

SANDSTORM RUN PRIVACY POLICY

Updated: August 2025

Join us in celebrating Darude's 25-year career with a unique running event in Helsinki!

This Privacy Policy for the Sandstorm Run event explains, among other things, who to contact regarding the processing of your personal data, what data we collect, where the data comes from, for what purpose it is used, the legal basis for processing, how long we retain the data, to whom the data may be disclosed or transferred, how we ensure data security, and what rights you have as a data subject.

1. Data Controller

Name: Detuned Noise Oy (business ID: 1599619-7)

Address: c/o Uotila & Laine Oy, Puutarhakatu 17, 20100 Turku, Finland

Email: info@sandstormrun.com

2. Name of the Register

Participant register for the Sandstorm Run event

3. Purpose and Legal Basis for Processing Personal Data

Personal data is processed for the following purposes:

- Managing event registrations
- Organizing the event and communicating with participants
- Providing results services, if necessary
- Billing and processing potential participation fees
- Photography and marketing communication during and after the event
- Complying with legal obligations (e.g., accounting)

The legal basis for processing is:

- Contract (registration between the participant and the organizer)
- Consent (e.g., for marketing permissions, use of photos)
- Legal obligations

4. What Data We Process

The register may contain the following personal data:

- First and last name
- Contact details: email address, phone number, postal address (if needed)
- Age
- T-shirt size (for the event shirt)
- Accessibility-related information (only if provided voluntarily)

- Photos or videos taken at the event

5. Source of Data

We collect data primarily from the data subject themselves during registration, as well as through the ticket vendor.

6. Data Disclosure and Transfer

Data may be disclosed in the following cases:

- event results may be published on the organizer's website or other media
- photos from the event may be published on the event's and Darude's marketing channels (website, social media), based on consent

As a rule, we do not transfer personal data outside the EU or EEA.

7. Data Retention

Personal data will be retained only for as long as necessary for organizing the event and its follow-up activities (e.g., billing, results, feedback).

Photos and videos may be retained for a longer period for marketing purposes unless the data subject withdraws their consent.

8. Data Security

Personal data is handled with care and protected using appropriate technical and organizational measures. Access to personal data is restricted to individuals who need it to perform their duties.

9. Rights of the Data Subject

As a data subject, you have the following rights under applicable data protection legislation:

- The right to access your personal data
- The right to rectification of inaccurate data
- The right to erasure of data (where applicable)
- The right to restrict processing
- The right to object to processing
- The right to withdraw consent (e.g., for marketing)

Requests to exercise these rights can be directed to the contact details provided in section 1.

You also have the right to lodge a complaint with the supervisory authority if you believe your data has been processed in violation of this privacy policy or current legislation. The supervisory authority's contact information can be found at: www.tietosuoja.fi.

