

# UK PRIVACY POLICY

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## INTRODUCTION

We are Raceway Trading Limited, trading as F1® Arcade and F1® Box (referred to as F1 Arcade, we, us and our in this Privacy Policy), a company incorporated in England with company registration number 14384787 and whose registered office address is One Advisory Limited 201 Temple Chambers, 3-7 Temple Avenue, London, Greater London, England, England, EC4Y 0DT

The information set out in this Privacy Policy is provided to individuals whose personal data we process (you or your) as data controller, in compliance with our obligations under Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR).

This Privacy Policy applies to your use of the F1® Arcade and F1® Box Services. By F1® Arcade and F1® Box Services we mean any of our venues (whether branded F1® Arcade or F1® Box), websites, web stores, or other products or services that link to this policy. Additional terms and conditions may apply to your relationship with us, depending on how you choose to interact with us.

It is important that you read this Privacy Policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements other notices and privacy policies and is not intended to override them.

If you opt-in receive marketing communication from F1®, F1® will process your personal data in accordance with its privacy policy. The F1® privacy policy can be found here <https://account.formula1.com/#/en/privacy-policy/>.

## DATA CONTROLLER DETAILS

We are the data controller in relation to the processing of the personal data that you provide to us and responsible for such personal data. If you have any questions about this privacy policy or our privacy practices, please contact us at the following:

Address: Unit 2/2a Tileyard Road, London, N7 9AH Email

address: [privacy@F1arcade.com](mailto:privacy@F1arcade.com)

Personal data is any information about an individual from which you can be identified. It does not include data where it is not possible to identify you (this will be anonymised)

data).

## HOW WE COLLECT YOUR INFORMATION

You may provide your personal data to us when you choose to use F1® Arcade and F1® Box Services. As we change our offerings and features from time to time, the options you have to provide us with information also may change.

Generally, the information we hold about you comes from the way you engage with us, our third party suppliers, our group companies and franchisees and the F1® Arcade and F1® Box Services. This will be when you:

- engage with us via our website;
- create or update a F1® Arcade Hub account;
- engage or interact with us via our streaming services;
- engage or interact with the F1® Arcade or F1® Box booking system;
- visit one of our venues (whether a F1® Arcade venue or a F1® Box venue);
- purchase any product from us or through our website;
- enter online competitions or register for or participate in special events;
- enter contests or sweepstakes, participate in any of our promotions, or accept any prizes from us;
- sign up for email alerts or subscribing to receive other information from us;
- complete a survey;
- connect to our Wi-Fi;
- contact us offline, for example by telephone, SMS, email or by post; and
- interact with us using social media.

We may also hold information about you that has been collected by one of our group companies or franchisees that you have engaged or interacted with in one of the ways listed above.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

## WHAT WE COLLECT

The specific types of information you provide us will often vary depending on the F1® Arcade and F1® Box Services you are using and how you interact with us.

The types of personal data that we may collect, use, store, and transfer about you are as follows:

- Contact data such as your name and email address, your postal address, telephone number and company name if you are visiting as part of a corporate event;
- F1® Arcade profile data such as your username or similar identifier, password, age, date of birth, gender social media usernames, and your gamer handles/usernames, statistics, reviews, preferences, feedback and survey responses;
- Financial data such as your bank account and payment card details and your transaction history, including payments to and from you and details of any purchases;

- such as information relating to your F1® Arcade or Hub profile, game & social account information including friends' or teams' lists, photos or videos (if you choose to do so) or other digital content and check-ins;
- Player data such as details of your use or your visits to our website collected by cookies or other tracking technologies;
- Other information collected through cookies or other tracking technologies that we place on our website (please see below for our cookie policy for further details on this);
- Photographs or video footage taken at our venues used for marketing purposes;
- Marketing and communications data such as your preferences in receiving marketing from us and selected third parties and your communication preferences;
- Data in relation to your location, such as a country identifier and time zone;
- CCTV at our venues;
- Other voluntary information which you share with us when you respond to communications from us, communicate with us via email or share additional information about yourself through your use of the F1® Arcade Hub, such as entering tournaments, competitions, completing surveys or other promotional events;
- Social networks: If you register through your social network account (such as your Facebook account) to use the F1® Arcade and F1® Box Services online, we will automatically have access to basic information from your social network account, such as your name, birthdate, profile picture and friends' list, as well as information you made publicly available on such account.

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data) unless you specifically provide it to us when communicating with us. Nor do we collect any information about criminal convictions and offences. If you are injured at one of our venues or provide us with this type of data to inform us about any special access requirements or health conditions you might have, we will need to collect and process the data and will make you aware of that at the time of collection. We will keep a record of any injuries sustained at our venues along with any accessibility requests we receive for health and safety and legal purposes.

