

PRIVACY STATEMENT STICHTING NOORDERSLAG

Article 1 Definitions

Stichting Noorderslag, a foundation with full legal capacity, having its registered office in the Netherlands, which organizes the annual Eurosonic Noorderslag event, and also, where appropriate, the relevant organization (or organizations) that is (or are) affiliated to Stichting Noorderslag.

Eurosonic Noorderslag: the annual four-day Eurosonic Noorderslag by Stichting Noorderslag. Eurosonic Noorderslag is an international platform that consists of various programmed components (hereinafter: Events) in the context of a business conference (hereinafter: Conference) and a festival (indoor and outdoor festival) (hereinafter: the Festival) that features pop music.

Visitor: any natural person that is not acting in the course of a profession or business, that is attending an Event and/or visiting the Website(s).

Delegate: a natural person that is attending the conference as a professional visitor of Eurosonic Noorderslag and who has registered as such.

Website(s): the website(s) operated by Eurosonic Noorderslag and/or the organization(s) affiliated to it, including but not limited to <http://www.eurosonic-noorderslag.nl>, and the Eurosonic Noorderslag apps linked to the said website(s).

Article 2 Processing of personal data and the identity of Stichting Noorderslag

2.1 Please note that the processing of personal data is subject to international law, as stated in the Personal Data Protection Act (wet bescherming persoonsgegevens). The creation, by any third party, of any list of addresses, whether computerized or

otherwise, from the information provided in the Eurosonic Noorderslag database(s), for promotional or commercial purposes, may only be done with the prior (written) authorization of Stichting Noorderslag.

2.2 It is very important to Stichting Noorderslag that the data obtained from its Visitors are used in a responsible manner. As such, Stichting Noorderslag 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 Stichting Noorderslag. This Privacy Statement shall relate to the use that Stichting Noorderslag can make of the personal data belonging to Visitors to its Website(s) and/or to the Events that form part of Stichting Noorderslag and that have registered via the Website(s), which data Stichting Noorderslag shall either use itself or instruct third parties to use.

2.3 Stichting Noorderslag has its registered office at Trompsingel 27, 9724 DA Groningen. It is registered with the chamber of commerce under KvK number 0206.1408. Stichting Noorderslag can be contacted via the following e-mail address: info@noorderslag.nl.

2.4 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 Stichting Noorderslag collect?

3.1 Delegates that wish to take part in Eurosonic Noorderslag are asked to register with Eurosonic Noorderslag. When doing this, Stichting Noorderslag may ask Delegates for the following data (hereinafter: Registration Data):

- - Name;

- - Gender;
- - Date of birth
- - 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 Stichting Noorderslag shall also be able to obtain venue data from Delegates and Visitors, which data pertain to the event venues that the Delegates and Visitor has visited in relation to Stichting Noorderslag (hereinafter: Venue Data). Stichting Noorderslag may obtain these Venue Data when the Delegate or Visitor is using an app on his or her mobile phone. In principle, Stichting Noorderslag shall only process these data in an anonymized form for the purpose of statistics and the improvement of service provision.

3.3 Stichting Noorderslag shall also be able to obtain data about the interests, buying behavior or wishes of Delegates and Visitors (hereinafter: Commercial Data). Stichting Noorderslag may obtain these data when a Delegate or Visitor notifies it of them. However, it may also obtain data of this nature if the Delegate or 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 Delegate or Visitor uses the Website(s) (and apps) or from the fact that the Delegate or Visitor has made purchases elsewhere, via third parties, that ensue from his use of the Website(s) (and apps). The Stichting Noorderslag 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). Stichting Noorderslag 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 Delegate or Visitor buys to create a profile. It shall only be able to process and use these Commercial Data and Surf Data in a non-anonymized form too if the Delegate or Visitor grants his explicit, prior permission for Stichting Noorderslag to do so. Should the Delegate or Visitor object to the further processing of Commercial Data and Surf Data, he shall be required to immediately notify Stichting Noorderslag of this via info@noorderslag.nl. Surf data obtained by Stichting Noorderslag only contains data concerning the Delegate and Visitors' customer journey on the websites of Stichting Eurosonic Noorderslag.

