

## PRIVACY STATEMENT

This Privacy Statement explains how SOENDA B.V. handles personal data of buyers of tickets and visitors to events organised by or on behalf of SOENDA B.V. and the users of its services. SOENDA considers it important that the collection and processing of your personal data takes place in a careful and secure manner.

Buyers of a ticket to a SOENDA event, visitors to a SOENDA event and users of SOENDA services are referred to hereinafter in this Privacy Statement as "the user" or "you".

### **Controller: SOENDA**

SOENDA B.V., with its registered office and principal place of business at Leidseweg 125 in (3533 HC) Utrecht (Chamber of Commerce number: 57866767), hereinafter "**SOENDA**", is responsible for collecting and processing your personal data. SOENDA is therefore the controller within the meaning of the General Data Protection Regulation (GDPR) and related implementing acts.

### **Our Websites**

SOENDA manages several websites concerning events organised by it or on its behalf linked to the deployment of apps and social or otherwise. These websites (and any apps and social media) are jointly referred to in this Privacy Statement as "the Websites". More in particular, it concerns the following websites:

[www.soenda.com](http://www.soenda.com)  
[www.soenda.net](http://www.soenda.net)

Generally speaking, SOENDA can collect your data inter alia at the moment you as a user register for a SOENDA newsletter, when you purchase a ticket to a SOENDA event, when you send an e-mail to us, you disclosed your data publicly via or through the use of our Websites, social media or another public platform. The information SOENDA receives in this connection is used to be able to deliver our services, to improve them, for marketing purposes and in order to be able to offer our users sound and personalised services.

### **The manner in which SOENDA collects data**

SOENDA can receive information from you as a user in the following ways:

Directly from you as the user – for example when you send an e-mail containing a question or use our customer service, create a personal account on one of our Websites in relevant cases or if you participate in a competition or a giveaway organised by SOENDA.

SOENDA collects various data via our Websites and apps - inter alia for the performance, improvement or registration of our services - inter alia by the use and deployment of cookies. If you consent thereto, SOENDA may also provide your personal location details received via our apps (we can and are allowed to process anonymised location data without consent as well).

Via third-party websites - SOENDA also uses third-party services. These third parties act on

the instructions of SOENDA if this is the case. This privacy statement also applies to the data that are collected via the websites of these third parties if they act as processor on SOENDA's instructions. This includes the online sale of tickets to events organised by or on behalf of SOENDA via the websites of our ticket partner(s) Eventix. Our ticket partner(s) and other SOENDA contractors may also collect data for their own purposes via their websites. SOENDA is not responsible for the collection and processing and processing of data that does not take place on the instructions of SOENDA. You have to apply to the relevant third parties for this purpose. We refer you in this connection to the privacy policy and the conditions of the relevant websites and platforms.

At our events - SOENDA can also process the data of visitors at the events it organises (in part), such as registering (by camera) all or parts of an event for commercial or security purposes. Visitors are always informed of such recording and processing when entering an event location and such data are not shared with third parties without consent insofar as it can be obtained within reason, unless SOENDA is required by law to do so.

### **Data collected by SOENDA**

SOENDA may process data of users, including personal data. The data SOENDA may collect in respect of you as a user are:

- contract and account details - this includes the name, address, telephone number, e-mail address, customer number, the number of tickets purchased and in relevant cases also the location and seat number(s) you have provided;
- payment and invoicing details - when you purchase a ticket to one of our events for the purpose of financial handling and administration;
- app and Website data - this includes the IP address, your unique device identifier, traffic and location data and what you have done on our website. For more information about the use of cookies, we would like to refer you to the SOENDA cookie policy below in this Privacy Statement;
- data you have placed publicly - this includes personal responses on our Websites, including blogs or 'after' pages, or messages you have placed on social media managed by us or on our behalf;
- information about your personal preferences - this includes musical taste on the basis of selected favourite artists and/or tickets purchased previously;
- special data - in case of you are disabled, we want to make sure that you are able to have the best possible experience at our events. We collect data concerning your needs in order to be able to meet your accessibility needs. This may include data regarding your mental and physical health, including use of special medication, which you provide to us when applying for a disabled parking space; and
- data concerning minors - in the few cases in which we as SOENDA collect the personal data of minors we always request consent from the parents and/or legal representatives and we will always collect and process such information exclusively for the purposes specified at the moment we collect these.

