

153 MILE CHALLENGE MEMBERSHIP PROGRAMME DATA POLICY

MEMBERSHIP PROGRAMME AND CATEGORIES

The 153 Mile Challenge is operated by Tyrer Sorrel (tsconnected.com) in Principal Association with Merseyside Play Action Council and includes the following categories:

- **Participant (Social, Active or Sponsor)**
- **Subscriber (Blog and Connected Sites)**
- **Event Organiser (Member issued with Live User ID)**
- **Activity Mentor (Member issued with Live User ID, responsible for a number of Event Organisers)**

DATA RECORDS HELD (CORRECT AT JANUARY 2010)

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| Tyrer Sorrel Directory | Secure offline database(s) with collected data from all tsconnected.com membership schemes and other Tyrer Sorrel activities, programmes or events. Data includes details of events, full contact details of Associates, Members, Customers, Subscribers, Attendees, Staff, Facilitators and Suppliers. The data also includes invoicing/payment history, log on and Key Card details. Data is only taken from the application form/process for each activity or event. The Directory is owned by Tyrer Sorrel. We do not store the payment or credit card details of online Sponsors or Customers. However we do record the sponsorship or purchase made along with Sponsor contact details. All credit card details are securely stored and managed by PayPal. Tyrer Sorrel has no access to this credit card information. |
| Tyrer Sorrel Connected and Live User Data | Secure online database(s). Data includes Live User ID and Live User Group details (email addresses only). The database(s) are used for web integration; participant, product and sponsorship tracking; 'Log In' functions. No financial or other payment information is kept online by Tyrer Sorrel (tsconnected.com). |
| Tyrer Sorrel Lead Data | Secure offline database(s) with lead data on potential Participants, Members and other sales leads. This data may be data profiled for targeted marketing. |
| Tyrer Sorrel Mailing Data | Secure offline Excel file and/or labels of data records held on the Tyrer Sorrel Directory plus optional data profiling reports. The list is used for Associate mailings only. The list is issued under licence and the use is monitored. This list is not always clean. |
| Tyrer Sorrel Participant Data | Secure offline Excel file of participant activity, email addresses and contact details. The list is used to monitor participation in our events and to send briefings/notifications (as required). Tyrer Sorrel (tsconnected.com) will not over-use email and will send all general news via one monthly briefing or through the public blog. |
| Data Manager – Subscriber Exchange | Not used for this Programme. |
| Data Manager – Meetings or Telephone List (Annual Issue) | Not used for this Programme. |
| Data Manager - Public List (Month of Issue) | List of Participants and Subscribers that have opted in to Partner Promotions. This list can be used by Non Associates and carefully selected third parties. This is an OPT IN list. The list is issued under licence and the use is monitored. This list is not always clean. |

Tyrer Sorrel (tsconnected.com) holds no data on job roles and functions for this programme.

Participant, Subscriber and Member contact details will be used to send information and updates on the work of The 153 Mile Challenge, Merseyside Play Action Council, Play Simply Live and Tyrer Sorrel (tsconnected.com).

Participant, Subscriber and Member email addresses will only be used to send briefings/notifications and to allow access to online services.

If a Participant, Subscriber or Member has chosen to "OPT IN" to Partner Promotions then they have given Tyrer Sorrel (tsconnected.com) permission to share their contact details with other carefully selected companies. If the box on the application form, lead card or subscription notification is not ticked or confirmed then we will not share your details.

Tyrer Sorrel (tsconnected.com) are registered on the Data Protection Register (No: Z6090331) and take safeguards to protect all information and data. Safeguards applied to portable devices and hard devices include that all such devices require a 'Boot Password' as standard. This means that you can not access the hard drive in anyway without a password even if the device is stolen. As standard no financial information is stored online. New Leads are sourced from 'Direct Marketing Association' Approved Companies, Associates and Lead Generation Activities (including events and promotions). Tyrer Sorrel (tsconnected.com) will not change or share data without consent. The Subscription and Member Listings are regularly cleaned (biannually and after every mailing or event). Data Records are removed immediately on request and destroyed beyond physical and electronic recovery.

UNSUBSCRIBING

Please send an email to **unsubscribe@tyrersorrel.co.uk**. It is important that you send the unsubscribe email from the email address to which we sent the original message or include your contact details and/or the email address in the message. If you don't do this we may be unable to find your record on our database.

THE 153 MILE CHALLENGE CONTACT DETAILS

153 MILE CHALLENGE
C/O TYRER SORREL AT MPAC
1-27 BRIDPORT STREET
LIVERPOOL
L3 5QF

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Website: www.my153miles.co.uk