



Privacy Policy - UNFINISHED Series

Last Updated: May 2026

Event: UNFINISHED Backyard Ultra Series

Date: September 12, 2026

Location: Woodbine Beach Park, Toronto, Ontario

UNFINISHED Backyard Ultra Series (“UNFINISHED,” “we,” “us,” or “our”) is operated as a Canadian not-for-profit organization.

UNFINISHED is committed to protecting the privacy of all individuals with whom we interact, including participants, volunteers, website visitors, donors, fundraisers, spectators, partners, sponsors, and members of the broader event community.

This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information in connection with our website, event registration, communications, volunteer programs, charitable fundraising, partnerships, marketing, and event operations.

By using our website, registering for an event, volunteering, subscribing to communications, fundraising, donating, attending an event, or otherwise interacting with UNFINISHED, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

1. Accountability

UNFINISHED is responsible for personal information under its care and control.

Questions about this Privacy Policy or UNFINISHED’s handling of personal information may be directed to:

UNFINISHED Backyard Ultra Series
Email: info@unfinishedseries.ca
Website: UnfinishedSeries.ca

We will make reasonable efforts to respond to privacy-related inquiries in a timely manner.

2. Personal Information We Collect

We may collect personal information that you provide directly to us, that is collected through our website or registration platforms, or that is collected in connection with your participation in, attendance at, or support of an UNFINISHED event.

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Personal information may include:

- Name
- Mailing address
- Email address
- Phone number
- Date of birth or age category
- Emergency contact information
- Event registration details
- Participation category, team, relay, or fundraising details
- Waiver acceptance and consent records
- Payment and transaction-related information
- Volunteer application and role information
- Donation and fundraising-related information
- Accessibility or accommodation requests
- Relevant medical, health, or safety-related information provided by you or collected if medical support is required during an event
- Race timing, participation, and results information
- Photos, video, audio, testimonials, or other media captured at or submitted in connection with the event
- Website usage information, such as IP address, browser type, device information, cookies, pages visited, and interaction data

We limit the personal information we collect to what is reasonably necessary for the purposes identified in this Privacy Policy.

3. How We Use Personal Information

UNFINISHED may collect and use personal information for the following purposes:

- To process event registrations, volunteer applications, donations, fundraising activity, purchases, and related transactions
- To confirm eligibility, participation category, team or relay details, fundraising preferences, and event access
- To administer waivers, releases, acknowledgements, consents, and other required event documentation
- To provide participant, volunteer, donor, fundraiser, partner, and customer support
- To communicate important event information, including registration updates, schedule changes, safety notices, weather-related updates, operational instructions, and policy changes
- To manage participant check-in, timing, results, awards, and event records
- To support participant, volunteer, spectator, and public safety
- To coordinate medical support, emergency response, incident documentation, and communication with emergency contacts
- To coordinate volunteers, staff, contractors, vendors, partners, sponsors, charities, and service providers

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- To improve the participant, volunteer, spectator, donor, fundraiser, partner, and sponsor experience
- To operate, maintain, analyze, and improve our website, registration experience, communications, and event services
- To promote UNFINISHED, including through event photography, video, storytelling, media relations, social media, advertising, and sponsor or partner recap materials
- To send newsletters, event updates, promotional communications, and other marketing messages, where permitted by law
- To prevent fraud, security incidents, misuse, or unauthorized access
- To comply with legal, regulatory, insurance, contractual, sanctioning, and operational requirements

We may also use aggregated or de-identified information to analyze participation trends, improve event planning, support sponsorship reporting, measure fundraising activity, and develop future events. This information does not identify individual participants.

4. Registration, Fundraising, and Third-Party Platforms

UNFINISHED uses third-party platforms and service providers to support registration, fundraising, communications, analytics, marketing, and event administration.

These may include:

- Race Roster for event registration, participant management, fundraising, donations, waiver collection, payment processing support, and event administration
- Mailchimp for email communications
- Meta for advertising, social media, audience engagement, and campaign measurement
- Google Analytics for website analytics and performance measurement

When you register for UNFINISHED or interact with event services through Race Roster, your information may also be collected, used, disclosed, and retained in accordance with Race Roster's own privacy policy, available at: <https://raceroster.com/legal/privacy-policy>

When you use third-party platforms or interact with UNFINISHED through third-party tools, your information may also be subject to the privacy policies and terms of those third-party providers.

We encourage you to review the privacy policies of any third-party platforms you use in connection with UNFINISHED.

5. Charitable Fundraising and Charity Partner Data

UNFINISHED may work with charitable partners in connection with fundraising, donations, awareness, and community impact.