We also collect, use, and share aggregated data such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data but will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature.

## HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform any contract we have with you or provide services to (i.e. to perform the F1® Arcade or F1® Box Services or to create and manage your account).
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

- Where we need to comply with a legal obligation.
- Where we offer and provide products and services to you.

Purpose/Activity	Lawful basis for processing
To register your F1® Arcade Hub account	(a) Performance of a contract with you
To perform our [streaming services] and allow you to make bookings through our F1® Arcade or F1® Box booking system	(a) Performance of a contract with you
To process and deliver products or services you have purchased from us or through our website.	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy. (b) Receiving our emails alerts that you subscribe to.	(a) Your consent (where we request it) (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to maintain our relationship with users)
To enable you to partake in a prize draw, competition, registering for or participating in special events or complete a survey	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To share information with our authorised third-party suppliers which enable us to provide you the F1® Arcade and F1® Box Services	(a) Necessary for our legitimate interests (to provide and develop the services and events that we deliver)
To share information with companies that form part of the F1® Arcade family of companies including those within the “Raceway” corporate group as well as franchisees operating F1® Arcade or F1® Box venues around the world.	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to provide and develop the services and events that we deliver)
To share with trusted social media, advertising and analytics advisers to provide customised content and advertising, to provide social media features and to analyse traffic to our website	(a) Your consent (where we request it) (b) Necessary for our legitimate interests (to define types of users for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

<p>To enable us to comply with legal and regulatory obligations to which we are subject and our policies and procedures or to enforce or protect our legal rights, or to protect the rights, property or safety of our employees and visitors and to share information with our technical and legal advisors.</p>	<p>(a) Necessary to comply with a legal obligation (b) Necessary for our legitimate interests (for detecting and preventing fraud and operating a safe and lawful business and to mitigate risks).</p>
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Where we use your information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

## CHANGE OF PURPOSE

We will use your personal data only for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will either obtain your consent or we will notify you and set out the legal basis which allows us to do so.

## SHARING YOUR INFORMATION

Please note that personal data we are holding about you may be shared with and processed by:

- regulators or other third parties for the purposes of monitoring and/or enforcing our compliance with any legal and regulatory obligations, including statutory or regulatory reporting or the detection or prevention of unlawful acts;
- credit reference and fraud prevention agencies;
- any third party in the context of actual or threatened legal proceedings, provided we can do so lawfully (for example in response to a court order);
- third party payments providers to carry out data analysis including the number of visits to our website, when such visits are made, from which region and through which channel (if not a direct visit);
- other parties and/or their professional advisers involved in a matter where required as part of the conduct of the F1® Arcade or F1® Box Services;
- our own professional advisers and auditors for the purpose of seeking professional advice or to meet our audit responsibilities;
- our trusted social media, advertising and analytics advisers to provide customised content and advertising, to provide social media features and to analyse traffic to our website;
- our service providers and agents (including their subcontractors) or third parties which process information on our behalf (e.g. internet service and platform providers, our bank, payment processing providers and those organisations we engage to help us send communications to you) so that they may help us to provide you with the applications, products, services and information you have requested (such third parties are not authorized by us to use or disclose any shared information except as necessary to perform services on our behalf or to comply with legal requirements);
- companies that form part of the F1® Arcade family of companies including those within the "Raceway" corporate group as well as franchisees operating F1® Arcade or F1® Box venues around the world.
- another organisation to whom we may transfer our agreement with you or if we sell or buy (or negotiate to sell or buy) our business or any of our assets (provided that adequate protections and safeguards are in place).

Please note that the F1®Arcade and F1® Box Services may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. We encourage you to read the privacy policy of every website you visit.

## INTERNATIONAL TRANSFERS

We may need to transfer personal data relating to you outside the United Kingdom

(UK), including to our affiliated companies.

We will not transfer personal data relating to you to a country which is outside the UK unless:

- the country or recipient is covered by UK adequacy regulations under UK GDPR Article 45;
- appropriate safeguards have been put in place which meet the requirements of the UK GDPR; or
- one of the derogations for specific situations under the UK GDPR is applicable to the transfer.

These include (in summary):

- the transfer is necessary to perform, or to form, a contract to which we are a party:
  - with you; or
  - with a third party where the contract is in your interests;
- the transfer is necessary for the establishment, exercise or defence of legal claims;
- you have provided your explicit consent to the transfer; or
- the transfer is of a limited nature, and is necessary for the purpose of our compelling legitimate interests.

## RETENTION OF PERSONAL DATA

Unless we are required or permitted by law to hold on to your data for a specific retention period we will hold your personal data only for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements, in particular:

- contact data is retained for as long as you are an active user of our platforms and for two years after you delete your account;
- CCTV footage is deleted after four weeks, unless we need to retain it in the event of a complaint or if we reasonably believe there is a prospect of litigation;
- financial data is retained for six years from the date of your last transaction with or through us; and
- usage data is retained for as long as you are an active user of our platforms and for two years after you delete your account.

