

Your privacy is important to us.

We may refer to ourselves on this page, as: “SFB” “Stronger Faster Boulder,” “Boulderthon®”, “The Boulderthon®” “we,” “our,” or “us.” We refer to you as “you” or “your.”

Our privacy policy discloses what information we and third parties gather and how we use it. We may amend this statement at any time by posting the amended version here.

Information Collection & Usage

The Boulderthon® does not collect personally identifiable information on this website with the exception of the information you voluntarily provide for merchandise purchases and event registration. During the event registration process, this information includes your name, address, gender, birthdate, telephone number, and e-mail address. This information is necessary for event registration and to contact you. For merchandise purchases, your name and address are collected for shipping purposes.

The owner of this website allows Fisherman, RaceMenu, and other third parties to monitor this and other affiliated sites for the purpose of reporting website traffic, statistics, advertisements, “click-throughs” and/or other activities, and as such may use cookies, web beacons and other monitoring technologies to compile anonymous statistics about the users of this website.

Credit Card Information

Credit card information is not collected or stored electronically by this website or Boulderthon®. Credit card data for electronic registration and merchandise purchases is captured and processed by RaceMenu. We encourage you to review the privacy policy of RaceMenu for information about their handling of credit card data.

Communications from this Site

We will occasionally send you information on upcoming events, products, services, special deals, and promotions. Out of respect for your privacy, we present the option not to receive these types of communications. If you no longer wish to receive our promotional communications, you may opt-out of receiving them by following the instructions included in each communication or by contacting Boulderthon®.

Information Sharing & Disclosure

Aggregate Information (Non-Personally Identifiable)

We may share aggregated demographic information about our user base with sponsors and partners, but this is not linked to any personal information that can identify any individual person.

Aggregate Information (Personally Identifiable)

We share personally identifiable information with some third parties. We share certain event-related information with the timing companies that we hire for each event. The timing company provides some information to the announcer at the event finish line.

In addition, we may share your name and email address with a few third parties that offer event- and runner-related services and products. If you do not wish your email address shared with these third parties, contact Boulderthon® to be removed from the list.

Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our website.

Log Files

As is true of most websites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site, for performance evaluation and marketing traffic analysis, and to gather demographic information about our user base as a whole. We do not link this automatically-collected data to personally identifiable information.

Cookies

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We only use cookies to recall your login information at the Merchandise store and keep track of the items in your shopping cart. Some of our business partners (e.g., advertisers) use cookies on their sites. We have no access to or control over these cookies. This privacy statement covers the use of cookies by this site only and does not cover the use of cookies by any advertisers.

Links to Other Sites

This website contains links to other sites that are not owned or controlled by Boulderthon®. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies only to information collected by the SFB website. We have no control over information collected by other websites that this website may link to.

Changes in this Privacy Policy

If we decide to change our privacy policy, we will post those changes to this privacy statement, and other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently.

Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at hi@boulderthon.org.

Effective Date

This Privacy Statement was last modified on December 1st, 2019.