

## Privacy Agreement and Privacy Statement

By accepting this Privacy Agreement and Privacy Statement, you state to have read the contents and you accept that your personal data will be processed in the manner described in this document and you give, in so far as necessary, consent for such processing.

Intents Events attaches a great deal of value to handling (personal) data responsibly. Intents Events therefore processes and secures personal data carefully and in accordance with the provisions set by legislation and regulations. This Privacy Agreement and Privacy Statement provides information on the gathering and processing of personal data by or on behalf of Intents Events.

It will be explained how Intents Events deals with personal data. We will make it clear which personal data are being gathered and for what purposes they will be used. We will also explain to you how you can access, rectify or erase your data. We believe it is important that you are well aware of these rights and advise you to read this document carefully.

### **Who is responsible for processing your data**

Intents Events, hereinafter "Intents Events", is the controller for the processing of personal data. For services provided by it and events organised by it, Intents Events also uses other trade names, like "Intents Festival" and "Karnaval Festival" and uses, inter alia, the following websites:

intentsfestival.nl  
shop.intentsfestival.nl  
intentscity.nl  
dynamitehardcore.nl  
outrageous.nl  
karnavalfestival.nl  
relivehardstyle.nl  
fanaticz.nl

This Privacy Agreement and Privacy Statement relates to the use that Intents Events can make of personal data obtained by it.

## What personal data are processed

The following personal data can be processed:

- name;
- address details;
- date of birth;
- email address;
- telephone number;
- user name;
- data relating to your IP address, MAC address, identifiers in cookies and your surfing behaviour on our websites;
- data relating to your use of our services and products, such as information concerning visits which you have made to events, purchases made and information concerning the use of websites;
- gender;
- clothing sizes;
- bank account number (IBAN);
- login data;
- customer number/customer ID
- interests, such as your preferences for, e.g., artists and music styles;
- questions you ask us and/or notifications you pass on to us;
- information (like photos) shared by you concerning a service;
- photos, audio, video material and/or other media made on and around the events site on behalf of safety and/or commercial purposes;
- account information of third parties (like Facebook or Instagram account);
- information we receive from third parties, such as from other (social) media, like preferences and shared messages, whereby it is pointed out that Intents Events does not have an influence on the processing of personal data by said third parties;
- records are kept of general visitor data on the Intents Events websites, with an eye on the composition of use statistics, as well as for the security of our website, like the most requested pages and the IP address used.
- **Cookies:**  
Intents Events makes use of 'cookies'. Cookies are small items of information which are visible for us (such as browser data, duration of the visit, pages which you have visited, location data and connection data).  
Intents Events uses cookies to, for example, be able to recognise you during a following visit. Cookies enable us to gather information on the use of our products, services and websites and to improve and adapt these to the wishes of our visitors. Our cookies provide information relating to personal identification. You can set your browser in such way that during your visit to our website no cookies will be placed.
- **Third Party Cookies:**  
Intents Events has also integrated content of third parties. Examples of this are Facebook services or YouTube videos. These third party providers can place Third Party Cookies while you visit the Intents Events website and in this manner show personalised content and offers, on the basis of analysis and combination of online data and (personal) data with your consent. Go to the website of the third party provider for more information on the cookie use of the relevant provider. If you decide not to give consent for the use of Third Party Cookies, you will only be offered the functionalities of our website which you can use without these cookies. Parts of the website will not be available in that case.

### *Media*

By accepting the general terms and conditions and this Privacy Agreement and Privacy Statement, you agree that there will be photography and/or filming and you hereby grant consent to Intents Events to process these (digital) images, for example by continuing to use them and/or broadcast them or publish them in some other way.

Intents Events can use these images for promotional and/or commercial purposes. Furthermore, commercial and/or (media) partners may make use of these images.

In addition, the registration and storing of video and audio recordings partly takes place in the framework of the enforcing of and compliance with the safety at the festival site, as well as to be able to prevent, track down and punish violations, criminal offences and breaches of the general terms and conditions by means of identification via video and/or audio recordings.

#### *Special personal data*

Intents Events does not have the objective of actively processing special personal data. However, it cannot be excluded that said information will be processed. This could include such things as:

- information concerning behaviour at events organised by us, including the registration of behaviour involving criminal offences;
- any special requests concerning injuries and/or handicaps, any medical information concerning incidents at the event (for example after you have visited a medical station) and/or allergy information.

#### *Persons under the age of 16*

The services of Intents Events are in principle not geared to persons under the age of 16. If you are under the age of 16 and our statements show that services are offered to you, use thereof is only permitted under supervision and after consent from your parents.

