NWANA Privacy Policy

Nordic Walking Association of North America (NWANA) · Official text as published at https://nwaofna.org/privacy · Downloaded November 22, 2026

Privacy Policy

The Nordic Walking Association of North America (NWANA, we, us, or our) respects the privacy of participants, athletes, license holders, instructors, coaches, officials, volunteers, donors, sponsors, partners, parents, guardians, and visitors who use our websites, registration pages, donation pages, forms, communications, and related digital services. This Privacy Policy explains what information NWANA may collect, how we may use it, how information may be shared, and what choices individuals may have regarding their information. By using NWANA websites, registering for NWANA activities, submitting forms, making donations, participating in programs or events, applying for licenses or certifications, or communicating with NWANA, you acknowledge this Privacy Policy.

Effective Date: August 9, 2026

1. Information We May Collect

NWANA may collect information that you provide directly to us or through platforms we use to operate our programs, licenses, certifications, events, donations, communications, and websites. This may include: name; email address; phone number; mailing address; city, state, province, country, or ZIP/postal code; date of birth or age, when needed for eligibility, youth participation, event categories, training, safety, or license records; gender or event category, when used for registration, participation, or results; emergency contact information; parent or guardian information for youth participants; team, club, group, company, school, or organization affiliation; instructor, coach, official, volunteer, organizer, sponsor, donor, or partner role; license, certification, training, or credential information; registration details; donation records; payment status; waiver acknowledgments; answers to registration, license, certification, application, training, or inquiry questions; communication preferences; submitted messages, forms, requests, reports, or feedback. For programs, events, challenges, competitions, rankings, training, certifications, or community activities, NWANA may also collect or maintain related participation information, including event records, attendance, submitted results, team or club records, training completion status, certification status, license status, volunteer activity, and program involvement.

2. Use of RunSignup and Third-Party Platforms

NWANA may use RunSignup and related platform tools to manage websites, event registration, licenses, donations, fundraising, participant data, communications, results, reporting, and payment processing. Information submitted through RunSignup is also handled according to RunSignup's own privacy policy and terms. Users should review RunSignup's privacy policy when registering, donating, purchasing, applying for a license, or using RunSignup-powered pages. RunSignup Privacy Policy: https://info.runsignup.com/about-us/privacy-policy/. NWANA may also use other third-party tools or service providers for email, website hosting, forms, analytics, payment processing, document storage, communications, education, or operational support.

3. How We Use Information

NWANA may use collected information to: operate programs, events, challenges, competitions, training, and community activities; manage registrations, donations, licenses, certifications, applications, renewals, and

payments; communicate with participants, license holders, donors, volunteers, sponsors, partners, coaches, instructors, officials, organizers, and the public; send confirmations, receipts, reminders, event updates, safety notices, policy updates, program information, and administrative messages; publish results, rankings, team standings, club standings, or competition records where applicable; verify eligibility, category placement, age group, team affiliation, license status, training status, or credential status; support safety planning, emergency response, incident reporting, participant protection, and program administration; respond to questions, reports, requests, or concerns; manage volunteers, officials, instructors, coaches, organizers, partners, and sponsors; improve NWANA programs, websites, communications, training, events, and services; maintain internal records; comply with legal, financial, tax, safety, insurance, operational, or reporting obligations; protect the rights, safety, integrity, and security of NWANA, participants, license holders, and the public. NWANA may also use aggregated, statistical, or non-identifying information to understand participation, improve programs, report impact, support grant applications, communicate with sponsors or partners, and develop Nordic Walking in North America.

4. Public Results, Rankings, Recognition, and Records

Some NWANA activities may involve public recognition, event results, rankings, team standings, certifications, awards, photos, videos, or historical records. By participating in NWANA activities where public records are part of the program or event, you understand that certain information may be displayed publicly. This may include name, event, program, category, result, ranking, team, club, city, state, province, country, certification status, license status, award, or related participation information. If you have a concern about the public display of your information, contact NWANA before registering, participating, or submitting results. NWANA may not be able to remove all historical, archival, third-party, or already-published records.

5. Donations and Payment Information

NWANA may collect donations, fundraising contributions, registration fees, license fees, certification fees, sponsorship payments, merchandise payments, or other payments through RunSignup or other payment processors. NWANA does not intentionally collect or store full credit card numbers through its own website pages. Payment information is generally processed by third-party payment platforms. Those platforms may collect and process payment information according to their own privacy policies, security standards, and terms. NWANA may maintain donation records, payment status, donor name, donor contact information, donation amount, campaign designation, receipt information, and related records for administrative, tax, reporting, recognition, or compliance purposes.

6. Email and Communications

NWANA may send communications related to registrations, donations, events, programs, training, certifications, licenses, safety notices, policy updates, volunteer opportunities, sponsorship opportunities, partnership opportunities, fundraising, and organizational news. You may unsubscribe from promotional communications where an unsubscribe option is provided. Some operational, safety, legal, payment, registration, license, event, or program-related messages may still be necessary even if you opt out of promotional messages.

