

PRIVACY POLICY

1. DATA CONTROLLER

Your data will be processed by THE EXHIBITIONS COMPANY S.A.U., with CIF A-29039807 and registered office at Paseo de la Castellana 257, 28046 Madrid (hereinafter, “TEC” or the “Controller”, interchangeably).

2. PURPOSE OF THE DATA PROCESSING, CATEGORIES OF DATA PROCESSED AND RETENTION PERIODS

The data you provide in the form or subsequently will be processed by TEC for the following purposes:

- a) Management of registration and participation in the corporate race, including the processing of the registration payment, assignment of bib number, timing and classification.
- b) Ensuring compliance with the Participation Rules and the Participation Declaration made by you.
- c) Audiovisual recording for promotional purposes of the race and the Company’s activities, among others, as established in the image authorisation available in point 8 of this Privacy Policy and in the image use authorisation.
- d) Communication of relevant information related to the race (schedule changes, regulations, etc.).
- e) Sending commercial communications related to products and services associated with Mirador Torre Glòries, including potential future editions of the Barcelona Tower Running Challenge 2026 x Mirador Torre Glòries.

Aside from the above, we inform you that the Race is a public event of general interest, and it is likely that media outlets will report, broadcast or record the Race, so your image and voice may be captured by third parties unrelated to TEC or any participating company or organisation, directly or indirectly, in the organisation of the Race.

Fields marked with an asterisk (*) on the registration form are mandatory. Refusal to provide them will make it impossible for you to participate in the race.

3. LEGAL BASIS FOR DATA PROCESSING

The processing of your personal data is based on the following legal bases:

- a) The execution of the registration contract for the Race and the Participation Rules, which you accept together with the Participation Declaration when registering as a participant.
- b) The explicit consent you provide for:
 - the recording and use of your image for promotional purposes,
 - the sending of commercial communications.TEC informs you of the right to withdraw consent at any time.
- c) If necessary and exceptionally, the legitimate interest to guarantee the safety of persons, property and facilities.
- d) If necessary and exceptionally, processing necessary to protect vital interests of the data subject or another natural person.

4. RECIPIENTS OF THE DATA

Your personal data may be disclosed to:

- a) The financial institution managing the payment gateway, solely for the processing of the registration fee.
- b) Collaborating companies strictly necessary for the organisation and development of the race.
- c) Assignees of rights: online platforms, production companies, television networks and any other third parties to whom exploitation rights referred to in point 8 of this Privacy Policy are assigned.
- d) Third parties: in particular, insurance entities and law enforcement agencies, as well as where there is a legal obligation.

5. INTERNATIONAL DATA TRANSFERS

No international transfers of your personal data outside the European Economic Area (EEA) are planned.

6. DATA RETENTION PERIOD

Your personal data will be retained for the time necessary for the purposes for which they were collected:

- a) Registration and participation data: will be retained for the time necessary to manage the race and thereafter for the legally applicable limitation periods.
- b) Audiovisual recordings: will be retained for the maximum period permitted by law, which in this case will be seventy (70) years from the capture of the image, unless consent is revoked earlier.
- c) Billing data: will be retained for the period established by tax and accounting law (currently 10 years).

7. DATA SUBJECTS' RIGHTS

You may contact TEC's Data Protection Officer and request access to your personal data, rectify inaccurate data or request their deletion when they are no longer necessary; you may also request restriction of processing, portability, the right to object or withdraw consent, either by postal mail to Paseo de la Castellana 257, 28046 Madrid, or by email rgpd@miradortorreglories.com (this email address is intended solely for data protection matters), with the reference "Exercise of Rights", indicating the specific request.

However, requests that are manifestly unfounded or excessive may be refused. You are also informed of the right to lodge a complaint with the Spanish Data Protection Agency (www.aepd.es).

8. IMAGE RIGHTS AUTHORISATION

TEC declares that it will record and capture images of the Race, as well as any other activity carried out during your participation, for the purpose of producing corporate videos (the "VIDEO") and for promotional purposes, intended for initial dissemination via TEC's corporate tools, media outlets, social networks and any other media, as well as the production of works and/or audiovisual recordings (the "Works").

By accepting this Policy, you authorise and accept that TEC may capture and record (image and/or audio) your participation in the Race to incorporate and/or synchronise it into the VIDEO and may proceed to carry out, exclusively and with the power to grant exclusive assignments to third parties, by any system, format, procedure or modality, whether free or for consideration, in whole or in part, all acts of reproduction, public communication, transformation (including, among others,

dubbing and subtitling) and distribution, in any medium or format it deems appropriate, without temporal limitation and for exploitation worldwide.

The authorisation and assignment of rights includes, among others, exploitation in any medium and/or system, including by way of example: television systems, commercial or non-commercial venues, videographic supports (including for domestic use), video-on-demand systems, printed editions, phonographic productions, interactive and multimedia systems, “online” systems (including the Internet —websites and social networks—) and any system that allows perception on any fixed or mobile device. Derivative and secondary exploitations are also included, such as merchandising, marketing and advertising activities, use of extracts or sound elements for isolated exploitation or incorporated into other works and/or recordings, including use for information, promotion or commercialisation of the VIDEO or its production process, or other products or services.

TEC is expressly authorised to use your name, image and voice for exploitation of the VIDEO under the rights set out in this policy.

This authorisation and assignment of rights is granted free of charge, so you will have nothing to claim, now or in the future, against TEC or its assignees as a result of this authorisation and assignment.

9. THIRDS

If you attend the Race with an accompanying person or provide personal data of third parties (family members, partner, friends, etc.), you must have previously informed them that the Race is recorded and obtained their authorisation for the capture of their image for the purposes stated, under the same conditions and for the same purposes provided in the previous section, as well as the retention periods and information about rights.