#### **Third parties**

If you furnish data to a third party to which reference is made on, for example, our website (which party is not Intents Events), Intents Events does not have any influence on what this party might do with data furnished by you. Data processing by such third party or intermediary may be subject to said third party's privacy policy and terms and conditions. The relevant party is independently responsible for the use and the processing of personal data which is obtained.

#### **Principles of the processing**

Intents Events processes personal data:

1. in order to perform the agreement, such as the agreement whereby the data subject will have access to an event, orders products in the webshop or for promotional activities;
2. after consent from the data subject, in the framework of, e.g., marketing;
3. in order to comply with statutory obligations, such as the furnishing of data to public organisations to guarantee safety;
4. to protect vital interests, such as in the event of an acute situation whereby (for example during an event) there is a risk to your health or life;
5. if a task of public interest or public authority is exercised;
6. if there is a legitimate interest.

#### **For what purposes data are processed**

Intents Events will use the personal data:

- to perform the agreement which it makes with you as best as possible, inter alia by:
  - being able to deliver the products/tickets ordered or won on the Website(s) and/or via Social Media to the right person;
  - verifying via registration who is entitled to ordered tickets and on the basis thereof providing the right wristbands and/or barcodes to the right persons and thereby also preventing that tickets are traded in contravention of the agreement and general terms and conditions applicable thereto;
  - informing you of an event, the applicable terms and conditions and practical information applicable to that event (opening times, line-up, parking information, etc.);
  - keeping you abreast of the latest news and/or updates and/or service announcements;
  - complying with legislation and regulations and to track down fraud, theft or abuse;
  - having an event take place properly and safely;
  - having payment take place and sending invoices relating to orders and passing on changes relating to services and/or orders;

- using any location data to optimise the events and make them safer, inter alia by optimising crowd control and logistics and also monitoring and optimising catering and line-up;
- complying with health and safety procedures;
- providing customer services;
- being able to update your personal profile;
- setting up an account for you on website(s) and/or social media.
- for safety purposes, inter alia by:
  - on the basis of behaviour data (including criminal data) preventing, hindering, tracking down unlawful and/or criminal behaviour, protecting rights of visitors and guaranteeing safety, whether or not by denying visitors entry or removing them from the event, without the visitor having a right to compensation;
  - on the request of government agencies taking (preventative) measures by, for example, denying visitors entry or on the request of those agencies making legitimate requests;
  - during an event recording behaviour with video and/or audio equipment;
- for commercial purposes, marketing and profiling, inter alia by:
  - on the basis of the gathered data making (specific) offers regarding (new or additional) products and/or services via, for example, social media or email;
  - using gathered photo, video and/or audio fragments, on which you might be seen, for promotional matters;
  - maintaining and/or improving the website(s) and/or social media of Intents Events, partly on the basis of gathered user data;
  - conducting market surveys, such as being able to make analyses of the visit, use and purchase of products and services partly to determine a future strategy,
  - enabling you to participate in commercial or promotional campaigns of Intents Events and third parties selected by it;
  - using personal data to contact you in the framework of market surveys;
  - showing you information relevant for you on the basis of your personal preferences.

Intents Events combines your personal data from various sources (such as the data from your account, your surfing behaviour and your purchases in our webshop), to be able to provide you with the best experience. We also combine these data with the data which you have left behind on, or via, one of the Intents Events websites.

By combining your data, Intents Events can make personalised offers to you which align with your interests. This prevents you from receiving content or offers which are less interesting for you. We make selections at group level on the basis of this profiling. However, we will never exclude you from one of our services and/or products on the basis hereof.

## Your rights

You have various rights with regard to the processing of personal data. These rights are set out below:

1. you may always ask Intents Events for an overview of the personal data which we have gathered and request a copy thereof, within the statutory limits (right of access);
2. if Intents Events has incorrectly and/or incompletely processed your personal data in the administration, you can ask to correct or supplement these data (right of rectification / correction);
3. if you do not want Intents Events to register certain data, you can ask that these data be erased (right of erasure or 'right to be forgotten');

4. you have the possibility of temporarily halting processing of personal data or restricting the use thereof (right to restriction of processing);
5. under certain circumstances you can object to the (further) processing of personal data (right to object);
6. you can ask Intents Events to pass on personal data to a third party (right of data portability);
7. if Intents Events receives personal data about you from a third party and processes those personal data, Intents Events will inform you – upon request – about the source from which this information is received;

Making a request as stated under 3, 4 or 5 may entail that the right of entry to an event or other acquired products or services is cancelled, without entitlement to repayment.

A request of a data subject does not have to be satisfied if 1) Intents Events has a legitimate and/or compelling interest therein or 2) cooperation with that request can be refused by Intents Events on another legal ground.

