

Coast Guard Marathon Privacy Policy

Last Revised: August 30, 2021



1. Purpose

The Coast Guard Marathon is a Coast Guard-sanctioned event created and organized by the Elizabeth City-Pasquotank County Tourism Development Authority (TDA), DBA Visit Elizabeth City. For the purposes of this Privacy Policy, “we” refers to Visit Elizabeth City, Coast Guard Marathon and/or TDA. In this Privacy Policy, we will share with you the type of information we gather and how we may use that information. This Privacy Policy applies to Personal Information you provide to us through any means including, without limitation, through our Site, third-party registration sites, via e-mail, and over the telephone. Any reference to our “Site” includes our website located at www.CoastGuardMarathon.com, any mobile applications and other software we may offer now or in the future, and any reference to our “Services” includes our Site, visitor information phone line and other product or service offered by us.

By using our Services, you agree that your use of the Services constitutes your acceptance of and agreement to this Privacy Policy.

Please be advised that the practices described in this Privacy Policy apply only to information gathered or received by Coast Guard Marathon. This Privacy Policy is not intended to apply to any third-party company that Coast Guard Marathon contracts with for race registration, such as RunSignup.com. Likewise, this Privacy Policy does not apply to any third parties with links on our websites, nor to any vendors, sponsors, partners, affiliates, or social networking sites. Please review the separate privacy policies of those third-party companies regarding their respective data practices. Coast Guard Marathon is not responsible for the data practices or policies of its affiliates, partners, or other third parties.

2. Questions Regarding this Policy

If you have any questions or requests relating to this Privacy Policy, please contact the race organizer, Visit Elizabeth City, via email at travel@visitelizabethcity.com or call 252.335.5330 during normal business hours (9:00 a.m. to 5:00 p.m. EST Monday through Friday). You may also send a letter to:

Visit Elizabeth City
501 S. Water Street
Elizabeth City, North Carolina 27909

3. Information Collected from Race Registrants

Coast Guard Marathon does not facilitate the collection of data from race registrants, but rather has partnered with Run Signup (RSU) to register you for Coast Guard Marathon events. During the registration process RSU obtains personally identifiable information about you, which may include your first and last name, your home or other physical address, your e-mail address, date of birth, telephone number, age, gender, t-shirt size, and driver's license number, as well as some credit card information. RSU shares registration and communications data it collects from race registrants with Coast Guard Marathon, and all personal information received by Coast Guard Marathon is used and maintained in accordance with this Privacy Policy. Please note that RSU is a third-party company that operates independently from Coast Guard Marathon and maintains its own privacy and security policies. Please consult RSU's Privacy Policy for information regarding its data collection and use policies (available at <https://runsignup.com/Race/105215/PrivacyPolicy>).

4. Use of Personal Information

Coast Guard Marathon uses your information only for lawful business purposes, as described below.

Race Operations

When you register for a Coast Guard Marathon event (via RSU), you are consenting to Coast Guard Marathon's use of certain personal information for purposes that are necessary for your participation in the race, including the following:

- We generate bib numbers which contain personal information, such as your name, age, gender, assigned race number, t-shirt size, start wave and corral assignment if applicable, and other information necessary for race operations.
- Basic entrant information (name, address, gender, age, etc.) is transferred to a timing system for use in tracking (via electronic chip) runners and recording the results.
- In accordance with security practices in place by USCG Base Elizabeth City, runners registering for the full or half marathon are required to provide information including but not limited to name, address, date of birth and driver's license number as necessary to complete a preliminary background check and confirm identification for access to run on-base as stated in our runner waiver, accessible at <https://coastguardmarathon.com/wp-content/uploads/2021/08/CGM-RunningWaiver-2021.pdf>.

Email Communications

Coast Guard Marathon also uses your name (first and last) and email address to communicate important race information, updates and additional information that we will facilitate success on race day. This may include updates on open registration, reminders for deadlines, race weekend timelines, directions and other resources and products from outside sponsors. Your information is not shared with these sponsors, unless otherwise specified below.

We also maintain email communication with race participants, sponsors, and other contacts to share information regarding future race events and other opportunities that we believe may be of interest to our race community. You may "opt out" of these communications at any time by clicking the "Unsubscribe" option on the email or by sending an email to travel@visitelizabethcity.com.

