



Privacy Statement

Version: 2026-1.0

Effective from: 12 August 2026

Controller: BEAT IT RUN B.V.

Website: www.beatit.run

Status: Final publication version.



1. About this Privacy Statement

1.1 Applicability

BEAT IT RUN B.V. (hereinafter: “BEAT IT”, “we”, “us” or “our”) organizes BEAT IT Events and in doing so processes personal data of Participants, Ticket purchasers, visitors and other individuals. This Privacy Statement explains which personal data we process, the purposes for which we process it, the legal bases on which we rely, the parties with whom data may be shared, how long data is retained and the rights available to data subjects.

This Privacy Statement applies to personal data processed by BEAT IT in connection with ticketing, registration, participation, timing, rankings, Event organization, communications, safety, media recording, marketing and the BEAT IT website.

1.2 Relationship with other BEAT IT documents

This Privacy Statement should be read together with the applicable General Participant Terms, the Competition Rulebook, the Event Athlete Guide and, where applicable, the Ranking & Qualification Rulebook.

When purchasing a Ticket, the purchaser will be asked to confirm that this Privacy Statement and the applicable General Participant Terms were available and had been read before purchase.

2. Controller and contact details

2.1 BEAT IT RUN B.V.

BEAT IT RUN B.V. is the controller for personal data that BEAT IT processes for its own purposes, including ticketing and participant administration, Event organization, heat allocation, timing, results, rankings, safety, communications, photography and video production, promotion, customer service, complaints and fraud prevention.

Organizer: BEAT IT RUN B.V.

Website: www.beatit.run

E-mail: info@beatit.run

Privacy contact: info@beatit.run

Chamber of Commerce no.: 42134935

Address: Rooiseweg 1, 5481SJ, Schijndel, The Netherlands

2.2 Other controllers

For processing carried out independently by a Ticket Provider, payment service provider or other service provider, that party may act as an independent controller. The privacy policy of that party may also apply to such processing.



3. What personal data do we process?

3.1 Identification and contact data

- Name;
- Date of birth and/or age;
- Sex/competition category, where necessary for participation and rankings;
- E-mail address and telephone number;
- Place of residence and/or country;
- Other data necessary for registration and participation.

3.2 Ticket and participant data

- Ticket number, Ticket category and purchase details;
- Selected Division, Event, day and time block;
- Heat allocation and exact start time;
- Ticket status, registration status and check-in status;
- Official Resell, transfer or amendment history, where available;
- Race number and timing chip.

3.3 Sporting data

- Start, finish and checkpoint times;
- Level results and validly completed levels;
- ELIM, DNF, DNS or DSQ status;
- Event Position, Position Points, Completion Points and Event Score;
- Event Rankings, season rankings and Provisional Entry Rankings;
- Qualification and participation status for APEX 50;
- Protests, incidents and official sporting decisions.

3.4 Visual and audio material

- Photographs and video recordings;
- Livestream and broadcast footage;
- Competition, finish and checkpoint footage;
- Atmosphere, audience and podium footage;
- Interviews, audio recordings and other media productions in which a person may be recognizable.

3.5 Technical and online data

- IP address;
- Device and browser data;
- Cookie data and similar online identifiers, where applicable;
- Information about use of the website and digital communications, to the extent collected.



3.6 Other data

- Correspondence with BEAT IT;
- Questions, complaints and protests;
- Safety and incident data;
- Data necessary for fraud, integrity or dispute investigations.

4. Purposes of processing

BEAT IT processes personal data only for clearly defined and legitimate purposes. Depending on the circumstances, these purposes include the following.

4.1 Ticketing and participation agreement

Selling and administering Tickets, processing payments, registering Participants, facilitating permitted Ticket changes or Resell, performing the participation agreement and enabling access and participation.

4.2 Event organization

Heat allocation, check-in, briefing, start administration, capacity planning, participant services and operational communications concerning the Event.

4.3 Timing, results and rankings

Official timing, checkpoint control, determining and publishing results, Event Rankings, ranking points, season rankings, Provisional Entry Rankings and any APEX 50 qualification.

