All participants, supporters and spectators, including friends and families who choose to attend the event confirm that they are happy for their names, video footage, photographs taken of them during the event to be used to publicise the event by Macmillan Cancer Support and its trading companies (Macmillan Cancer Support Trading Ltd and Macmillan Cancer Support Sales Ltd) for commercial and fundraising purposes including, but not limited to marketing material, television broadcasts, social media, advertising, publications, and other documents or mediums that may be made available to the public. Photographs of children will not be used in this manner without express written consent; unless the images are incidental, for example, children's images at the starting line. For further information about how we collect and use personal data, please refer to our Privacy Policy.