

PRIVACY STATEMENT DEKMANTEL

Article 1 Definitions

DEKMANTEL:	the private company with limited liability DEKMANTEL BV, with its registered office in Amsterdam and its office and business address at Oudezijds Achterburgwal 91hs in Amsterdam (1012 DC), listed in the Commercial Register at the Chamber of Commerce under number 58295372, which amongst other things engages in services in the area of performing art and the organisation of cultural events, all in the broadest sense.
Visitor:	any natural person that is not acting in the course of a profession or business, or a Delegate, that is attending an Event and/or visiting the Website(s).
Event:	a (cultural) event, including a (music) performance and/or other manifestation, a concert, dance event, business event and/or a public or closed event in which one or more people take part, organised and/or facilitated by or on behalf of DEKMANTEL at the Event Location.
Social Media:	the social media channels registered and/or used in DEKMANTEL's name and/or on behalf of DEKMANTEL specifically affiliated with the Website and other (promotional) statements from or on behalf of DEKMANTEL.
Website:	DEKMANTEL's website (www.dekmantelfestival.com) and website(s) of Events that are registered in DEKMANTEL's name specifically affiliated therewith, including eventual app's affiliated with and/or connected to the Website.

Article 2 Corporate Identity DEKMANTEL

- 2.1 It is very important to DEKMANTEL that the data obtained from its Visitors are used in a responsible manner. As such, DEKMANTEL processes and protects personal data carefully and with due observance of the relevant provisions of the Personal Data Protection Act (*Wet bescherming persoonsgegevens*). In this Privacy Statement, information shall be provided about the collection and processing of personal data by or on behalf of DEKMANTEL. This Privacy Statement shall relate to the use that DEKMANTEL can make of the personal data belonging to Visitors to its Website(s) and/or to the Event and that have registered via the Website(s), which data DEKMANTEL shall either use itself or instruct third parties to use.
- 2.2 DEKMANTEL has its registered office at Oudezijds Achterburgwal 91hs (1012 DC) in Amsterdam. It is registered with the chamber of commerce under KvK 58295372.

DEKMANTEL can be contacted via the following e-mail address: privacy@dekmantelfestival.com.

- 2.3 It is not compulsory to provide personal data. However, it shall be necessary to provide a number of pieces of personal data before it will be possible to use some services.

Article 3 Which data does DEKMANTEL collect?

3.1 Visitors that wish to take part in the Event are asked to register with DEKMANTEL. When doing this, DEKMANTEL may ask Visitors for the following data (hereinafter: **Registration Data**):

- Name;
- Gender;
- E-mail address;
- Telephone number;
- Occupation;
- Address;
- Log-in name and password;
- Company data, including company name, country, address, city, postcode, telephone number and company e-mail address;
- Data about social network profiles and online media, including website(s) such as LinkedIn, Twitter, Facebook, SoundCloud and Instagram.

3.2 DEKMANTEL shall also be able to obtain location data from Visitors, which data pertain to the event location that the Visitor has visited in relation to the Event (hereinafter: **Location Data**). DEKMANTEL may obtain these Location Data when the Visitor checks in using a wristband containing an electronic chip when visiting the event location in question. In principle, these data shall only be processed in an anonymised form for the purpose of statistics and the improvement of service provision by DEKMANTEL. These data may only be processed and used in a non-anonymised form too with the explicit, prior permission of the Visitor.

3.3 DEKMANTEL shall also be able to obtain data about the interests, buying behaviour or wishes of Visitors (hereinafter: **Commercial Data**). DEKMANTEL may obtain these data when a Visitor notifies it of them. However, it may also obtain data of this nature if the Visitor offers it access to the said data – via Facebook, for example – or because it has been able to deduce these Commercial Data from the way in which the Visitor uses the Website(s) (and apps) or from the fact that the Visitor has made purchases elsewhere, via third parties, that ensue from his use of the Website(s) (and apps). The DEKMANTEL servers shall also automatically record the surf data of the Visitor, such as the IP address, the time of the visit, the browser type and which functionalities are used (**hereinafter: Surf Data**). DEKMANTEL shall be able to exchange these Commercial Data with its own partners or group companies and shall be able to use the Commercial Data and Surf Data relating to the various products and services that the Visitor buys to create a profile. It shall only be able to process and use

these Commercial Data and Surf Data in a non-anonymised form too if the Visitor grants his explicit, prior permission for DEKMANTEl to do so. Should the Visitor object to the further processing of Commercial Data and Surf Data, he shall be required to immediately notify DEKMANTEl of this via privacy@dekmantelfestival.com.

Article 4 For which purposes are data processed?

