha YZ for a championship in a European country	1-2, 5-6, 8-9	x	x
The performance of the Rider during the event	1-2, 5-6, 8-10	x	x
Information on the Rider's Legal Guardian	1-2, 5-6, 8-9	x	x
Information on the Legal Guardian's Rider	x	1-9	x
Other information provided by the data subject in communications with Yamaha	1-2, 5-6, 8-9	1-9	2-9

## 6 Legal ground for using your personal data

We process your personal data only if this is allowed under one of the legal processing grounds. In the context of the *blU cRU* Cup, we rely on one of the following legal grounds for the processing of your information:

- **Performance of a contract.** Processing is necessary for the performance of a contract to which you are a party or to take steps at your request prior to entering into a contract. This ground may apply to the processing of the personal data of a contractor engaged by us and for allowing Riders to participate in the competition.
- **Legitimate interests.** Processing is necessary for our purposes for processing your personal data as mentioned above or for other legitimate interests pursued by us or by a third party, except where such interests are overridden by your privacy interest. This ground applies for our analysis of the performance of Riders during the event.

- **Consent.** You have given consent to us for processing your personal data for one or more specific purposes. This ground applies for the processing activities for which we have obtained consent via the Registration Form for the *bLU cRU* Cup.
- **Legal obligation.** Processing is necessary for compliance with a legal obligation to which we are subject. This ground may apply if we are required to cooperate with an investigation of a competent supervisory authority.
- **Vital interests.** Processing is necessary to protect your vital interests or of someone else. This ground may for example apply if we need to process certain personal data of a Rider in case of an accident, and if we cannot rely on one of the other grounds above.

If you are obliged to provide personal data, you will separately be informed thereof where this would otherwise not be evident. This also applies if providing certain of your information is a contractual or statutory requirement or is necessary to enter into the contract.

## 7 How long do we retain your information?

7.1 We will not retain your personal data longer than necessary in relation to the purposes for which the data are processed in the context of the *bLU cRU* Cup. This means that we will retain your information ultimately until 31 December 2020, unless we need your personal data longer to comply with the applicable law or for the establishment, exercise or defense of legal claims.

7.2 We will delete your personal data earlier if we process them based on your consent, and you have withdrawn your consent.

## 8 Who will have access to your personal data?

Your information will be processed by persons working for or on behalf of Yamaha, or other parties involved with the organization and/or execution of the *bLU cRU* Cup. Only authorized persons will have access to your personal data, on a need-to-know basis and for the purposes described above. Where required by the applicable law, we have concluded data processing agreements or other type of data protection agreements, with these parties.

## 9 How do we transfer your personal data outside the EEA?

We may transfer your personal data to a location outside of the Economic European Area (**EEA**). Where required by the applicable law, we have taken appropriate safeguards to legitimize the transfer of your personal data to a country located outside the EEA, if that country does not provide an adequate level of data protection according to the applicable data protection laws, such as concluding [Standard Contractual Clauses](#) as approved by the European Commission with the party. You can contact us if you would like to receive more information on the measures we have taken to safeguard such transfer of your personal data.

## 10 How do we protect your personal data?

We are committed to ensuring that your personal data is kept secure. To prevent unauthorized access or disclosure, we have put in place appropriate physical, technical and organizational measures to safeguard the information we collect and process about you.

10.1 For example, the following measures have been taken:

Technical security measures taken by us:

- Identification and authentication.
- Access control (logical and physical security, and equipment security, e.g. safe, doorman, firewall, network segmentation).
- Access record (technical control of the authorizations (as limited as possible) and keeping log files).
- Implement countermeasures illegal software (virus scanners, intrusion detection systems, endpoint security, keeping software up-to-date)
- Apply network and data encryption
- Management of the technical vulnerabilities (patch management).
- Making back-ups to safeguard availability and accessibility of the personal data.
- Automatic erasure of outdated data.
- Run less data processing activities on the company servers, and more on the end-user equipment.

Organizational security measures taken by us:

- Access control management (assign responsibilities for information security).
- Promote security awareness among new and existing employees.
- Establish procedures to test, assess and evaluate security measures periodically.
- Check log files regularly.
- Develop a protocol for the handling of data breaches and security incidents.
- Conclude confidentiality clauses and data processing agreements.
- Assess whether the same objectives can be achieved with less personal data.
- Provide access to personal data to fewer people within the organization.
- Define the decision-making process and underlying considerations for each processing.

10.2 Notwithstanding the foregoing, please be aware that communications over the internet, including email, are not always secure. Yamaha is not responsible for any unauthorized access or loss of personal information that is beyond its control.

**11 How can you access and update your information?**

As a data subject, you have the following rights concerning our processing of your personal data, if and for as far as applicable:

- The right to access your personal data.
- The right to rectify inaccurate or incomplete personal data about you.
- The right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.
- The right to erase your personal data.
- The right to object to our processing of your personal data.
- The right to restrict the processing of your personal data.
- The right to data portability of your personal data.

You may contact us in relation to the above rights or other data protection matters by using the contact details displayed below. We will handle your request carefully and in line with the applicable data protection rules.

If you still feel that we have not handled your request satisfactory, or if you have a complaint, please contact our Data Protection Officer (dpo@yamaha-motor.nl). You also have the right to lodge a complaint with a Data Protection Authority.

**Our contact details**

Please contact us if you have any questions or requests on the processing of your personal data via the below contact details. You may contact us in your own native language, if this is one of the [official languages of the EU](#).

Yamaha Motor Europe N.V., Koolhovenlaan 101 - 1119NC Schiphol-Rijk - The Netherlands  
[Privacy@yamaha-motor.eu](mailto:Privacy@yamaha-motor.eu)

If you wish, you can also contact our Data Protection Officer at: [dpo@yamaha-motor.nl](mailto:dpo@yamaha-motor.nl).