

MERU UNIVERSITY OF SCIENCE & TECHNOLOGY

Mt. Kenya Mountain Run — Privacy Notice & Consent

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This Notice is provided under **Section 29 of the Data Protection Act, 2019**. Most of what is described here is necessary to process your registration and does **not** require you to consent. A separate, optional Media Consent choice is made on the registration form itself - explained in Section 8 below.

1. Data controller

Meru University of Science and Technology (MUST) is collecting your information to process your registration for the Meru University Mt. Kenya Mountain Run, including your race category, T-shirt allocation, and payment.

Data Protection Officer contact: dpo@must.ac.ke

2. What we collect and why

Category	Why we collect it
Name, ID/Passport, gender, age, nationality	To register you for your category and verify eligibility (e.g. Under-20, Masters 50+).
Phone and email	To send you registration confirmation and event updates.
Emergency contact details	So MUST may contact this person directly in the event of a medical or safety incident during the event. If you provide someone else's details, please let them know you have shared this with us.
Payment reference (M-Pesa Paybill 522522)	Received by MUST's Finance and ICT teams to verify your registration fee. Payment is processed directly through Safaricom's M-Pesa Paybill infrastructure; MUST does not store your M-Pesa PIN or full payment credentials.
Race results and media coverage	Your name, category, and finish time may be published after the event, including in print and online news coverage. Winners' names, photos, and video clips may also be shared with external media houses/press for event reporting purposes.

This processing is necessary to register and manage your participation and is carried out under MUST's legitimate interest in organising the event safely. It is not conditional on the Media Consent described in Section 8.

Providing the information marked as required on the registration form is necessary to process your entry; without it, MUST may be unable to register you for the event.

3. Corporate / sponsor registration

As the registering contact person, your name, phone, email, and address are collected to administer your organisation's registration and communicate with you about your participants. Details of each participant you register are collected on the same basis as individual registrants above — please ensure each participant is aware their details have been submitted on their behalf.

4. Cookies and similar technologies

This registration subdomain does not use cookies or similar tracking technologies. No separate cookie consent mechanism is required.

5. Security measures in place

The registration platform is protected by encrypted (HTTPS/TLS) data transmission between your browser and our servers. Payment is processed directly through Safaricom's M-Pesa Paybill infrastructure — MUST does not receive or store your M-Pesa PIN or full payment credentials. Access to registration data is restricted to authorised MUST Finance, ICT, and event organising staff on a need-to-know basis.

6. Data retention

MUST is developing its Records Retention and Disposal Schedule in consultation with the Kenya National Archives and Documentation Service, in line with the Public Archives and Documentation Service Act (Cap 19, Laws of Kenya). In the interim, your registration data is retained only for as long as necessary for administrative, audit, and legal purposes, and will be disposed of in accordance with National Archives requirements once the Schedule is finalised.

7. Your rights

Subject to legal and contractual exceptions, you have the right to: be informed of how your data is used; access the personal data MUST holds about you; request correction of inaccurate data; request deletion of false or misleading data; object to processing of all or part of your data; and withdraw any consent given for Media Consent (Section 8) at any time.

You also have the right to lodge a complaint with the Office of the Data Protection Commissioner (ODPC) if you believe your data has been mishandled. To exercise any of these rights, contact the Data Protection Officer at dpo@must.ac.ke.

8. Media & photography

Photography and video are handled in two distinct ways during this event:

Part 1 — General event photography (notice only, no action needed)

Photography and video may be taken throughout the event — including the start line, course, finish line, spectators, and drone footage — for MUST's communications, archives, and general event coverage. This is carried out under MUST's legitimate interest in documenting and promoting a public sporting event.

If you would prefer not to be identifiable in general event coverage, contact dpo@must.ac.ke before the event, or speak to a marshal on the day. Signage will be displayed at the start line, registration tent, and course entry points.

Part 2 — Individually-featured promotional use (your choice, made on the registration form)

In addition to general event coverage, MUST offers the option to feature you individually — for example in a bib-tagged photo, interview, or promotional campaign — across our website, social media, and print materials. If you consent, individually-featured images/video will be used for up to five (5) years from the event date, after which they will be archived or withdrawn from active promotional use unless you renew your consent. This period applies specifically to promotional use of your image and is separate from the retention of your underlying registration record described in Section 6.

This is entirely optional and will not affect your registration or participation in the event either way.

You can withdraw this consent at any time, including for material already published, by contacting dpo@must.ac.ke. Please note that while MUST can stop future use and remove digital material upon withdrawal, it may not be possible to recall material already distributed to third-party media houses or published in print.

9. Participants under 18 years of age

If the participant is under 18 years old, registration, this Privacy Notice, and the Media Consent choice must be completed by the participant's parent or guardian on their behalf. The registration form will request the parent/guardian's name, ID/Passport number, and contact details, along with a signed guardian consent form.

Questions or want to exercise your rights?

Contact the Data Protection Officer at dpo@must.ac.ke. We'll respond within the timelines required by the Data Protection Act.

NB: Once approved, this will be published as a webpage linked from the registration landing page - not distributed as a Word file to registrants