

HOSPITALITY – PRIVACY NOTICE

Red Bull Racing Limited ("us", or "we") are the "data controller" in respect of your personal information. This privacy notice explains how we may collect and process your personal information when you book and/or purchase Paddock Club tickets or Action.Packed. hospitality boxes through us. Please read the following carefully to understand our practices regarding your personal information and how it will be treated.

1. HOW AND WHEN WE COLLECT PERSONAL INFORMATION ABOUT YOU

We collect and process personal information when you:

- / visit our website, including when you contact us to register your interest in booking Paddock Club tickets or Action.Packed. hospitality boxes;
- / purchase or collect Paddock Club tickets (either online, in person or over the telephone);
- / contact our hospitality team about your booking or to request information from us in any other way;
- / attend our Paddock Club suite facility; and
- / communicate with us via social networking websites, third party apps or similar technologies.

We will indicate where any personal information we have requested is mandatory or optional. We will also explain the consequences should you decide not to provide information which we have indicated is mandatory. In some circumstances this may mean we are unable to provide you with a certain services or features of the Paddock Club or Action.Packed. hospitality box offering.

2. WHAT PERSONAL INFORMATION DO WE COLLECT ABOUT YOU

Submitted Information

We may collect and process the following personal information about you which you provide to us:

- / details of your booking (including your booking history);
- / contact details (such as your name, address, email address and telephone number);
- / demographic information (such as age);
- / other authentication information (such as ID);
- / photograph;
- / company name (if applicable for corporate bookings);
- / vehicle information for parking purposes;
- / responses to any customer satisfaction surveys or requests for feedback;
- / dietary requirements;
- / sizing for team related merchandise;
- / requests for assistance, for example, if you require disabled access;
- / financial and credit card information; and
- / your marketing preferences.

Additional information

We ask that those who are booking multiple Paddock Club Tickets to provide a list of the attendees who will be using each Paddock Club

ticket booked at each event. This means that even if you are attending Paddock Club, your name will be provided to us by the organiser prior to you attending our Paddock Club suite. We will also ask those who are booking multiple Action.Packed. hospitality boxes to provide those details of the recipients who are to receive an Action.Packed. hospitality box.

We will collect information regarding your attendance at our Paddock Club suite (for example when we scan your ticket or access pass so we can determine your attendance).

If you contact us with a complaint or query, we may keep a record of any phone number or email address used to contact our hospitality team as well as the correspondence and the period of time it took for us to deal with a query or any request you had. We may also record your levels of satisfaction with the services we have provided.

In some instances, we may photograph, record or film activities held onsite at the Paddock Club suite for the purposes of producing promotional material. In which case, you may be filmed, photographed or recorded as part of any such activities.

If you visit our website to find out information about Paddock Club bookings or our hospitality offerings, we may also collect information from you automatically via your device, for example using cookies and other similar technologies. A cookie is a small file of letters and numbers that we may set on your device.

The sorts of information which may be collected include:

- / information about your device, operating system and IP address;
- / browser type and version;
- / information about your visit, including URL, clickstream (i.e. your journey to, through and from our site), length of visits to certain pages, and page interaction information.

You can find more information about the individual cookies we use and the purposes for which we use them in our Cookie Policy: https://policies.redbull.com/policies/RedBull.com_International/201712051217/en/cookie.html

3. PURPOSES FOR PROCESSING YOUR PERSONAL INFORMATION

We may process your personal information for the following purposes:

- / to fulfil your Paddock Club/Action.Packed. booking and to provide you with the information, products and services you have requested;
- / to provide the Paddock Club event which you are attending and/or provide the Action.Packed. hospitality box and to ensure that you have a great experience;
- / to tailor the Paddock Club/Action.Packed. booking so that it is appropriate to your needs, including where you have made a specific request to us (for example, specific dietary, access requirements or sizing preferences);
- / to provide customer support and so we can ensure we provide a good level of customer service and hospitality;
- / to notify you of any changes to our services (for example, if an event beyond our control means that the Paddock Club experience and/or Action.Packed. hospitality programme you have requested needs to be altered slightly);

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- / for system administration purposes in relation to our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- / to tailor any marketing or advertising so that it is more relevant to you;
- / if you are filmed, photographed or recorded as part of any onsite activities at the Paddock Club suite or webcast appearance as part of the Action.Packed. hospitality programme, your image or likeness may be used in organiser promotional material, sponsor, exhibitor and media partner coverage in print, online and on broadcast television;
- / for security and fraud prevention;
- / for the purposes of invoicing and for our own internal accounting and auditing;
- / to comply with applicable laws and regulations; and
- / to enable the validation and issuing of your Paddock Club accreditation with Formula One Hospitality Event Services and each third party operator of the respective Grand Prix(s) who manage such accreditation and access to the Paddock Club suite (which shall also include the compiling of guest attendance records and future marketing purposes).