- 4.1 Initially, DEKMANTEl uses personal data to make it possible to perform the agreement it enters into with the Visitor as well as possible and also for the purposes of its internal administration.
- 4.2 Name and address data are used to make it possible to deliver the products ordered on the Website(s) to the correct person, to make it possible to verify – via registration – who is entitled to tickets that have been ordered and to the wristbands to be provided to the holders of tickets. Added to this, by registering the Visitor and linking tickets to a particular Visitor, a situation is avoided in which tickets can be sold by or for the Visitor.
- 4.3 Registration Data for the Visitor can be used to create an account on the Website(s) operated by DEKMANTEl.
- 4.4 Unequivocal permission shall always be requested to Visitor before proceeding to publish a personal e-mail address or telephone number.
- 4.5 The Location Data of Visitors shall only be used internally and in an anonymised form with the object of gaining an insight into visitor numbers. This enables DEKMANTEl to improve its service provision, as these data show which part(s) of the Event have been popular and which not and also make it possible to interface with the evident needs and wishes of Visitors in the future. These Location Data may only be used in a non-anonymised form too if the Visitor grants his explicit permission for DEKMANTEl to do so.
- 4.6 From time to time, DEKMANTEl may use the Registration Data to contact Visitors for the purpose of market research.
- 4.7 Except where necessary for performance of the agreement entered into with the Visitor – to deliver products or tickets, for example – personal data shall never be passed on to third parties without the explicit permission of the Visitor.
- 4.8 DEKMANTEl shall only use Registration Data, Location Data, Commercial Data and/or Surf Data for the following purposes with the explicit and unequivocal permission of the Visitor and provided this permission has not been withdrawn via privacy@dekmantelfestival.com (i) to be able to offer, deliver and invoice agreed products, services and/or information (or have the aforementioned offered, delivered and invoiced) on the basis of these data and also to be able to modify products, services and/or information or offers of this nature (or instruct the aforementioned) in line with the needs and wishes of the Visitor and, should the Visitor wish this to happen, to give DEKMANTEl the opportunity to exchange information (or cause information to be exchanged) with others, (ii) to be able to make (targeted) offers via advertising, e-mail and/or social media networks and to keep the Visitor up-to-date on the latest news and/or updates and/or service announcements, (iii) to be able to

maintain and/or improve the Website(s) from a technical point of view, (iv) to be able to comply with legislation and regulations and identify fraud, theft or misuse, (v) to be able to lease data in an electronic form to carefully selected third parties that are able to offer products or services, (vi) to be able to do market research, (vii) to be able to prepare analyses of the visit to and use and purchase of products and services, (viii) to establish a strategy for the future, (ix) to be able to receive data pertaining to buying behaviour via/from third parties, such as affiliate marketeers, if a purchase elsewhere ensues from the use of the Website(s) (and apps), (x) to be able to update the personal profile of the Visitor, and (xi) to enable the Visitor to take part in special commercial or sales promotion campaigns by third parties that have been carefully selected by DEKMANTEL. If the Visitor buys elsewhere and provides data to the selling party or intermediary when doing so, DEKMANTEL shall not have any influence on what this party or intermediary might do with the said data. The privacy policy and terms and conditions stipulated by the said party or intermediary may apply to data processing of this nature. The party or intermediary in question shall have independent responsibility for the use and provision of data that are used in this manner.

Article 5 Social media networks

- 5.1 Using a wristband, the Location Data applicable for a Visitor can be linked to his profile on a selected social media network. These Location Data may only be used on the social media network in question, via DEKMANTEL, if the Visitor explicitly agrees to this by using this functionality. The way in which information will be disclosed shall depend on the privacy settings applicable for the profile of the Visitor in question.
- 5.2 The social media networks in question shall have independent responsibility for the use of data and the provision of data that are used in this way. The said social media networks shall be responsible for this use, which responsibility shall include cookies that the social media networks could use for this purpose, for example, and their privacy statements and conditions shall apply.

Article 6 Cookies and surf data

- 6.1 DEKMANTEL shall be able to collect information about the surf behaviour of Visitors that is generated automatically. These Surf Data shall include the IP address and cookies. The servers for DEKMANTEL shall also automatically record certain data, such as the URL, IP address, browser type, language and the date and time of the visit to the Website(s) operated by DEKMANTEL. DEKMANTEL shall be able to save these Surf Data and use them to produce a statistical analysis of visits to its Website(s) and of the use of its Website(s) and also to optimise the said Website(s). DEKMANTEL shall anonymise Surf Data (if possible).
- 6.2 To ensure that the Website(s) are working properly, DEKMANTEL shall be entitled, just as most websites are, to use cookies to obtain information that will make it easier for the Visitor to navigate the Website(s). These cookies are small text files that are saved on the computer of the Visitor to the Website(s) and that contain the data necessary to ensure that the visit to the Website(s) is as positive and effective as possible. This could include remembering the personal settings of the Visitor, including

language settings and his preference for mobile or desktop, the contents of a shopping basket and/or remembering that a Visitor is logged in and logging in the Visitor again automatically. These cookies can be sent via the settings used for the web browser.