7. Photos, Video, and Media

NWANA programs, events, and activities may include photography, video, livestreams, interviews, screenshots, social media posts, or other media. NWANA may use event-related or program-related images

or video for promotion, education, reporting, fundraising, sponsor communication, media coverage, historical records, and organizational development. If a participant, parent, guardian, or individual has a specific concern about use of an image, they should contact NWANA. NWANA will review reasonable requests, especially for youth participants or safety-related concerns, but cannot guarantee removal from third-party platforms, media outlets, archived materials, or content already shared publicly.

8. Children and Youth Participants

NWANA may offer programs, events, training, or activities that include youth participants. When information is submitted for a child or minor, it should be provided by a parent, guardian, or authorized adult where required. Youth participant information may be used for registration, event management, training, safety, category placement, communication with parents or guardians, results, awards, and program administration. Parents or guardians may contact NWANA with questions about youth participant information.

9. Sharing of Information

NWANA does not sell personal information. NWANA may share information when reasonably necessary to: operate programs, events, registrations, donations, training, licenses, certifications, or communications; work with RunSignup or other service providers; process payments; publish results, rankings, team standings, awards, certifications, license status, or event records where applicable; support timers, officials, organizers, volunteers, instructors, coaches, event staff, or program administrators; respond to safety concerns, emergencies, reports, or participant protection issues; comply with legal, tax, financial, insurance, regulatory, or law enforcement obligations; protect the rights, safety, security, reputation, or integrity of NWANA and its participants; work with sponsors, partners, grantors, or media using aggregated or appropriate event-related or program-related information. When NWANA uses service providers, those providers may process information on NWANA's behalf or according to their own platform terms and privacy policies.

10. Sponsors, Partners, and Reports

NWANA may share aggregated, statistical, or non-identifying information with sponsors, donors, partners, grantors, media, or community stakeholders. Examples may include participation numbers, program reach, cities or regions represented, donation totals, event impact, volunteer activity, training completion totals, license totals, certification totals, or general demographic and participation trends. NWANA does not intentionally provide sponsors or partners with private personal contact information for their independent marketing unless a person has consented, requested contact, or the sharing is clearly part of a specific program, benefit, registration choice, or partnership activity.

11. Cookies, Analytics, and Website Data

NWANA websites or third-party platforms used by NWANA may collect technical or usage information through cookies, analytics tools, server logs, tracking technologies, or similar tools. This may include IP address, browser type, device type, pages visited, referring links, approximate location, date and time of visit, and interactions with website features, forms, or emails. This information may be used to operate websites, improve user experience, understand traffic, protect security, support marketing, measure engagement, and improve programs. Third-party platforms, including RunSignup, may use their own cookies and analytics according to their own privacy policies.

12. Data Security

NWANA uses reasonable administrative, technical, and organizational measures intended to protect information. However, no website, email system, registration platform, payment system, or digital transmission can be guaranteed to be completely secure. Users are responsible for using secure passwords, protecting their own accounts, and using caution when submitting information online.

13. Data Retention

NWANA may retain information for as long as reasonably necessary for program administration, license records, certification records, event administration, donation records, financial and tax records, legal compliance, safety and incident records, results and historical records, communication history, dispute resolution, insurance or risk management, and organizational records. Some results, rankings, awards, certifications, license records, photos, historical records, or public event records may be retained indefinitely as part of NWANA's organizational archive.

14. Your Choices and Requests

You may contact NWANA to ask privacy questions, request correction of inaccurate information, update contact information, request removal from certain communications, ask about deletion or limitation of certain information, raise concerns about public display of information, or ask about youth participant information. NWANA will review requests and respond as appropriate. Some information may need to be retained for legal, financial, safety, operational, event, insurance, reporting, or historical recordkeeping reasons.

15. Links to Other Websites

NWANA websites may link to third-party websites, including RunSignup, partner websites, sponsor websites, education resources, anti-doping resources, Safe Sport resources, social media platforms, payment processors, and other external services. NWANA is not responsible for the privacy practices, content, security, or policies of third-party websites. Users should review the privacy policies of those third-party services.

16. International Users

NWANA is based in the United States and primarily serves participants, supporters, and organizations connected to Nordic Walking in North America. If you access NWANA services from outside the United States, you understand that your information may be processed in the United States or through service providers used by NWANA.

17. Changes to This Privacy Policy

NWANA may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date. Continued use of NWANA websites, registrations, donations, programs, licenses, certifications, or services after updates are posted means you acknowledge the updated policy.

18. Contact NWANA

For privacy questions or requests, contact NWANA: Email: info@nwaofna.org. Subject line: Privacy Policy Question