4. LEGAL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION

We will only process your personal information where we have a legal basis to do so. The legal basis will depend on the purposes for which we have collected and use your personal information. In almost every case the legal basis will be one of the following:

- / **Consent:** For example, where you have provided your consent to receive certain marketing from us. You can withdraw your consent at any time, including by clicking on the "unsubscribe" link at the bottom of any marketing email we send you.
- / **The legitimate business interests of Red Bull Racing:** Where it is necessary for us to run our Paddock Club events effectively, safely and professionally, understand our customers, and promote our services, provided in each case that this is done in a legitimate way which does not unduly affect your privacy and other rights. For example we will rely on this legal basis if we process your personal information for the purposes of implementing appropriate access, accreditation and security to our Paddock Club suite(s).
- / **Performance of a contract with you:** For example, where you have purchased tickets to Paddock Club we need to use your contact details and payment information in order to process your order and send the tickets to you.
- / **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

5. WHERE WE STORE YOUR PERSONAL INFORMATION

The personal information that we collect may be transferred to, and stored at, a destination outside the European Economic Area (the "EEA"), including countries, which have less strict, or no data protection laws, when compared to those in Europe.

Whenever we transfer your information as described in the paragraph above, we will take steps which are reasonably necessary to ensure that adequate safeguards are in place to protect your

personal information and to make sure it is treated securely and in accordance with this Privacy Notice. In these cases, we rely on approved data transfer mechanisms (such as the EU "Standard Contractual Clauses" and the EU-US "Privacy Shield") to ensure your information is subject to adequate safeguards in the recipient country. If you are located in the EEA, you may contact us for a copy of the safeguards which we have put in place to protect your personal information and privacy rights in these circumstances.

6. HOW WE KEEP YOUR PERSONAL INFORMATION

We take steps to ensure that the personal information that you provide is retained for only as long as it is necessary for the purpose for which it was collected. After this period it will be deleted or in some cases anonymised.

Where we have collected the personal information based on your consent and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent then we will delete your personal information.

7. DISCLOSING YOUR INFORMATION

We may share your personal information within our group of companies (i.e. our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006).

We may share your personal information with our suppliers, business partners and service providers, where they are helping us to market and advertise our services as well as providing our services to you.

We may disclose your personal information to other third parties in the following cases:

- / for the purposes of research, evaluation, and analysis;
- / in the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets;
- / if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers and visitors to our websites will be one of the transferred assets;
- / if we are under a duty to disclose or share your personal information in order to comply with any legal or regulatory obligation or request; and
- / to protect the rights, property or safety of us or our users, or others, and in order to enforce or apply our terms and conditions (this includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

8. YOUR RIGHTS

You have certain rights in relation to your personal information. These include: the right to object to the processing of your information for certain purposes, the right to access your personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

We will handle any request to exercise your rights in accordance with applicable law and any relevant legal exemptions. If you wish to exercise any of these rights please contact us using the contact details below.

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You may also have the right to complain to a data protection authority if you think we have processed your personal information in a manner which is unlawful or breaches your rights. If you have such concerns we request that you initially contact us (using the contact details below) so that we can investigate, and hopefully resolve, your concerns.

Our site may, from time to time, contain links to and from third party websites such as our business partners and advertisers. If you follow a link to any of these websites, please note that these websites have their own privacy notices and that we do not accept any responsibility or liability for them. Please check any such third party privacy before you submit any personal information to these websites.

9. CHANGES TO THIS PRIVACY NOTICE

We may change this privacy notice at any time. The new privacy notice will be displayed on our website. The date this privacy notice was last updated appears at the bottom.

10. CONTACT US

Questions and comments regarding this privacy notice should be sent to the Hospitality team at team.hospitality@redbullracing.com.

Our registered offices are located at:

**Building 2,
Bradbourne Drive,
Tilbrook,
Milton Keynes,
MK7 8AT**

This Privacy Notice was last updated on 19 February 2021.