

PRIVACY STATEMENT PAR-T BVBA

Article 1. Definitions

PAR-T BVBA:	the company under Belgian law PAR-T BVBA, registered under enterprise number 0824891166, with its registered office and principal place of business at Rubensstraat 104/7 in 2300 Turnhout, which is involved in providing services in the field of performing arts and organising and producing cultural events, all of the above in the broadest sense of the word.
Event:	a (cultural) event, including a (musical) performance and/or other manifestation, a concert, dance event, business event and/or a public or closed event in which one or more persons participate, organised and/or facilitated by or on behalf of PAR-T BVBA at the Event Location, including but not limited to Daydream Festival, Weekend Magnifiek, When Summer Ends and Last World.
Visitor:	any natural person;
Social Media:	the social media channels linked specifically to the Website and other (promotional) statements by or on behalf of PAR-T BVBA, which social media channels are registered in the name of PAR-T BVBA.
Website(s):	PAR-T BVBA's website and any Website(s) of Events specifically linked thereto that are registered in PAR-T BVBA's name and/or companies affiliated with it, including in any event www.par-t.be , including special apps linked thereto exploited by or on behalf of PART-T BVBA.

Article 2. Identity PAR-T BVBA

- 2.1 It is very important to PAR-T BVBA that the data obtained from its Visitors are used in a responsible manner. PAR-T BVBA will therefore processes and secures the personal data it has obtained with due care and in accordance with Section 8 of the Privacy Protection Act of 08 December 1992. This Privacy Statement provides information concerning the collection and processing of personal data by or on behalf of the PAR-T BVBA. This Privacy Statement concerns the use PAR-T BVBA is allowed to make or have made of the personal data of Visitors to its Website(s), Social Media and/or Events who have registered via the Website(s) and/or Social Media.
- 2.2 PAR-T BVBA, registered under enterprise number 0824891166, with its registered office and principal place of business at Rubensstraat 104/7 in 2300 Turnhout. PAR-T BVBA can be reached at e-mail address: info@par-t.be.
- 2.3 It is not compulsory to provide personal data. However, it is necessary to provide some personal data to be able to use some services.

Article 3. Which data does PAR-T BVBA collect?

3.1 Visitors who wish to take part in the Event are requested to register with PAR-T BVBA. During this registration process, PAR-T BVBA may ask Visitors to provide 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 PAR-T BVBA shall also be able to obtain location data from Visitors, which data pertain to the event locations the Visitor has visited in relation to the Event, such as various stages (hereinafter: **Location Data**). PAR-T BVBA 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 PAR-T BVBA. 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 to do so.

3.3 PAR-T BVBA may also obtain data about the interests, purchasing behaviour or wishes of Visitors (hereinafter: **Commercial Data**). PAR-T BVBA 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 PAR-T BVBA has been able to derive these Commercial Data from the way in which the Visitor uses the Website(s) and/or Social Media (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/or Social Media (and apps). The PAR-T BVBA 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**). PAR-T BVBA 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 to do so. Should the Visitor object to the further processing of Commercial Data and Surf Data, he shall be required to immediately notify this via privacy@par-t.be.

Article 4. For which purposes are data processed?

4.1 Initially, PAR-T BVBA uses personal data to make it possible to perform the agreement it enters into with the Visitor as effectively as possible and also for the purpose of its internal administration.

- 4.2 Personal data are used to make it possible to deliver the products ordered on the Website(s) and/or Social Media 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 on the basis thereof. In addition, registering the Visitor and linking tickets to a particular Visitor avoids situations in which tickets can be sold by or on behalf of the Visitor.
- 4.3 Registration Data concerning the Visitor can be used to create an account on the Website(s) and/or Social Media operated by PAR-T BVBA.
- 4.4 The Visitor's unambiguous consent is always requested before a personal e-mail address or telephone number is used.
- 4.5 The Location Data of Visitors shall only be used internally and in an anonymised form to gain insight into visitor numbers. This enables PAR-T BVBA to improve its service provision, as these data show which part(s) of the Event were popular and which were 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 to do so.
- 4.6 From time to time, PAR-T BVBA may use the Registration Data to contact Visitors or have them contacted for the purpose of market research.
- 4.7 Except where necessary for the 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 PAR-T BVBA only uses Registration Data, Location Data, Commercial Data and/or the Surf Data with the express and unambiguous consent of the Visitor and provided said consent has not been withdrawn via privacy@par-t.be, for the purpose of: (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 PAR-T 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) and/or Social Media 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 marketers, if a purchase elsewhere ensues from the use of the Website(s) and/or Social Media (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 PAR-T BVBA. If the Visitor buys elsewhere and provides data to the selling party or intermediary when doing so, PAR-T BVBA 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

