



PRIVACY STATEMENT Art Below Zero

4PM WINTER B.V. (hereinafter) **ART BELOW ZERO** considers careful handling of personal data to be of great importance. Personal data are processed and secured with care. We handle these in accordance with the requirements of the General Data Protection Regulation (GDPR). In this privacy statement, we inform you which data we collect from you, for what purpose, how long we retain them, and what your rights are.

Through the service www.artbelowzero.nl, privacy-sensitive data, or personal data, are processed. If we use your personal data in our further contact with you, we handle it with care. In general, **ART BELOW ZERO** may collect data from you, for example, when you send us an email, publicly disclose your data via social media or another public platform, or when you use our websites or social media. The information we receive is used to provide our services, improve them, for marketing purposes, and to offer our customers personalized service.

We will explain this further below.

1. HOW DO WE COLLECT DATA?

ART BELOW ZERO may receive information from you in the following ways:

- **Directly from you** - For example, when you send us an email with a question, use our customer service, or participate in a contest organized by **ART BELOW ZERO**
- **Via our own websites** - For the execution, improvement, and registration of its services, **ART BELOW ZERO** collects various data via the websites it manages, including through the use of cookies. These are the websites: www.artbelowzero.nl.
- **Via third-party websites** - **ART BELOW ZERO** uses the services of third parties. These third parties act on behalf of **ART BELOW ZERO** This Privacy Statement also applies to data collected through third-party websites when they act as processors for **ART BELOW ZERO** For example, the online sale of tickets for events organized by **ART BELOW ZERO** through partner and contractor websites. These contractors of **ART BELOW ZERO** may also collect data for their own purposes via their websites. **ART BELOW ZERO** is not responsible for the

collection of data not done on behalf of **ART BELOW ZERO** In this regard, we refer you to the privacy policies of these contractors.

- **At events** - **ART BELOW ZERO** may also process data from visitors at events it (co-)organizes, such as recording the event with cameras for commercial or security purposes. Visitors are always notified of such processing upon entering the event location, and such data will not be shared with third parties without permission, unless **ART BELOW ZERO** is legally required to do so.

2. WHAT DATA DO WE COLLECT?

ART BELOW ZERO may process various data from users, including personal data. The data that **ART BELOW ZERO** may collect from you include:

- **Contact and account details** - Such as your name, address, phone number, email address, customer number, and the number of tickets purchased.
- **Payment and billing details** - When you purchase a ticket for financial processing and administration.
- **Website data** – Such as 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, please refer to the "Cookie Policy."
- **Publicly posted data** - Such as comments posted on social media sites managed by us.
- **Special data** - In the event that you are disabled, we want to ensure that you can enjoy an optimal experience. To accommodate your accessibility needs, we collect data about your requirements. This may include information you provide when requesting an accessible seating area concerning your mental and physical health.

Our website contains hyperlinks to other parties' websites and social media buttons. We are not responsible for the content of those websites or the services of the respective social media platforms. Nor are we responsible for the privacy policies and the use of cookies on those websites and social media platforms.

3. HOW AND WHY DO WE USE THIS DATA?

ART BELOW ZERO may use the aforementioned data for the following purposes:

- **For the performance of our agreement with you**

We use your data when you enter into a contract with us (for example, to purchase a ticket), so that we can:

- Process the order;
- Accept the payment;
- Fulfill our agreement accurately;
- Maintain contact with you;
- Provide customer service.

- **For our legitimate business interests**

We use your data for the following legitimate business interests:

- For our marketing purposes, to provide you with information about our events organized by or on behalf of **ART BELOW ZERO** Think of emails with information;
- To improve our product and service information and to conduct targeted marketing campaigns;
- To conduct satisfaction surveys;
- To create user statistics;
- To prevent or detect illegal behavior, to protect or enforce our legal rights. For example, to ensure that tickets end up in the hands of real fans and are not resold illegally. As such, we may use your data to prevent misuse of our intellectual property (e.g., our brands or partners), fraud, or other crimes.

Your data will not be used for purposes other than those mentioned above.

4. WHO DO WE SHARE DATA WITH?

Sometimes it is necessary to share your personal data with third parties. Sometimes legal obligations require personal data to be passed on to third parties. If a court order requires us to provide personal data to third parties, we must comply.

We may also pass your data to our partners for showing tailored ads or if necessary to organize a joint activity. Our partners may use this data for marketing purposes. In such cases, only the necessary personal data will be shared.

Social media buttons are included on our site. The administrators of these services collect your personal data. Personal data may also be shared with third parties in the event of a reorganization, merger, or sale of (part of) our company.

We may hire service providers (processors) to process your personal data, who process data solely on our behalf. Additionally, we have ICT service providers that help us keep our systems secure and stable. We also use third-party services for sending newsletters and commercial emails. These are examples of parties that can be considered processors as defined by the GDPR.

5. TRANSFER OUTSIDE THE EU?

It may sometimes be necessary to transfer your personal data to parties located outside the European Economic Area (EEA). This may - depending on the circumstances - be necessary for the execution of the agreement or for legitimate business interests. For sending online newsletters and mailings and processing data entered on the web forms on our website, we may use service providers (processors) established outside the EEA.

Under the GDPR, personal data may only be transferred to parties outside the EEA if an adequate level of data protection is ensured or if a specific exemption applies.

Processors outside the EEA that provide us with services for sending online newsletters and mailings and processing data entered on the web forms on our website are registered under the EU-US Privacy Shield. You can find more information about this at: <https://www.privacyshield.gov/welcome>.

6. HOW DO WE MAINTAIN INFORMATION?

ART BELOW ZERO makes every effort to ensure that your information is well protected. Only those persons who, by virtue of their position, are required to have access to user data are granted such access. We have taken appropriate technical measures, which are regularly updated to ensure data security. Please note that the internet is never 100% secure.

We do not retain data longer than necessary to provide the services you requested. We will securely delete your data when it is no longer necessary for these purposes, in accordance with our company policy.

7. CONTACT AND ACCESS?

Each person may exercise certain rights under the law regarding their personal data. You have the right to access, rectify, and delete personal data. You can also object to the use

of your data or request that its use be restricted. In some cases, you can even request your data and transfer it to another party. For questions about our privacy policy or inquiries about accessing and changing (or deleting) your personal data, you can contact us at any time via the following details:

Art Below Zero

Egelenburg 2

1081 GK Amsterdam

The Netherlands

info@artbelowzero.nl

8. COMPLAINTS

If you have any complaints about how we handle personal data, you can always contact us. We are happy to help you find a solution. If this does not succeed, you can always contact the Dutch Data Protection Authority.

9. CHANGES TO THE PRIVACY STATEMENT

ART BELOW ZERO reserves the right to make changes to this Privacy Statement. Users are encouraged to regularly review the privacy policy of **ART BELOW ZERO** for changes. If we make significant changes to our privacy policy, we will inform you, and for major changes, we will request your consent if necessary.

Last update: October 9, 2024