We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Where we no longer need your personal data, we will dispose of it in a secure manner.

In some circumstances you are entitled to ask us to delete your personal data: see your legal rights below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## YOUR RIGHTS IN RESPECT OF YOUR PERSONAL

## DATA

You have certain rights under existing data protection laws, including the right (following a written request) to access a copy of your personal data that we are processing. In accordance with the UK GDPR your rights may include:

- right to access: the right to request certain information about, access to and copies of the personal data about you that we are holding (please note that you are entitled to request one copy of the personal data that we hold about you at no cost, but for any further copies, we reserve the right to charge a reasonable fee based on administration costs).
- right to correction: the right to request correction of incomplete or inaccurate personal data that we hold about you. We may need to verify the accuracy of the new data you provide to us.
- right to withdraw consent: the right to withdraw your consent to our processing of the data (if the legal basis for processing is based on your consent).
- the right to erasure/“right to be forgotten”: the right to request that we delete or erase your personal data from our systems where there is no good reason for us continuing to process it (however, this will not apply if we are required to hold on to the information for compliance with any legal obligation or if we require the information to establish or defend any legal claim);
- right to restriction of use of your information: the right to stop us from using your personal data or limit the way in which we can use it.
- right to object to processing: the right to object to our processing of your personal data including for marketing purposes and profiling.

Please note some of the above rights are not absolute and will only apply in certain circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

You have the right to unsubscribe from our marketing communications at any time by following the link in the footer of the last email you received from one of our brands (“Unsubscribe”) or by sending your request with detailed instructions to us (see contact details above in the “Data Controller details” section).

Please note that, if you withdraw your consent to the use of your personal data for purposes set out in our Privacy Policy, we may not be able to carry out our contractual



obligations to you or provide you with access to all or certain parts of the F1® Arcade and F1® Box Services.

If you consider our use of your personal data to be unlawful, you have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office. Please see further information on their website: [www.ico.org.uk](http://www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## PERSONAL DATA OF CHILDREN

Our services are aimed at children ages 13+ and you will only be able to create a driver profile if you are this age or above. However, if your parent provides us you're your email address and name to transfer a ticket to you, we will need to process your personal data in order to process the transfer. We will process your personal data in the same ways described above and you will also have all the same rights as above. If you are unsure about what we are doing, please contact us or ask your parent/guardian or contact us as set out above.

We will ensure that safeguards are in place when marketing any products or services to you and we will not carry out any profiling with your personal data.

## COOKIES

A cookie is a small piece of information that is placed on your computer when you visit certain websites. When we refer to "cookies" we include other technologies with similar purposes, such as tags and identifiers. Find out more about the use of cookies on <http://www.cookiecentral.com/>.

As soon as you visit our website, our web server will automatically record an anonymous profile of which website you visited us from, pages you have visited and what sequence, and the date and length of your visit. This is aggregated data and does not identify you specifically. When you first visit our sites using a new browser, or if you visit in private browsing mode, we will provide you with a cookies permission banner seeking your consent to use of cookies as required by law. From this banner you will be able to access our cookies management tool. By clicking OK or clicking through to any part of the site, we will start to manage your visit using cookies. We use the following types of cookie, as will your browser:

- Analytics cookies that remember your computer or mobile device when you visit our website and recognise visits to our website across different devices. They keep track of browsing patterns and help us to build up a profile of how our readers use the website. We use that information for customer analytics and to serve advertisements that we think might be of particular interest to you on our and other websites. Your browser may use similar cookies for similar purposes and to serve advertisements for others.
- Service cookies that help us to make our website work as efficiently as possible; remember your registration and login details; remember your settings preferences; to detect what device you are using and adapt how we present our services according to the screen size of that device; and meter the number of pages you view.

- Third party advertising and analytics cookies, which are placed by or on behalf of independent advertisers who are advertising on our site. These cookies may be placed within the advertisement and elsewhere on our site by us or by your browser. They can allow the advertiser or your browser to tailor advertising to you when you visit other websites. They are used for statistical analysis by allowing the advertiser to count how many people have seen their advertisement or have seen it more than once, to make sure you are not repeatedly served with the same advertising messages.

## CHANGES TO THIS PRIVACY POLICY

We may amend this Privacy Policy from time to time, for example to keep it up to date, to implement minor technical adjustments and improvements or to comply with legal requirements. We will always update this Privacy Policy on our website, so please try to read it when you visit the website (the “last updated” reference tells you when we last updated our Privacy Policy).

Last Updated: August 2025