Information Sharing

Coast Guard Marathon also shares some of the personal information it receives from you, as described below. Coast Guard Marathon reserves the right to share your information as follows unless you opt out in accordance with Section 7 below:

- Coast Guard Marathon provides finisher data (name, address, and email) to the official marathon photographer, for the one-time purpose of emailing a finisher photo proof for consideration with no obligation to purchase.
- Event results, which include the participant's name, city, age, gender, and finishing time, are posted on the Internet and are available for public viewing.
- Runner data may be shared with an Advertising Agency of Record for the purposes of creating look-a-like audiences and retargeting potential runners who match similar demographics and/or interests, only for the purposes of marketing Coast Guard Marathon events.

Coast Guard Marathon does not sell, rent, or provide your non-public personal information to anyone other than as stated above. Unless required by subpoena or other court order, Coast Guard Marathon will not disclose or share your personally identifiable information with any individual, organization, company, or non-affiliated third party. Coast Guard Marathon may, however, at its sole discretion, share statistical data with race sponsors or media agencies including but not limited to the United States Coast Guard. This statistical data does not include personally identifiable information about any individual and is used for quantitative purposes only.

5. Use of Aggregated Data

Coast Guard Marathon and Visit Elizabeth City may monitor aggregated data regarding use of their websites, CoastGuardMarathon.com and VisitElizabethCity.com, for lawful business marketing purposes, and to improve and promote use of the Sites. In connection with such purposes, Coast Guard Marathon may share aggregated data with third parties collectively and in an anonymous way. Disclosure of aggregated data does not reveal personal information about individual users in any way that identifies who they are or how to contact them.

To enable features on the Sites, Coast Guard Marathon may assign one or more “cookies” to your Internet browser. Cookies, among other things, speed navigation through our Sites, keep track of information so that you do not have to re-enter it each time you visit our Sites, and may provide you with customized content. A cookie is an Internet mechanism composed of a small text file containing a unique identification number that permits a web server to send small pieces of information or text by means of your browser and place them on your computer’s hard drive for storage. This text lets the web server know if you have previously visited the web page. Cookies do not provide the identity or personal information of any user.

We may use cookies to collect and maintain aggregated data (such as the number of visitors to the Sites) to help us see which content areas are most popular with our users and improve and update the content on our Sites. We do not connect aggregated data to any name, address, or other identifying personal information.

Coast Guard Marathon does not allow third-party advertisers to place advertisements on the Site and will not sell your data in exchange for monies or any other benefit to potential advertisers and you will not be directed to any affiliate or monetized links.

6. Your Consent to this Privacy Policy

Use of our Sites or registration for one of our events signifies your consent to use of your personal information as described in this Privacy Policy, individually or on behalf of the company for whom you use the Sites and whose information you submit (if any).

Coast Guard Marathon reserves the right to modify or amend the terms of its Privacy Policy from time to time without notice. Your continued use of the Sites following the posting of changes to these terms will mean that you accept those changes.

7. Withdrawing Consent to Use

If, at any time, you wish to withdraw your consent to Coast Guard Marathon’s use of your personal information in the manner disclosed in this Privacy Policy or on the Sites, you can “opt out” by simply sending an email to travel@visitelizabethcity.com. As noted above, there are

also options to opt out of email communications by clicking the “unsubscribe” button at the bottom of our email communication to you.

8. Storing of Your Personal Information

Coast Guard Marathon will store your personal information for as long as is reasonably necessary for the purposes for which it was collected, as explained in this Privacy Policy. Where your information is no longer needed, Coast Guard Marathon will ensure that it is disposed of in a secure manner. In some circumstances, Coast Guard Marathon may store your personal information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, or accounting requirements, or where there is an actual or anticipated litigation hold relating to the personal information.

Coast Guard Marathon has implemented and maintains appropriate technical and organizational security measures and procedures to protect the personal information Coast Guard Marathon receives in connection with its family of running events. Please note that the security of your personal information depends in part on the security of the computer or other device you use to access our Sites and to communicate with us, and also upon the security measures you use to protect associated usernames and passwords.