4.4 Safety and sporting integrity

Identity and age verification, safety measures, incident handling, medical interventions where lawful, protests, fraud prevention and enforcement of the BEAT IT rules.

4.5 Communications

Service communications concerning an order, Ticket, heat allocation, briefing, safety, changes, results and other information necessary in connection with participation.

4.6 Media, reporting and promotion

Professional photography, video, livestreaming, Event recording, recaps, social media content, website content, press and PR material, promotion of current and future BEAT IT Events and archiving the history and development of the BEAT IT format, within the limits of Article 6 of this Privacy Statement.

4.7 Administration and legal obligations

Financial administration, tax obligations, insurance, evidence, handling legal claims and other statutory obligations.

5. Legal bases

For each processing activity, BEAT IT determines which legal basis under the General Data Protection Regulation (GDPR) applies. Depending on the processing, BEAT IT may rely on one or more of the following legal bases.



5.1 Performance of a contract

Where processing is necessary to enter into or perform the participation agreement, for example for ticketing, registration, heat allocation and participant administration.

5.2 Legal obligation

Where BEAT IT must process or retain personal data in order to comply with a legal obligation, for example tax or administrative obligations.

5.3 Legitimate interests

Where BEAT IT or a third party has a legitimate organizational, sporting, safety, communications, media or business interest and that interest is not overridden by the interests, rights and freedoms of the data subject. BEAT IT considers, among other things, the purpose, necessity, reasonable expectations of data subjects, the nature of the data and the possible consequences of the processing.

5.4 Consent

Where consent is legally required or is the most appropriate legal basis for a specific processing activity. Where processing is based on consent, that consent may be withdrawn without affecting the lawfulness of processing carried out before withdrawal.

6. Photography, video, livestreaming and other Event media

6.1 Professional media recording is part of BEAT IT

Professional photography, video, audio and media production is an integral part of BEAT IT. During a BEAT IT Event, photographers, videographers, camera crews and other media professionals designated by BEAT IT may be present. Fixed cameras, finish cameras and livestream or broadcast cameras may also be used.

Participants and visitors should therefore reasonably expect that they may be recognizably captured. Recordings may take place, among other locations, on and around the course, at the start and finish, in the Call, Recovery and Cheer Zones, during briefings, podium and award moments, in audience and hospitality areas and during other Event activities.

Important: participation cannot guarantee that a Participant will remain outside every camera or recording. Purchasing a Ticket, however, does not constitute unlimited consent for every conceivable commercial use of individual visual material.

6.2 Use of general Event footage

BEAT IT may use general Event footage in which Participants or visitors are recognizable for the recording, reporting, presentation and promotion of BEAT IT, where there is a valid legal basis for doing so. This may include:

- Competition recording and official evidentiary purposes;
- Live transmissions, livestreams and broadcasts;
- Event reporting, aftermovies and recaps;
- Social media and the BEAT IT website;
- Press, PR and editorial purposes;
- Promotion of current and future BEAT IT Events;
- Organic and paid BEAT IT promotion in which the Event, community or sport is central;
- Presentations, pitch materials and partner communications concerning the Event;
- Historical and sporting archiving of BEAT IT.



For such general Event use, BEAT IT may, depending on the circumstances, rely on its legitimate interests in organizing, recording, documenting, presenting and promoting BEAT IT. In doing so, BEAT IT takes into account the context, the reasonable expectations of data subjects, the extent to which an individual is specifically highlighted and the possible consequences of the use.

6.3 No guarantee of camera-free participation

Because professional recording, competition reporting, livestreaming and general Event content form part of the BEAT IT concept, BEAT IT cannot guarantee that a Participant will remain entirely out of shot during participation. A request or objection concerning the use of specific footage will be assessed individually in accordance with Article 16 of this Privacy Statement and applicable law.

An objection does not automatically mean that general Event footage already lawfully created or published must be removed. Where reasonably possible, BEAT IT will take a valid objection into account in relation to future use of specifically identifiable material.