- 6.3 Added to the above, DEKMANTEL uses Google Analytics to gain an insight into how its Website(s) is (or are) used. This information (including IP address) shall only be provided to Google when wanting to use the Google statistics program. Google shall only be able to provide this information to third parties if it is obliged to do so by law or if this is necessary to make it possible to offer the service (the statistics program) to DEKMANTEL. Cookies are also used on the Website(s) in relation to Google Analytics. DEKMANTEL does not have any influence on what Google does with the statistical information obtained in this way.
- 6.4 Added to the above, cookies can be placed via the Website(s) and then read by Facebook and Twitter. DEKMANTEL does not have any influence on the use of these data by these parties. Facebook and Twitter are responsible for this type of cookie use and their privacy statements and conditions shall apply in this situation too.

Article 7 Transfer to third parties

- 7.1 DEKMANTEL shall only transfer (personal) data about Visitors to third parties if the Visitor has given his explicit and unequivocal permission for DEKMANTEL to do so and this permission has not been withdrawn via privacy@dekmantelfestival.com.
- 7.2 By agreeing to this Privacy Statement, the Visitor is giving DEKMANTEL his explicit and unequivocal permission to provide his Registration Data, Location Data, Commercial Data and/or Surf Data to third parties that DEKMANTEL has selected carefully, which parties shall be directly involved with the Website(s), Social Media and/or the Events, and only insofar as this is necessary in connection with the purposes referred to above, including commercial purposes.
- 7.3 DEKMANTEL shall only be able to use and/or transfer Registration Data, Location Data, Commercial Data and/or Surf Data to third parties that it has selected carefully if a Visitor has given his explicit and unequivocal permission for DEKMANTEL to do so and this permission has not been withdrawn via privacy@dekmantelfestival.com. By doing this, the said carefully selected third parties shall be able to send the Visitor information and offers about their products and services.
- 7.4 DEKMANTEL shall be able to provide data relating to a Visitor to a third party without the specific permission of the said Visitor where required to do so in a lawful request to do so from authorities, further to a summons or a court order, as part of actions to identify or avoid loss or fraud, theft or misuse, or acts to guarantee the safety of the network and the services provided by DEKMANTEL.
- 7.5 Because DEKMANTEL uses processors that deliver products or services on the instructions of DEKMANTEL as part of its service provision and performance of the delivery obligation involves the use of the personal data belonging to Visitors (except where indicated otherwise), DEKMANTEL shall also be able to provide the said

personal data to these processors, solely where necessary for the said delivery obligation.

- 7.6 Finally, DEKMANTELE shall be able to share certain anonymised data with third parties, such as the number of Visitors that use certain parts of the Website(s) and/or visited certain parts of the Event. The third parties in question shall not be able to identify the Visitor on the basis of these data.

Article 8 Minors

If a Visitor has not reached the age of 16 yet, his parents or legal representatives must be aware of this Privacy Statement before the Visitor will be able to register to use the Website(s).

Article 9 Retention period

DEKMANTELE shall not retain personal data any longer than necessary for performance of the agreements.

Article 10 Access and correction

The Visitor shall be required to ensure that DEKMANTELE always has the correct personal data. The Visitor shall be able to contact DEKMANTELE in writing via the e-mail address privacy@dekmantelfestival.com to request access to and/or the removal of his (personal) data. Any corrections that the Visitor has provided shall be processed at the written request of the Visitor.

Article 11 Protection

11.1 DEKMANTELE shall guarantee that it will treat all personal data with the greatest possible care and that it shall not use the said data for any purposes other than those that can be understood to be included in the purposes referred to above.

11.2 DEKMANTELE shall put all reasonable measures in place to ensure that personal data have been protected against theft. Only its own employees shall have access to the data, provided they are responsible for the accounts and the Website(s) and have signed a non-disclosure agreement and shall then solely be able to use the said data for the purposes referred to above.

Article 12 Changes to privacy and cookie policy

DEKMANTELE shall reserve the right to modify this privacy and cookie policy and, as such, advises Visitors to regularly check the most-up-to-date version of the Privacy Statement on the Website(s) to see if any changes have been made. If changes are of a fundamental nature, DEKMANTELE shall clearly notify Visitors of these changes, which it could do via e-mail, for example.

The most recent changes to this Privacy Statement were made and published on 28-01-2015 and can be found at www.dekmantelfestival.com/files/Privacy-Policy-Dekmantel-ENG.pdf