3.4 For cashless payment it is possible to create an online profile and link it to the RFID chip that is placed in the Festival-wristband (a 'Tag') or a Chip-card (also referred as a 'Tag'). To make a profile the Delegate or Visitor need to fill in your email address and make a password. The Delegate or Visitor may also be asked to fill in more details, like name, address, company details and contact data, to personalize their profile. To credit Delegate or Visitors account with money in advance and online refund after the festival the Delegate or Visitor also need to fill in their bank account or credit/debit card details. See for more info the terms and conditions of the use of the Tag through this link:

3.5 The Delegate will only be able to access certain areas within the festival using the Tag and wristband that we issue to him or her. There will be used access control at the Oosterpoort. Enter and exit data will be collected at these areas. This data is only used internally and with Stichting Eurosonic and Youchip and will not be shared with third parties.

Article 4 For which purposes are data processed?

4.1 Initially, Stichting Noorderslag uses personal data to make

it possible to perform the agreement it enters into with the Delegate or 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 wrist bands to be provided to the holders of tickets. Added to this, by registering the Delegate or Visitor and linking tickets to a particular Delegate or Visitor, a situation is avoided in which tickets can be sold by or for the Delegate or Visitor. The accumulated data can also be used to contact the Delegates or Visitor in case of changes in program, facilities or other circumstances.

4.3 Registration Data for the Delegate can be used to create an account on the Website(s) operated by Stichting Noorderslag. Only Delegates shall be able to view the account and corresponding registration data for other Delegates on the Website(s) -only name, function, company, address and contact data are available for viewing.

This facility is offered to Delegates because it is useful for them to know which other Delegates will be attending, because of which they are able to optimize their participation in the Conference as much as possible, by networking and making new business contacts, for instance. Unequivocal permission shall always be requested before proceeding to publish a personal e-mail address or telephone number.

It is possible to switch this option off in your profile so this data isn't used for this purpose.

4.4 The Registration Data of Delegates may also be published in a guide, or (password protected) website database, so that the other Delegates know who will be attending and/or have attended the Conference, because of which they are able to optimize their participation in the Conference as much as possible, by networking and making new business contacts, for

instance. Unequivocal permission shall always be requested before proceeding to publish a personal e-mail address or telephone number.

4.5 The Venue Data of Delegates and Visitors, including data obtained by the use of apps, shall only be used internally and in an anonymized form with the object of gaining an insight into visitor numbers and movement. This enables Stichting Noorderslag to improve its service provision, as these data show which Events have been popular and which not and also make it possible to interface with the needs and wishes of Delegates and Visitors in the future.

4.6 From time to time, Stichting Noorderslag may use the Registration Data to contact Delegates and 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 Stichting Noorderslag shall only use Registration Data, Venue Data, Commercial Data and/or Surf Data for the following purposes with the explicit and unequivocal permission of the Delegate or Visitor and provided this permission has not been withdrawn via info@noorderslag.nl: (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 Delegate or Visitor and, should the Delegate or Visitor wish this to happen, to give Stichting Noorderslag 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 Delegate or 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 behavior via/ from third parties, such as affiliate marketers, if a purchase elsewhere ensues from the use of the Website(s) (and apps).

4.9 Any personal data, which is directly or indirectly through the use of the Tag or app, provided to Stichting Noorderslag from time to time in connection with the chip may be used by Stichting Noorderslag and our partners, including, without limitation, YouChip, Wirecard (our payment provider) and/or the provider of the Eurosonic Noorderslag app:

- (a) to administer Delegate or the Visitors Tag account, process transactions, provide you with the assistance and services you request;
- (b) to carry out our obligations arising from any contracts entered into between the Delegate or Visitor and us;
- (c) to notify the Delegate or Visitor about changes to our service, Website and/or the Festival; and
- (d) to send the Delegate program information from panel rooms or concerning concerts or other events where you have 'checked in'.
- (e) to make a payment history of the expenses incurred during the festival in the venues where the Delegate payed with the Tag.