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Charitable partners will only receive access to personal information where it is necessary for legitimate fundraising-related purposes and where the participant, donor, or fundraiser has chosen to engage with that specific charity.

For example, if a participant chooses to fundraise for a particular charity, that charity may receive relevant information connected to that participant's fundraising activity.

UNFINISHED does not provide charities with unrestricted access to all participant data.

If you donate to, fundraise for, or otherwise engage directly with a charitable partner or third-party fundraising platform, your information may also be handled according to that charity's or platform's own privacy policy.

6. Event Photography, Video, Audio, and Media

UNFINISHED events take place in public or semi-public environments and may include photography, video, audio recording, social media capture, media coverage, and partner or sponsor content.

By attending, participating in, volunteering at, or otherwise being present at an UNFINISHED event, you acknowledge that your name, image, likeness, voice, participation, performance, and presence may be captured and used by UNFINISHED and its partners for event-related purposes, including:

- Marketing and promotion
- Social media
- Website content
- Email communications
- Media relations
- Event storytelling
- Sponsor and partner recap materials
- Archival and internal reporting purposes

Where practical, we will consider reasonable requests regarding the use of identifiable images, particularly in sensitive circumstances. However, we may not be able to remove individuals from wide crowd shots, public event photography, already-published materials, media coverage, or third-party content.

7. Medical, Emergency, and Safety Information

Participant and volunteer safety is an important part of UNFINISHED event operations.

We may collect, use, or disclose medical, health, emergency contact, incident, or safety-related information where necessary to:

- Support event safety

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- Respond to medical incidents or emergencies
- Provide or coordinate medical assistance
- Communicate with emergency contacts
- Document incidents
- Support insurance, legal, operational, or sanctioning requirements
- Protect the safety of participants, volunteers, spectators, staff, contractors, and the public

Medical or health-related information is treated as sensitive personal information and will only be used or disclosed as reasonably necessary for safety, emergency response, legal, insurance, operational, or related purposes.

8. Volunteers

If you apply or register to volunteer with UNFINISHED, we may collect and use your personal information to:

- Confirm your volunteer registration
- Assign volunteer roles
- Communicate schedules, instructions, training, and operational updates
- Manage check-in and on-site coordination
- Support safety, emergency response, and incident documentation
- Confirm waiver acceptance and parental consent, where applicable

9. Minors

Minor participation in UNFINISHED is limited to the Sunshine Yard community format, subject to event rules, registration requirements, and parent or legal guardian consent.

Minors are not permitted to participate in endurance categories of the Event.

Where personal information is collected from or about a minor, we may require consent from a parent or legal guardian. Parents or legal guardians may contact us regarding personal information associated with a minor participant.

Volunteer participation by minors may be permitted only in approved lower-risk support roles, with parent or legal guardian consent and at the discretion of Event organizers.

10. How We Share Personal Information

UNFINISHED does not sell personal information.

We may share personal information only where reasonably necessary for the purposes described in this Privacy Policy, including with:

- Registration and fundraising platforms

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- Payment processors
- Timing and results providers
- Email, SMS, CRM, and communication platforms
- Website hosting, analytics, and technical service providers
- Advertising and campaign measurement platforms
- Event contractors, vendors, suppliers, and operational partners
- Medical, emergency response, safety, security, or insurance providers
- Sanctioning bodies, including Athletics Ontario where applicable
- Charitable partners, where a participant, donor, or fundraiser has chosen to engage with that specific charity
- Sponsors or partners, where you have provided consent or where information is aggregated, anonymized, or de-identified
- Legal, regulatory, law enforcement, government, or insurance parties, where required or permitted by law

Service providers are authorized to use personal information only as necessary to provide services to UNFINISHED or as otherwise permitted by law.

11. Sponsors, Partners, and Third-Party Links

UNFINISHED may work with sponsors, partners, community organizations, media partners, and other third parties.

If you participate in a partner promotion, redeem an offer, visit a third-party link, engage with sponsor content, or provide information directly to a sponsor, charity, partner, or third-party platform, your information may be handled according to that third party's own privacy policy.

UNFINISHED is not responsible for the privacy practices of third-party websites, platforms, charities, sponsors, or service providers that are not acting on our behalf.

12. Email, SMS, and Electronic Communications

UNFINISHED may use your email address or phone number to send administrative, transactional, operational, and event-related communications, including:

- Registration confirmations
- Fundraising confirmations
- Volunteer communications
- Safety updates
- Schedule changes
- Weather-related updates
- Policy updates
- Important event instructions

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We may also send newsletters, promotional updates, partner offers, event announcements, or other marketing communications where permitted by applicable law.

You may unsubscribe from marketing emails by using the unsubscribe link included in our messages or by contacting us at info@unfinishedseries.ca.

