Eventim privacy statement (Paylogic)

This is the privacy statement of Eventim. Eventim values privacy. Our goal is to always secure your personal data against unauthorised use and to process these data in accordance with relevant privacy legislation. We want to use this privacy statement to inform you about the way we do this and how we comply with our statutory obligations related to the processing of your personal data based on the General Data Protection Regulation ("GDPR") and the Dutch Telecommunications Act.

We will only use or process your personal data in accordance with this privacy statement. We will not sell or rent out your personal data to third parties for commercial purposes.

Scope of this privacy statement
This privacy statement applies exclusively to the processing of personal data in the context of Eventim's use of the Paylogic System. Separate privacy statements may apply to other Eventim services, platforms or websites (such as Eventim.nl or other ticketing solutions).

Context of this privacy statement
We want to give you insight into the manner in which we process and secure your personal data. "We" refers to all Eventim entities, its holding(s), and its group companies.

In principle, Eventim processes personal data based on the instructions of the organiser of an event, exhibition, or theme park ("Organiser") for which you purchase a(n) (entrance) ticket and/or related other product to enable this Organiser to offer you services and to ensure that you can visit the event or exhibition in question. Based on the above, Eventim will be considered the "Processor" within the meaning of the General Data Protection Regulation ("GDPR"). In this case, the Organiser will be considered the "Controller" within the meaning of the GDPR and bears the ultimate responsibility for what happens with your personal data in many cases. We recommend you closely study the general terms and conditions and the privacy statement of the Organiser before making a purchase.

Eventim processes personal data for itself in some cases. This is the case if you create a personal account ("Eventim Accounts" and/or "Paylogic Account"). The security of the data remains at the same high level, the only difference is that we are also the controller in relation to the processing operations in this case.

1. (Specific) purpose(s) of the processing of your personal data
If you purchase an entrance ticket for a specific event or exhibition and/or related other product from the Organiser, the Organiser determines the purposes of the processing of your personal data. Usually, the goal of the processing by Eventim on behalf of the Organiser consists of the following actions:

- The provision of (entrance) tickets and related other products to you on behalf of the Organiser, such as, but not limited to, implementing or changing barcodes, scanning entrance tickets at the event locations, facilitating the sale of merchandise and locker rental, facilitating your transfers or additional (cancellation) insurances, or personalising your tickets;
- Facilitating and monitoring the payment, including services related to fraud prevention and detection;

- Processing personal data in case of a chargeback, in order to verify the transaction and defend ourselves against the claim;
- Performing purchase refunds, re-bookings and cancellations;
- Preparing invoices, should you request an invoice;
- The ability to provide information to you and/or Organisers related to your sale or the event or exhibition and to be able to answer your questions related to the event or exhibition;
- Saving your personal data for the Organiser through our customer portal in the Back Office;
- Informing you of changes to our service(s);
- Improving our overall services for you and the Organiser;
- The ability to offer you customer service, including dealing with issues such as not being able to complete an order due to technical problems;
- The ability to provide you with information about other products or services offered by us that are comparable to the products or services you have already purchased or about which you inquired, provided we have received your permission for this by means of an opt-in;
- Processing personal data in case of participation in a giveaway;
- The ability to comply with statutory and regulatory requirements.

We recommend you always consult the privacy statement of the Organiser in question to determine the ultimate goals of the processing of the personal data.

Eventim determines the purposes of the processing of your personal data in relation to your Eventim Account and/or Paylogic Account. In this case, Eventim processes your personal data to enable you to log in to your Eventim Account and/or Paylogic Account and check any orders you have already purchased. In addition, Eventim processes your data to enable us to provide you with information about other products or services offered by us that are comparable to the products or services you have already purchased or about which you inquired, provided we have received your permission from this by means of an opt-in.

2. Grounds for the processing of personal data
Personal data may only be processed based on a statutory ground.

Eventim processes your personal data based on your relationship with the Organiser. The Organiser has either requested your permission for the processing of your personal data – for example, if you accepted this during the purchase process of the (entrance) tickets and/or related other products – or the processing of your personal data is needed to execute the agreement you have concluded with the Organiser for the (entrance) tickets and/or related other products you purchased. In some cases, Eventim can also process your personal data if the Organiser has a legitimate interest in doing so. This is the case, for example, if we must process your personal data to investigate (potential) fraud or if the Organiser requires your contact details in emergencies.

Eventim also processes your personal data related to your Eventim Account and/or Paylogic Account to ensure you can check all orders you have purchased. This means that Eventim requires your personal data to offer this service to you. The ground of the processing can also be your (implicit) permission for the processing of your personal data. By (voluntarily) creating the Eventim Account and/or Paylogic Account and accepting our use thereof, you accept the processing of your personal data in relation to this account.

3. Ways in which we collect personal data
Eventim collects your personal data for the Organiser in the following ways:

- Information you provide to us, for example, if you:
    - visit a ticket shop of a specific event or exhibition;
    - place an order in the ticket shop of a specific event or exhibition (purchase of an entrance ticket and/or a related other product);
    - create a Eventim Account and/or Paylogic Account;
    - send an email to Eventim or contact Eventim in another manner;
    - ask a question to our customer service;
- Using cookies (for more information, refer to the Eventim cookie policy) and other comparable technologies such as the Facebook Conversion API.