### **Reasons why SOENDA uses data**

SOENDA may use the abovementioned data for the following purposes:

For the purpose of the performance of our agreement with you as user – SOENDA uses your data when you conclude an agreement with us, for example to purchase a ticket or product, purchase a service, so that we:

- are able to process the order;
- are able to accept payment;
- are able to provide you with customer service and after sales.

For our legitimate business interests - which includes:

- conducting market research and analysis, in order to be able to improve our events and services;
- for our marketing purposes, to provide you as user with information regarding special offers, products, services and our events, which are organised by or on behalf of SOENDA. For example to send e-mails including information or alerts about the event for which you purchased a ticket or other, similar events organised by or on behalf of SOENDA;
- in order to send e-mails from customer service, such as reservation confirmations and event reminders and ticket sales for our events;
- in order to prevent or investigate unlawful behaviour, to protect or enforce our legal rights or in other cases permitted by law. We consider it very important for example that tickets come into the possession of loyal visitors and true fans. As such, we may also use your data to help prevent abuse of intellectual property rights (such as our brands, logos and/or partners), fraud or other crimes.

Your data as a user will not be used for any purpose other than the purposes referred to above. You can simply unsubscribe if you no longer wish to receive message from SOENDA. More information in this regard can be found under the heading "Your choices and rights as a user" in this Privacy Statement.

### **What you consented to**

By accepting the General Visitor Conditions and the SOENDA Privacy Statement when purchasing a ticket to one of our events, you grant us consent to:

- to contact you as a user with information or special offers relating to future, similar events organised by or on behalf of SOENDA. This make take place by e-mail, push and web notifications, via text message or by social media. You can change these personal marketing preferences at any time, see the paragraph entitled "Your choices and rights as a user" below in this Privacy Statement;
- to provide you as a user with services based on your location - such as via our Websites (and any apps) that allow you to see yourself on the map. We can use your location to send you push messages about what is happening in your area;
- in order to deliver custom (targeted) advertising and marketing communication on our Website (see also our cookie policy for more information);
- in order to process your health data in order to comply with your accessibility requirements - if you are disabled and/or use special medication and choose to share these data with us.

## **SOENDA also shares data with third parties**

- within the group of SOENDA companies that provide services on our behalf such as marketing, profiling, reporting and technical support;
- our external service providers (also referred to as data processors), such as computing providers, who supply the IT infrastructure on which our products and systems are built (including Eventix, The Cre8ion.Lab, Woov, MailChimp, Novicom);
- our co-promoters and event partners who organise or deliver specific services during our events (in accordance with their privacy statement and conditions);
- third parties that deliver the products and services you have purchased (such as merchandise or music) so that they can process and carry out orders;
- government authorities or other competent authorities if such is permitted or required by law.

## **Third-party websites**

With the exception of the abovementioned third parties, this Privacy Statement does not apply to third-party websites and platforms, such as websites and apps from SOENDA's sponsors to which SOENDA refers or social media buttons on our Websites that allow managers of these social media services to collect your personal data. SOENDA is not responsible for the privacy policy and conditions of the third-party websites and/or platforms. SOENDA recommends that you take note of the privacy policy and conditions of these third parties, as published on the relevant websites and/or platforms.

## **Your choices and rights as a user**

As a user you can always request, adjust and alter or remove your data if necessary or have this done. This can be done in different ways:

- you can adjust your account and preferences with our ticket partner(s) Eventix yourself in relevant cases;
- in relevant cases you can log into our Websites in order to change or remove your data for the newsletter, to change or remove favourite music/artists and to fully switch off personalisation;
- in addition, you are offered the opportunity to unsubscribe from the mailing list at the bottom of every message you receive from or on behalf of SOENDA, so that you will no longer receive information from SOENDA;
- you can also switch on or off whether you wish to share location settings or receive push notifications from or on behalf of SOENDA via the settings of your device (such as your mobile phone);
- for the purpose of managing your cookie preferences, we refer you to our Cookie Policy below in this Privacy Statement.

