

Privacy Policy Eliud's Running World

(<https://www.eliudsrunningworld.com>)

Last updated: May 7, 2026

This Privacy Policy explains how Global Sports Communication (“we”, “us”, “our”) processes personal data when you visit and use <https://www.eliudsrunningworld.com>, including when you choose to share an activity via Strava.

1. Who is responsible for processing your data?

Global Sports Communication

Snelliusstraat 10

6533 NV Nijmegen

The Netherlands

KVK: 16063349

Email: info@gscmail.nl

Global Sports Communication is the data controller for the processing described in this Privacy Policy.

2. What data do we process?

We minimize the data we process and only use it for clear purposes.

2.1 Website usage (technical and analytics)

When you visit the website, we (or our service providers) may process technical data necessary to operate and secure the website. This may include:

- IP address (typically in server logs)
- device and browser information
- date and time of visit
- pages viewed and interactions on the site



We also use **Google Analytics with anonymized settings** to understand how the website is used.

2.2 Strava connection and shared activity

You can choose to connect your Strava account and share an activity. We retrieve your recent Strava activities within a limited time window:

- **from 6 days before the marathon up to and including 1 day after the marathon**

For the activity you select, we process and store only:

- **distance**
- **duration**
- **sport type**

We do not process or store additional Strava data such as routes, GPS location, photos, heart rate data, or similar information.

No account on our website is required. Connecting Strava is optional.

3. Why do we use your data?

We process data for:

1. **Operating and securing the website** (e.g., troubleshooting, preventing misuse).
2. **Community features around marathons:** enabling you to share a run via Strava and maintaining community stats, such as the total number of kilometers run by the community.
3. **Statistics and reporting:** creating **anonymized** statistics about participation and totals (e.g., total kilometers).

4. Legal bases for processing

We process personal data based on:

- **Consent:** to connect your Strava account and retrieve activities within the stated time window.



- **Legitimate interests:** to operate, secure, and improve the website and to create anonymized insights, balancing our interests with your privacy rights.

You can withdraw your consent by disconnecting the integration in Strava and/or by contacting us.

5. Do we share your data with third parties?

We do not sell your personal data.

We may share data only when necessary, for example with:

- **Google Analytics** for anonymized website analytics.
- **Technical service providers** (such as hosting and maintenance) required to run the website.

Strava is a separate party. If you connect Strava, data exchange takes place through Strava's platform, and Strava processes personal data under its own privacy policy.

6. International data transfers

Some of our service providers (such as analytics or hosting providers) may process data outside the European Economic Area. Where this happens, we implement appropriate safeguards required by law, such as contractual protections and, where necessary, supplementary measures.

7. Data retention

We do not keep data longer than necessary.

- Shared activity data (distance, duration, sport type) is used for community functionality and is then converted into **anonymized statistics**.
Anonymized statistics can no longer be linked back to you.
- Technical logs are kept only as long as reasonably necessary for security and operational purposes.

If you want us to delete any data that has not yet been anonymized, you can contact us.



8. Your rights

Depending on your situation, you have the right to:

- access your personal data
- rectification
- deletion
- restriction of processing
- object to processing
- data portability (where applicable)
- withdraw consent (where processing is based on consent)

To exercise your rights, contact us at info@gscmail.nl. We may ask for additional information to verify your identity.

You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

9. Cookies

We use cookies and similar technologies to operate the website and to collect anonymized statistics via Google Analytics. Where legally required, we request consent in advance via a cookie banner.

10. Security

We implement appropriate technical and organizational measures to protect personal data against loss, misuse, and unauthorized access. No method of transmission or storage is fully secure, but we take reasonable steps to protect your data.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time, for example if the website changes or if legal requirements change. The most current version will always be available on <https://www.eliudsrunningworld.com>.