6.4 Individually highlighted commercial use

Where a specific person is not merely visible as part of the Event but is deliberately selected as the individual main subject or face of a separate commercial campaign, a different legal assessment may apply. This may, for example, be the case for an advertisement built primarily around one recognizable Participant, a personal endorsement, or a communication suggesting that the Participant personally recommends a product, sponsor or brand.

Where consent or a separate agreement is necessary for such individually highlighted commercial use, BEAT IT will request this separately. Purchasing a Ticket or merely participating in the Event does not automatically constitute consent for such individual commercial use.

6.5 Sponsors, partners and media parties

Visual material may form part of productions in which sponsors or partners are visible, for example through branding on the course, logos in the Event environment, sponsor references in a livestream, branded Event recaps or joint general Event promotion. This does not mean that sponsors or partners may independently exploit personal data or individual visual material without restriction.

6.6 Minor Participants

Where minors are permitted to participate in a BEAT IT format, BEAT IT takes additional care with recognizable visual material of children. General overview, atmosphere and Event footage may also include minors where this reasonably fits within the recording and reporting of the Event. For prominent, individual or commercially highlighted use of a minor, appropriate prior consent from the legal representative will be obtained where necessary.

7. Ticketing and Celebratix

BEAT IT uses Celebratix for the sale and administration of Tickets. Through the ticketing environment, personal data may be processed for, among other things, purchase and payment, Ticket confirmation, participant registration, official Resell functionality, permitted changes, access control and fraud prevention.

Depending on the relevant processing activity, Celebratix and any payment or other service providers engaged through the ticketing environment may act as processors for BEAT IT or as independent controllers. Where a party acts as an independent controller, that party's own privacy policy also applies to its processing.



8. Timing, results and rankings

BEAT IT processes sporting data in order to enable official competitions, timing, results and rankings. For these purposes, personal data may be processed by or shared with timing and results providers, including MYLAPS, and with authorized officials and Ranking Administration.

Official results and rankings may be published publicly. Such publication may include, among other things, name, Division, competition category, Event Position, times, validly completed levels, Event Score, ranking points, season ranking and qualification status.

Official competition results may be retained and published for an extended period because of their lasting sporting, statistical and historical significance, insofar as this remains lawful and proportionate.

9. With whom do we share personal data?

To the extent necessary for the purposes described above, BEAT IT may share personal data with, or have personal data processed by, the following categories of recipients, among others:

- Celebratix and other ticketing service providers;
- Payment service providers;
- MYLAPS and other timing and results providers;
- Race Director, officials, Jury of Appeal and Ranking Administration;
- Event production and operational suppliers;
- Venue management, security and access control;
- Medical and first-aid service providers, where necessary and lawful;
- Photographers, videographers, production companies, livestream and broadcast providers;
- IT, hosting, cloud and communications service providers;
- Accountants, insurers and legal advisers;
- Competent public authorities where BEAT IT is legally required to provide data.

BEAT IT does not sell personal data to third parties and does not provide personal data to third parties for arbitrary independent commercial use without an appropriate legal basis.

10. Medical and other special categories of personal data

Health data and other special categories of personal data are processed only where this is necessary and lawful and where a specific legal basis under the GDPR applies. Access is limited to persons or parties that require the data for the relevant purpose.

Medical information is not included in public results or rankings unless there is a separate and valid legal basis for doing so.

