

Privacy Policy

Bucharest10k.com (“Bucharest International 10K”, “bucharest10k.com”, “we”, “us” or “our”) values your privacy. (We know everyone says this, but we really mean it.) This Privacy Policy explains how we use, share and protect the personally identifiable information that we collect about you (“Personal Information”) and the choices you have. This Privacy Policy applies to visitors to www.bucharest10k.com website (the “Website”) and to our online customers. By visiting or using our Website, you agree to this Privacy Policy.

This Privacy Policy does not apply to information about you collected by our affiliates or third party websites that may post links or advertisements on or otherwise be accessible from the Website. The information collected by these affiliates or third party websites is subject to their own privacy policies.

INFORMATION WE COLLECT

We collect a variety of information about our customers and visitors to the Website.

Information Collected Automatically: Whenever you visit our Website, we automatically collect (non invasive) information about you, namely:

- your transactions with us, for example, the type of product you purchased and the costs of each product;
- your use of our Website and the device you use to access our Website, for example, your IP address, the type of operating system and web browser you use and related information; and your activities on our Website, such as the pages you visit.

INFORMATION YOU PROVIDE TO US

- if you provide us with Personal Information by filling out a form, registering, making a purchase, or contacting us, we collect that Personal Information. For example, if you register on our Website, we collect your name, e-mail address;
- if you place an order with us, we collect the Personal Information that you provide to us such as your payment information. See the ‘Payment Card information’ section below to read more about how we and our partners handle your payment information;
- if you contact our customer services agents, you may also provide us with Personal Information that we collect. From time-to-time, bucharest10k.com may give you the opportunity to participate in sweepstakes, contests or surveys on our Website;
- if you participate, we will collect certain Personal Information from you. Participation in these sweepstakes, surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose the requested information; and
- if you take the opportunity to review our products or participate in public forums associated with the Website, we will collect Personal Information in any such reviews, posts or comments. Note that these will be public so you should use care before posting information about yourself online (that’s just good advice in general).

Additional Information We Collect: From time to time, we may acquire additional information about our customers from third parties, such as the Postal Service and third parties that assist us in the provision of products and services requested by you.

CREDIT AND PAYMENT CARD INFORMATION

Bucharest10k.com uses third party payment processor PayU to process payments made for products and services via the Website. All online payments will be conducted in accordance with Payment Card Industry (PCI) data security standards (which are only used by these payment processors for the purpose of performing fraud protection), and are encrypted before being communicated to them. Subject to the below exceptions, your credit card details are communicated directly from your browser to these payment processors - Bucharest10k.com never sees your full Permanent Account Number (PAN). This means that the payment form is either off-site or displayed in a frame on the payment page.

SPECIAL NOTIFICATION FOR EUROPEAN UNION RESIDENTS

Our Website uses “cookies” and files that are similar to cookies. Cookies are alphanumeric identifiers created by your browser at our request and stored on your computer. Cookies help us to distinguish you from other users of our Website. For detailed information on the cookies we use and the purposes for which we use them, see our Cookies Policy (see below).

WHERE WE STORE DATA

Bucharest10k.com transfers, processes and stores data about you on servers located in a number of countries, for example, where we subcontract processing to, or share your Personal Information with, third parties for the below purposes. Your Personal Information may therefore be transferred to, processed and stored in a country different from your country of residence, and be subject to privacy laws that are different from those in your country of residence. Information collected within the European Economic Area (“EEA”) and Switzerland may, for example, be transferred to and processed by third parties referred to below that are located in a country outside of the EEA and Switzerland, where you may have fewer rights in relation to your Personal Information. By using the Website and providing us with your Personal Information, you are consenting to the transfer, processing and storage of your Personal Information in countries outside of your country of residence.

USE OF INFORMATION

We use the information that we collect about you for the following purposes:

- to maintain and improve our Website, including personalizing your online experience and ensuring content is presented in the most effective manner for you;
- operate our business, including the provision to you of information, products and services that you request and other transactional or administrative updates;
- inform you about products and services that we offer and that are similar to those you have already purchased or enquired about;

- provide you, or permit selected third parties to provide you, with information about products and services we feel may interest you (where you have consented to receiving such communications);
- to notify you about changes to our services, the Website or our Terms of Use and this Privacy Policy;
- as part of our efforts to keep the Website safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to make our future marketing efforts and those of third parties more effective; and
- to administer our Website and for internal operations, including troubleshooting, data analysis, research, testing, statistical and survey purposes.

We may also combine the information which you provide to us (such as your registration details) with information which we collect about you (such as information about your orders) and/or receive from other sources, and use this combined information for the purposes set out above.

DISCLOSURE OF INFORMATION

We may disclose information about our customers and visitors to the Website to third parties.

Group Companies: We may share your Personal Information with any member of our group

Business Operations: In order to carry out certain business functions, such as order fulfillment, payment processing, e-mail delivery, or marketing, we may hire other companies to perform services on our behalf. We may disclose Personal Information that we collect about you to these companies to enable them to perform these services. By way of example, information relating to your order which we have combined with other Personal Information (as explained above) may be shared with our third party service providers that assist us with our marketing efforts.

Third Party Partners: We may partner with third parties to provide you with information about products or services that we feel may be of interest to you. We will only disclose your Personal Information to such third parties if you have consented to receiving such information.

