

## **Privacy Policy**

New Horizon College of Engineering (NHCE), Bengaluru (“we”, “our”, “us”) is committed to protecting the privacy and personal information of participants, volunteers, partners, and visitors associated with the New Horizon Unity Run 2026 (“Event”).

This Privacy Policy explains how we collect, use, store, and protect your information when you register for or participate in the Event or visit our website.

### **1. Information We Collect**

We may collect the following personal information:

- Full name
- Age and gender
- Contact details (phone number, email address)
- Emergency contact details
- Event category and participation details
- Medical information voluntarily provided for safety purposes
- Payment-related details (processed via secure third-party payment gateways)
- Photographs, videos, or audio recordings captured during the Event

### **2. How We Use Your Information**

Your information is collected and used for the following purposes:

- Event registration and confirmation
- Participant communication (updates, instructions, alerts)
- Bib allocation, timing, results, and certificates
- Safety, medical assistance, and emergency response
- Event logistics and administration
- Internal analysis and reporting
- Promotional, marketing, and archival use of Event photographs and videos
- Compliance with legal or regulatory requirements

### **3. Photography, Videography & Media Usage**

By participating in the Event, you consent to being photographed, filmed, or recorded. These visuals may be used by NHCE and its partners for:

- Event promotion
- Social media and digital platforms
- Print and electronic publications
- Marketing and communication materials

No compensation shall be provided for such usage.

#### **4. Data Sharing & Disclosure**

We do **not sell or rent** your personal information.

Your data may be shared only with:

- Authorized Event partners and service providers (registration platforms, timing partners, medical teams)
- Government or law enforcement authorities if required by law
- Internal NHCE departments strictly for Event-related purposes

All third parties are expected to maintain confidentiality and data security.

#### **5. Payment Information**

All payments are processed through secure third-party payment gateways. NHCE does not store your credit/debit card details, UPI details, or banking information.

#### **6. Data Security**

We take reasonable technical and organizational measures to protect your data against:

- Unauthorized access
- Loss or misuse
- Alteration or disclosure

However, no method of transmission over the internet is 100% secure, and absolute security cannot be guaranteed.

#### **7. Data Retention**

Your personal data will be retained only for as long as necessary to fulfill Event purposes, legal obligations, or internal reporting requirements, after which it may be securely deleted or anonymized.

#### **8. Participant Rights**

You may request to:

- Review the personal information we hold about you
- Correct inaccurate or incomplete information
- Withdraw consent for non-essential communications

Requests can be made by contacting the Event organizers using the details below.

## **9. Children's Privacy**

Participants under the age of 18 must have parental or guardian consent. We do not knowingly collect personal data from minors without such consent.

## **10. Changes to This Privacy Policy**

NHCE reserves the right to update or modify this Privacy Policy at any time. Any changes will be published on the official Event website and will be effective immediately upon posting.

## **11. Contact Information**

For any questions, concerns, or requests related to this Privacy Policy, please contact:

**New Horizon College of Engineering**  
Bengaluru, Karnataka, India

[info@newhorizonunityrun.com](mailto:info@newhorizonunityrun.com)