11. Retention periods

BEAT IT retains personal data no longer than necessary for the purpose for which it is processed, unless a longer retention period is necessary due to a legal obligation, an ongoing dispute, fraud investigation, insurance matter or another legitimate purpose. In principle, BEAT IT applies the following periods or criteria:



- Ticket and regular participant administration: in principle up to 24 months after the relevant Event, unless the data forms part of the financial administration or is required for longer in connection with a specific dispute or other legitimate purpose;
- Basic financial and tax administration: for the applicable statutory tax retention period, which in the Netherlands is in principle 7 years;
- Operational Event communications: in principle for a maximum of 24 months after the Event, unless a longer retention period is necessary;
- Incident, protest, disciplinary and dispute files: for as long as necessary for handling, evidence and applicable statutory or contractual limitation periods;
- Marketing contact details: until the data subject opts out or the data is otherwise no longer necessary;
- Official results and rankings: for an extended period and, where appropriate, indefinitely for sporting, statistical and historical archiving, for as long as publication remains lawful and proportionate;
- General photography, video, broadcast and archive material: for as long as the material remains relevant for reporting, promotion, sporting history or the BEAT IT archive, with BEAT IT periodically assessing whether further retention and use remain justified;
- Material processed solely on the basis of consent: until consent is withdrawn or the processing is no longer necessary, without affecting lawful use already carried out before withdrawal.

12. International transfers

Some service providers used by BEAT IT may process personal data outside the European Economic Area (EEA). Where personal data is transferred to a country for which no adequate level of protection applies on the basis of an adequacy decision, BEAT IT ensures that a valid transfer mechanism and, where necessary, appropriate additional safeguards are used.



13. Security

BEAT IT takes appropriate technical and organizational measures to protect personal data against loss, unauthorized access, misuse, alteration and unauthorized disclosure. Access to personal data is, where possible, limited to employees, officials and suppliers who require the data for their work.

Where a security incident qualifies as a personal data breach that must be notified, BEAT IT will handle it in accordance with applicable legal obligations.

14. Communications and marketing

14.1 Necessary Event communications

BEAT IT may use the e-mail address and/or telephone number provided during registration for necessary service communications concerning the order, Ticket, heat allocation, briefing, safety, changes and results. These communications form part of the delivery and organization of the Event.

14.2 Marketing communications

Commercial electronic marketing is sent only to the extent permitted under the applicable rules. Where an opt-out option is required, a data subject may opt out of marketing without this affecting necessary Event communications.

15. Website, cookies and similar technologies

The BEAT IT website may use functional, analytical and/or marketing cookies and similar technologies. For non-essential cookies, prior consent will be requested through the cookie settings where legally required.

The current cookie settings and any separate cookie information on www.beatit.run indicate which categories of cookies are actually used and how preferences may be changed.

16. Privacy rights and objections to visual material

16.1 Rights under the GDPR

Depending on the circumstances, a data subject has, among other things, the right under the GDPR to:

- Request access to personal data;
- Have inaccurate or incomplete data corrected;
- Have personal data erased where the applicable conditions are met;
- Have processing restricted;
- Object to processing based on legitimate interests;
- Receive or transfer data where the applicable conditions are met;
- Withdraw consent at any time where processing is based on consent.

These rights are not absolute. BEAT IT may reject a request in whole or in part where there is a valid legal reason for doing so. BEAT IT may request additional information to verify the identity of the person making the request.



16.2 Objection to specific visual material

If a person wishes to object to the use of specific photographic or video material in which they are recognizable, they may contact BEAT IT through the privacy contact. Please provide as specifically as possible the person's name, the relevant Event, where the material was published, which image or video is concerned and the reason for the objection.

BEAT IT assesses the objection in light of the applicable legal basis, the purpose of the use, the interests of the data subject, the interests of BEAT IT and any third parties, and the practical consequences of removal or restriction. Where an objection is valid and there are no overriding legitimate grounds to continue processing the material, BEAT IT will take appropriate measures.

16.3 Contact route

Privacy requests may be submitted via: info@beatit.run

17. Complaints and supervisory authority

If a data subject believes that BEAT IT is not processing personal data lawfully, they may first contact BEAT IT through the privacy contact. The data subject also has the right to lodge a complaint with the competent supervisory authority. In the Netherlands, this is the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

18. Amendments to this Privacy Statement

BEAT IT may amend this Privacy Statement when our activities, Events, systems, suppliers or applicable laws and regulations change. The current version is published via www.beatit.run. Material changes affecting personal data already collected will be communicated separately where necessary.