4.10 Access control data, obtained by the use of the Tag or app shall only be used internally with the object of gaining insight into Delegate or Visitor numbers or Delegate or Visitor behavior. This enables Stichting Noorderslag to improve its service provision, as these data show which Events have been popular and which

not and also make it possible to interface with the evident needs and wishes of Delegate or Visitors in the future.

Article 5 Social media networks

5.1 By using a wristband or app, the Venue Data applicable for a Delegate or Visitor can be linked to his profile on a selected social media network. These Venue Data may only be used on the social media network in question, via Stichting Noorderslag, if the Delegate or Visitor explicitly agrees to this by using this functionality. The extent to which information will be disclosed shall depend on the privacy settings applicable for the profile of the Delegate or 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.

5.3 The Delegate or Visitor agrees to the use of limited data from his or her social media account in order to improve functionality of the Eurosonic Noorderslag app. By no means will these data be made available to third parties by Eurosonic Noorderslag.

Article 6 Cookies and surf data

6.1 Stichting Noorderslag shall be able to collect information about the surf behavior of Delegate or Visitors that is generated automatically. These Surf Data shall include the IP address. The Stichting Noorderslag shall also automatically collect certain data, including but not limited to the URL, IP address, browser type, language and the date and time of the visit to the

Website(s) operated by Stichting Noorderslag. Stichting Noorderslag 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 optimize the said Website(s). Stichting Noorderslag shall anonymize Surf Data (if possible).

6.2 To ensure that the Website(s) are working properly, Stichting Noorderslag shall be entitled, just as most websites are, to use cookies to obtain information that will make it easier for the Delegate or 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 Delegate or Visitor, including language settings and his preference for mobile or desktop, the contents of a shopping basket and/or remembering that a Delegate or Visitor is logged in and logging in the Delegate or Visitor again automatically. Via the settings used for the web browser, a Delegate or Visitor can opt not to accept cookies.

6.3 Added to the above, Stichting Noorderslag 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 Stichting Noorderslag. Cookies are also used on the Website(s) in relation to Google Analytics. Stichting Noorderslag 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. Stichting Noorderslag 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 Stichting Noorderslag shall only transfer (personal) data about Visitors to third parties if the Visitor has given his explicit and unequivocal permission for Stichting Noorderslag to do so and this permission has not been withdrawn via info@noorderslag.nl.

7.2 Stichting Noorderslag shall be able to provide data relating to a Delegate or Visitor to a third party without the specific permission of the said Delegate or 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 Stichting Noorderslag.

7.3 Because Stichting Noorderslag uses processors that deliver products or services on the instructions of Stichting Noorderslag as part of its service provision and performance of the delivery obligation involves the use of the personal data belonging to Delegates or Visitors (except where indicated otherwise), Stichting Noorderslag shall also be able to provide the said personal data to these processors, solely where necessary for the said delivery obligation.

7.6 Finally, Stichting Noorderslag shall be able to share certain anonymized data with third parties, such as the number of Delegates or Visitors that use certain parts of the Website(s) and/or visited certain Events that form part of Noorderslag. The third parties in question shall not be able to identify the Delegate or Visitor on the basis of these data.

Article 8 Retention period

Stichting Noorderslag shall not retain personal data any longer than necessary for performance of the agreements with a maximum of two years.

Article 9 Access and correction

The Delegate or Visitor shall be required to ensure that Stichting Noorderslag always has the correct personal data. The Delegate or Visitor shall be able to contact Stichting Noorderslag in writing via the e-mail address info@noorderslag.nl to request access to and/or the removal of his (personal) data. Any reasonable corrections that the Delegate or Visitor has provided shall be processed at the written request of the Delegate or Visitor.

Article 10 Protection

10.1 Stichting Noorderslag shall treat all personal data with due care and that it shall not use the said data for any purposes other than those that are communicated and/or compatible to those purposes.

10.2 Stichting Noorderslag shall put all reasonable measures in place to ensure that personal data have been protected against theft or loss.

Article 11 Changes to privacy and cookie policy

Stichting Noorderslag shall reserve the right to modify this privacy and cookie policy and, as such, advises Delegates and 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, Stichting

Noorderslag shall clearly notify Delegates and 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 December 12, 2017.