Law Enforcement, Protection of Bucharest10k.com and our Customers: We may also disclose Personal Information in other circumstances as required by law. We also reserve the right to disclose your Personal Information when we believe such disclosure is appropriate to cooperate with an investigation of activities claimed to be unlawful, to enforce our Terms of Use, or to protect the rights or property of Bucharest10k.com or others.

Merger, Sale or Acquisition: In addition, it is possible that in the future another company may acquire Bucharest10k.com or its assets or that Bucharest10k.com may partner with or purchase another company to continue to do business as a combined entity. In the event that any such transaction occurs, it is possible that our customer information, including your Personal Information, may be transferred to the new business entity as one of Bucharest10k.com's assets. In such an event, we will update this policy to reflect any change in ownership or control of your Personal Information.

LINKS TO THIRD PARTY PRODUCTS AND SERVICES

While you are visiting or using the Website, you may be presented with an opportunity to purchase third party products or services. These products and services are offered and supplied by independent companies. If you click on one of the presented offers, you will be redirected to the site of the third party, and any information you provide in response to the offer will be governed by the privacy and other policies of that third party. We do not guarantee the security of your Personal Information when using such third party sites or that the operator of such third party sites will comply with applicable data protection laws and regulations.

YOUR CHOICES

Communications from Bucharest10k.com: If you do not want to receive email communications from Bucharest10k.com about our own or third-party products and services that may be of interest to you, you can click on the unsubscribe link at the bottom of one of our emails. We may still contact you via mail or phone, unless you request to be added to our Do-Not-Call list, and/or our Do-Not-Mail list by contacting us using the below details and indicating your preferences. Please be sure to provide your exact name, e-mail address, mailing address and telephone number(s) and the list or lists you would like to be included on (Do-Not-Call, and/or Do-Not-Mail). Even if you opt-out of email marketing or choose to be placed on one of these lists, we may still communicate with you using any of these methods for those non-marketing purposes set out above in the 'Use of Information' section.

Please note that your Personal Information may remain in our archived records after your opt-out, but we will not keep it for longer than necessary to fulfill the purposes listed above.

UPDATING AND ACCESS TO YOUR PERSONAL INFORMATION

If you are a resident of the European Union, you also have the right to request access to and correction of Personal Information that we hold about you. This right of access and correction can be exercised in accordance with the Data Protection Act 1998. Any access request may be subject to a fee of \$10 to meet our costs in providing you with details of the information we hold about you.

WEBSITE SECURITY

We maintain physical, electronic, and procedural safeguards reasonably necessary to ensure the protection of your Personal Information against loss, misuse, disclosure and alteration.

Notwithstanding the above, unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Information, we cannot guarantee the security of your data transmitted to our Website; any transmission is at your own risk.

CHANGES TO THIS PRIVACY POLICY

Bucharest10k.com may revise this Privacy Policy from time to time by posting a revised Privacy Policy on our Website. If we make significant changes to the Privacy Policy, we will note the Privacy Policy has changed on the main page of the Website and/or contact you by email. We reserve the right to modify this Privacy Policy at any time, so please review it frequently.

BUCHAREST10K.COM CONTACT DETAILS

Where you need to contact bucharest10k.com, pursuant to this Privacy Policy, you may:

- email us at contact@bucharest10k.com
- call us at +40 724 258 984 – RO

When writing to us, please be sure to include your exact name, mailing address, telephone number and specific preferences or request.

Cookie Policy

Like most websites, our www.bucharest10k.com website (the “Website”) uses "cookies" and files that are similar to cookies. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

Our Cookies policy provides you with information on what cookies may be set when you visit our Website and how to enable, control or delete those cookies. By using the Website, you are agreeing to our use of cookies as particularized in this Cookies Policy.

WHAT ARE COOKIES

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device.

You can find more information about cookies at www.allaboutcookies.org and www.youronlinechoices.eu.

HOW DO WE USE COOKIES AT BUCHAREST10.COM?

The following is a list of all the cookies used on our Website set out by category:

STRICTLY NECESSARY COOKIES

These cookies are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies, services you have asked cannot be provided.

PERFORMANCE COOKIES

These cookies collect information about how visitors use the Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the Website works.

FUNCTIONAL COOKIES

These cookies allow the Website to remember choices you make (such as your language or the region you are in) and provide enhanced, more personal features. They may also be used to provide services you have asked for such as watching a video or commenting on a blog.

TARGET OR ADVERTISING COOKIES

These cookies collect information about your browsing habits in order to make advertising delivered to you more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with our permission. They remember that you have visited a website and this information (in anonymous and aggregate form) is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.

THIRD PARTY COOKIES

When you use our Website, your device or browser may be sent cookies from third parties, for example when using embedded content and social network links. It's important for you to know that we have no access to or control over cookies used by these companies or third party websites. We suggest you check the third party websites for more information about their cookies and how to manage them.

HOW TO MANAGE COOKIES

The Help menu on the menu bar of most browsers will tell you how to enable or prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can also disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its operator.

CHANGES TO THIS COOKIE POLICY

We may revise this policy from time to time by posting a revised policy on our Website. We reserve the right to modify this policy at any time, so please review it frequently.