Please note that even if you unsubscribe from marketing communications, we may still send important administrative or event-related messages, such as registration confirmations, safety notices, volunteer instructions, schedule changes, or policy updates.

UNFINISHED may choose to use text messaging or similar mobile messaging services for event-related communications in the future. If text messaging is used, any text messaging opt-in data and consent will not be sold or shared with third parties for their own marketing purposes. Such information may be shared only with service providers, aggregators, or platforms necessary to provide messaging services on behalf of UNFINISHED.

13. Cookies, Pixels, Analytics, and Advertising Tools

Our website may use cookies, pixels, analytics tools, and similar technologies to help operate the site, improve user experience, understand website traffic, measure campaign performance, and support advertising or retargeting activity.

These tools may collect information such as:

- IP address
- Browser type
- Device information
- Pages visited
- Referring websites
- Interaction data
- Conversion or campaign performance data

UNFINISHED may use tools such as Google Analytics and Meta technologies to understand website usage, improve communications, and measure the effectiveness of advertising campaigns.

You may be able to manage cookies through your browser settings. Disabling cookies may affect certain website features or functionality.

14. Safeguarding Personal Information

UNFINISHED uses reasonable physical, organizational, contractual, and technical safeguards to protect personal information against unauthorized access, loss, misuse, disclosure, alteration, or destruction.

These safeguards may include:

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- Limiting access to personal information to individuals who require it for event, operational, administrative, safety, or service-related purposes
- Using password-protected platforms and accounts
- Working with reputable third-party service providers
- Restricting access to sensitive participant, volunteer, donor, fundraiser, medical, or safety-related information
- Maintaining appropriate administrative processes for event-related records

While we take reasonable steps to protect personal information, no method of transmission or storage is completely secure. We cannot guarantee absolute security.

15. Accuracy of Personal Information

We make reasonable efforts to keep personal information accurate, complete, and up to date for the purposes for which it is used.

You are responsible for providing accurate registration, contact, emergency contact, fundraising, medical, team, volunteer, and participation information.

If your information changes, you should update it through the relevant registration platform or contact us at info@unfinishedseries.ca.

16. Retention of Personal Information

UNFINISHED retains personal information only as long as reasonably necessary for the purposes described in this Privacy Policy or as required or permitted by law.

Retention periods may vary depending on the type of information and the reason it was collected. For example, we may retain information for:

- Registration administration
- Event records
- Timing and results history
- Volunteer records
- Donation and fundraising records
- Safety and incident documentation
- Insurance purposes
- Financial records
- Legal compliance
- Dispute resolution
- Future event planning

When personal information is no longer required, we will take reasonable steps to securely delete, destroy, anonymize, or de-identify it.

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17. Consent

By providing personal information to UNFINISHED, registering for an event, volunteering, subscribing to communications, fundraising, donating, using our website, attending an event, or otherwise interacting with us, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

You may withdraw your consent at any time, subject to legal, contractual, operational, safety, administrative, insurance, and regulatory limitations.

Withdrawal of consent may affect our ability to provide certain services, process registration, support participation, communicate event updates, administer fundraising, coordinate volunteers, or maintain event safety.

To withdraw consent, please contact us at info@unfinishedseries.ca.

18. Accessing or Correcting Personal Information

You may request access to personal information we hold about you, or request that inaccurate or incomplete information be corrected.

To make a request, please contact us in writing at: info@unfinishedseries.ca

We may need to verify your identity before responding. We will respond to access or correction requests within a reasonable timeframe and in accordance with applicable law.

In some circumstances, we may be unable to provide access to certain information, including where disclosure would reveal personal information about another individual, compromise safety or security, interfere with legal obligations, or be restricted by law.

19. Legal, Insurance, and Organizational Changes

We may disclose personal information where required or permitted by law, including to:

- Comply with legal processes
- Respond to lawful requests
- Enforce our terms, waivers, policies, or agreements
- Protect our rights, property, or operations
- Protect the safety of participants, volunteers, spectators, staff, contractors, partners, or the public
- Investigate fraud, security concerns, or misuse
- Support insurance, claims, legal proceedings, or dispute resolution

In the event of a restructuring, assignment, partnership change, transfer, merger, or other organizational transaction involving all or part of UNFINISHED, personal information may be transferred as part of that transaction, subject to applicable law.

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20. Changes to this Privacy Policy

UNFINISHED may update this Privacy Policy from time to time.

If we make changes, we will post the updated Privacy Policy on our website and update the “Last Updated” date.

Where required by law, we will obtain consent for new uses or disclosures of personal information.

Your continued use of our website, services, registration platforms, or participation in UNFINISHED events after changes are posted means you accept the updated Privacy Policy.