You have the right to object to the processing of your personal data by SOENDA and to adjust the data you have provided. You also have the right to request a copy of the information we hold in respect of you. You can contact us at [privacy@soenda.com](mailto:privacy@soenda.com) if you have further questions or if you wish to submit a request for inspection of your data.

### **Maintenance of your information**

SOENDA makes every effort to ensure that your information is secured properly. Only those persons who require access to user data pursuant to his or her position have access to such data. SOENDA has implemented suitable technical measures that are updated regularly in order to ensure that the data are secured properly. But: the internet is never 100% secure. You should therefore ensure that you as a user also implement the necessary security measures yourself and never provide your password to another person and certainly not to unknown persons.

SOENDA does not retain data longer than necessary in order to be able to provide the services you have requested. We will remove your data securely if they are no longer necessary for these purposes in accordance with our company policy.

In the event data are transferred outside Europe, there are strict rules to ensure that your data are still protected by a high level of security. If SOENDA were to do so, we will ensure that the necessary security measures are implemented. We will use one of the mechanisms set out below if we transfer your data outside the European Economic Area. The standard contract provisions approved by the European Commission are:

- EU-US Privacy shield
- Binding company rules
- Binding rules for company processors

### **SOENDA cookie policy**

SOENDA may use cookies on its Websites. This cookie policy provides us with insight and an overview of the various cookies SOENDA may use.

#### **Functional cookies**

SOENDA uses functional cookies that are essential to the functionality of the Websites, such as cookies for registering whether consent for cookies was granted and to remember your preferred language.

#### **Analytical cookies**

SOENDA uses analytical cookies, such as the cookies from Google Analytics, in order to be able to understand how the Websites are used, for the purpose of acquiring knowledge of the interests of visitors/users and to improve the Websites on a continuous basis and to make them user-friendlier. It is registered for example how long visitors/users remain on a certain page, how many clicks a page or artist receives, but also whether a certain link does not function properly.

SOENDA has concluded a processing agreement with Google for the use of Google Analytics, through the intervention of Novicom or otherwise. This agreement ensures that the Google Analytics cookies are set in most privacy-friendly way possible.

#### **Advertising cookies**

Cookies may also be used by or on behalf of SOENDA to test the effectiveness of advertisements so that we can show the best and most relevant offers.

SOENDA also uses advertising and retargeting cookies in order to align the advertisements on our Websites with your interests as much as possible. We attempt to obtain an image of your possible interests by means of the use of cookies on the basis of your visit to and use of our Website, without us creating a profile that can be traced back to you. We can show you relevant advertisements on the basis of these interests. If you do not consent to the use of advertising or retargeting cookies you will be shown other, possibly less relevant advertisements.

### **Social media cookies**

SOENDA may use social plug-ins in order to afford users the opportunity to share an event directly with friends via Facebook or Instagram. This plug-in is subject to the privacy policy and conditions of Facebook and Instagram, which you can find on their websites and/or platforms.

### *Setting preferences*

If you decide not to consent to the use of cookies or if you delete cookies, such may reduce the quality of the use of our Websites. You can adjust your cookie preferences and remove cookies via your browser settings.

All information collected on our Websites by means of cookies is anonymised as much as possible.

### **Questions?**

As a user you can contact us at [privacy@soenda.com](mailto:privacy@soenda.com) if you require further information, if you have questions or if you wish to obtain a copy of the relevant information.

### **Changes to the Privacy Statement**

SOENDA expressly reserves the right to make changes to this Privacy Statement. Users are recommended to read the SOENDA Privacy Statement on a regular basis to find out about any changes. In the event SOENDA makes important changes to its Privacy Statement, we will inform you as a user thereof and in case of drastic, substantive changes we will ask for your consent (again) if necessary.

Most recently amended on 25 May 2018.