### **Sharing personal data with third parties**

Intents Events will not sell or lease your personal data to third parties.

Intents Events can make use of third parties which are engaged to provide services on behalf of or for Intents Events, such as to perform the agreement or as described in this statement.

These companies can make use of cookies and action tags (also known as single-pixel gifs or web beacons) to measure the effectiveness of the campaign. All information which these third parties gather via cookies and action tags, is completely anonymous.

Parties with whom Intents Events cooperates and by whom personal data are processed are the following:

- third parties in the framework of the handling of ticket sales and payment;
- third parties, such as booking companies, which provide services in connection with the travel to and from events and overnight locations;
- third parties, such as security companies and assistance providers, who take care of security and assistance at events;
- third parties in connection with check-in procedures and hospitality facilities (so that you find the way to your bus or shuttle, to make your festival experience easier, to help you check in to your IntentsCity accommodation, the festival and the like);
- third parties, such as marketing companies, which see to the handling and shipping of promotional campaigns (such as a pre-sale code campaign);
- third parties who take care of reporting and statistics about visitors of Intents Festival;
- third parties, such as film and media companies, who on the request of Intents Events make video and/or audio recordings of events;
- third parties like government agencies if there is cause for such;
- employees, payment processing companies, webshops and printing companies.

Intents Events can also, without your specific consent, furnish your data in connection with legitimate requests therefor of authorities, on the basis of summonses or judicial orders, actions to track down or prevent loss or fraud, theft or abuse, or actions to safeguard the network and the services of Intents Events.

### **Processing outside of the EU**

Personal data might be processed outside of the European Union by the following parties:

- Google.

## Security and data breaches

A data breach is – in short – every breach of the security of personal data which could cause them to be destroyed, lost, furnished, passed on, stored or otherwise processed without authorisation.

A data breach can arise by accident, for example forwarding customer details to the wrong recipient, but can also be the result of intent. The latter case can involve a hacker stealing personal data or the copying of a database with personal data by an employee who is leaving the company.

Intents Events has taken technical and organisational measures with the aim of preventing data breaches.

Measures which have been taken include:

- ssl connections for the websites: [www.intentsfestival.nl](http://www.intentsfestival.nl) and [www.karnavalfestival.nl](http://www.karnavalfestival.nl)
- that only the necessary persons have access to personal data, that access to the data is secured and that our security measures are regularly inspected;
- that persons who have access to data are aware of the importance we attach to protecting personal data;
- that persons who have access to data are bound by a confidentiality agreement.

However, it cannot be fully excluded that at some point in time there might be a data breach. Intents Events is obliged to keep a register of all data breaches and can be required to present account therefor to the Dutch Data Protection Authority (*Autoriteit Persoonsgegevens*). In addition, Intents Events is obliged to report a data breach within 72 hours with details to the Dutch Data Protection Authority.

## Retention term

Intents Events will keep data no longer than is necessary.

We have a standard retention period of 7 years, as of the time that you last visited an event, unless there is an obligation on the basis of which we have to erase data earlier. The above-mentioned term has been included, inter alia, because we have certain bonus campaigns for visitors who visit the festival several times and in this manner we can review whether or not someone is eligible for a bonus campaign. After the aforementioned period we will remove your data. Naturally you are free to claim the rights you are entitled to as described in this document, such as requesting data to be erased.

Camera images are erased 12 weeks after an event has occurred, unless a specific incident has been recorded, like a punishable offence or incident connected with possible liability.

This term of 12 weeks was chosen because the scope of the recorded video material is so great that it would be impossible to evaluate the entirety of the video material for irregularities. To a significant extent the video material will only be used/viewed after a party who was present at the event (for example as visitor, supplier or volunteer) presents a claim relating to the event or an incident that occurred at the event. The validity of that claim can then be verified on the basis of available video material. In that respect a term of 12 weeks is reasonable.

Furthermore the images will also be used in the framework of analysing visitor flows in order to improve crowd management. The aforementioned term is necessary for that analysis.

Data which we have to keep longer because the law obliges us to do so, such as data for the Revenue Service and data in respect of which Intents Events has a legitimate and/or compelling interest to retain the data longer (such as judicial proceedings) is excepted from the aforementioned retention period.

## Questions

Your requests and questions about the processing of personal data and/or this privacy agreement and privacy statement can be addressed to our customer service:

by post: Intents Events b.v, Postbus 16, 5060 AA Oisterwijk, The Netherlands; or  
by email: [klantenservice@intentsfestival.nl](mailto:klantenservice@intentsfestival.nl)