- 5.1 In relevant cases, Visitor Location Data can be linked to a Visitor profile on selected Social Media via a wristband. These Location Data may only be used on the social media network in question, via PAR-T BVBA, 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 PAR-T BVBA 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 PAR-T BVBA servers also automatically store certain data, such as URL, IP address, browser type and language, and the date and time of the visit made to the Website(s) and the Social Media of PAR-T BVBA. These Surf Data may be stored by PAR-T BVBA and used to perform statistical analysis of visits to its Website(s) and Social Media and to optimise the Website(s) and Social Media. PAR-T BVBA will anonymise the Surf Data (if possible).
- 6.2 To ensure that the Website(s) and/or Social Media are working properly, PAR-T BVBA has the right, similarly to most other websites, to use cookies to obtain information that will make it easier for the Visitor to navigate the Website(s) and the Social Media. These cookies are small text files that are saved on the computer of the Visitor to the Website(s) and/or Social Media and that contain the data necessary to ensure that the visit to the Website(s) and/or Social Media 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 switched off via the settings used for the web browser.
- 6.3 In addition, PAR-T BVBA uses Google Analytics to gain an insight into the use of the Website(s) and/or Social Media. This information (including IP address) shall only be provided to Google in order to be able 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 PAR-T BVBA. Cookies are also used on the Website(s) and/or Social Media in relation to Google Analytics. PAR-T BVBA does not have any influence on what Google does with the statistical information obtained in this way.
- 6.4 In addition, cookies can be placed via the Website(s) and/or Social Media and then read by (other) social media networks like Facebook and Twitter. PAR-T BVBA does not have any influence on the use by these parties. Social media networks like Facebook and Twitter are responsible for this use of cookies and their privacy statements and conditions shall apply thereto.

Article 7. Provision to third parties

- 7.1 PAR-T BVBA shall only transfer personal and other data concerning Visitors to third parties if the Visitor has given his explicit and unambiguous consent to do so and this consent has not been withdrawn via privacy@par-t.be.
- 7.2 By agreeing to this Privacy Statement, the Visitor grants PAR-T BVBA his explicit and unambiguous consent to provide his Registration Data, Location Data, Commercial Data and/or Surf Data to third parties that PAR-T BVBA has selected with due care, which parties shall be directly involved with the Website(s) and/or Social Media and/or the Event, and only insofar as this is necessary in connection with the purposes referred to above, including commercial purposes.
- 7.3 PAR-T BVBA will only be able to use and/or pass Registration Data, Location Data, Commercial Data and/or Surf Data on to its carefully selected third parties, if the Visitor has granted its express and unambiguous consent to do so and said consent has not been withdrawn via privacy@par-t.be, more in particular for sending information and offers from those third parties concerning their products and services.
- 7.4 PAR-T BVBA has the right to provide the Visitor's data without his/her consent pursuant to legitimate requests to that effect from authorities, on the basis of summons or court orders, acts to investigate or prevent damage or fraud, theft or abuse, or acts to guarantee the security of the network and the PAR-T BVBA services.
- 7.5 The fact that PAR-T BVBA uses processors that deliver products or services on the instructions of PAR-T BVBA, whereby (except where indicated otherwise) personal data of Visitors are used to comply with the obligation to deliver, means PAR-T BVBA also has the right to provide those data to these processors, solely where necessary for said delivery obligation.
- 7.6 Finally, PAR-T BVBA may share certain anonymised data with third parties, such as the number of Visitors that use certain parts of the Website(s) and/or Social Media 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 yet reached the age of 18, 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) and/or Social Media.

Article 9. Retention period

PAR-T BVBA shall not retain personal data any longer than necessary for performance of the agreements.

Article 10. Inspection and correction

The Visitor is required to ensure that the correct personal data are always available to PAR-T BVBA. The Visitor has the right to request PAR-T BVBA in writing via the e-mail address privacy@par-t.be for inspection and/or removal of his personal and other data. Any corrections that the Visitor has provided shall be processed at the written request of the Visitor.

Article 11. Security

- 11.1 PAR-T BVBA guarantees that it will treat all personal data with the greatest possible care and that it shall not use these for any purpose that cannot be included among the purposes referred to above.

11.2 PAR-T BVBA takes all reasonable measures to ensure that the personal data are protected against theft. Only its own employees charged with the accounts and the Website(s) and/or Social Media will have access to the data and only for the abovementioned purposes after they have signed a non-disclosure agreement.

Article 12. Changes to privacy and cookie policy

PAR-T BVBA reserves the right to modify this privacy and cookie policy and therefore recommends Visitors to regularly check the most-up-to-date version of the Privacy Statement on the Website(s) and/or Social Media for any changes. In the event of essential changes, PAR-T BVBA will expressly notify the Visitors thereof, for example by e-mail or messages.

This Privacy Statement was amended and published most recently on February 12th 2015