4. Processing of personal data

4.1 Processed personal data

Eventim usually gathers and processes the following personal data of you (on behalf of and exclusively based on the instructions of the Organiser):

- **Name**: To have Eventim verify your identity to access the event or exhibition and payment information.
- **Mailing address**: To physically deliver tickets and goods to you and to verify the payment methods used based on the personal data of the user of this payment method to prevent fraud.
- **Email address**: To provide you with an online (entrance) ticket and/or to inform you about important updates related to the specific event or exhibition.
- **Date of birth**: To verify your age in accordance with a potential (statutory) obligation of the Organiser to initiate a purchase and/or to gain access to an event or exhibition.
- **Telephone number:** To contact you in case of an important update related to a specific event or exhibition or your order.
- **Gender**: To organise the required (sanitation) facilities at an event or exhibition.
- **IP address**: To enable certain payment methods and to prevent fraud.
- **Payment details**: To process and monitor the payment through our payment service provider(s), including fraud detection and prevention. We never store card details.
- **Fiscal information**: If the ticket buyer is a company.
- **Country of origin**: To be able to display the relevant payment methods.
- **Login credentials:** To enable you to (easily) log in to your Eventim Account and/or Paylogic Account.

4.2 Additional personal data

Additional personal data may be requested from you at the request of the Organiser. These requests can be mandatory or voluntary and are needed for specific purposes related to special events or exhibitions or contribute to the “event experience”. The Organiser can refuse a sale if this information is not provided by the ticket buyer.

4.3 Use of cookies and other comparable technologies

We use cookies and other comparable technologies, such as the Facebook Conversion API, to provide our services to you and the Organiser. For more information about the cookies we place, the retention period of the cookies, and for which purpose these cookies save personal data, we refer you to the Eventim cookie policy.

5. Sharing personal data with third parties

Eventim can (partially) share your personal data with the following parties (on behalf of and based on the instructions of the Organiser):

- A parent or sister company or a subsidiary of Eventim;
- Payment Service Providers (PSPs);
- Mailing companies for the physical delivery of goods;
- Service providers that provide a part of the service, such as CRM/email marketing service providers, Cloud infrastructure service providers, and locker leasing firms (such as E-locker);
- Insurance firms (only if the ticker buyer indicates that it wants to purchase this insurance).

In addition to the third parties set out above, Eventim can share your personal data in the following situations:

- If Eventim must share your personal data with third parties involved in events or exhibitions for which you purchase tickets, including locations, artists, and service providers, insofar as this is necessary to organise the event or exhibition;
- If Eventim has a legitimate interest in sharing the personal data, for example, an investigation into fraud or other (potential) illegal activities of the ticker buyer;
- At the request of a competent person or a competent (government) body, such as a competent supervisor or (law) enforcement agency. Examples are the provision of information in response to a summons, a warrant, or a judicial order, including summons by private parties in a civil procedure;
- If we must disclose this information to your authorised or statutory representative, for example, the holder of a mandate or a designated guardian;
- To future companies that become part of Eventim, or if Eventim merges with another company or becomes another company.

Eventim concludes contracts with (sub)processors for all processing operations that involve external (sub)processors that at least contain the requirements of Article 28 of the GDPR, as well as the instructions that must be observed by the (sub)processors, a clause on reporting breaches, an audit clause, a liability clause, and provisions that must be complied with by the (sub)processor after the expiry of the contract.

6. Security

6.1 Measures to secure personal data

Eventim strives to secure all personal data against unauthorised use by third parties. We have implemented the required security standards related to your personal data in accordance with relevant legislation and, where we consider this necessary, greater standards than required.

We recommend you never share your login credentials related to a Eventim Account and/or Paylogic Account with others to secure the integrity of the account. We will never ask for your password or other sensitive information by email or phone.

Eventim maintains physical, electronic, and procedural measures to always comply with European and national (privacy) legislation. We periodically assess our procedures and measures and implement the necessary changes (updates) based on these assessments.

Taking into account the state of technology, the implementation costs, and the nature, scope, context, and purposes of the processing, as well as the risk of probability and severity, for the rights and freedoms of natural persons, Eventim and potential subprocessors will take suitable measures to ensure a security level in line with the risk. There are various categories of security measures that can be taken to secure the personal data:

- *Physical security measures* - Physical security measures may be taken, such as physical access controls, the use of specific materials, measures against risks related to water, fire, etc.

- *Logical security measures* - Logical security measures may be taken to secure the data in information systems, such as encryption, pseudonymisation, traceability, logical access controls, settings, special networks, etc.
- *Organisational measures* - Organisational measures may be taken, such as suitable governance, policy, and procedures, project method, monitoring using reports and dashboards, etc.
- Logs – Logs are kept to remain aware of any changes or developments and to conduct inspections to verify whether the implemented security measures are effective.

6.2 Access to personal data
Only employees and third parties that require access to personal data for the provision of our services will be granted this access.

6.3 Storage of personal data
Some of the external server space(s) of Eventim is/are located in the European Economic Area (Netherlands) and is/are secured using strict security measures in accordance with Dutch legislation and industrial standards.
Another part of the external server space(s) of Eventim is/are located in the United Kingdom and is/are also secured using strict security measures in accordance with (European) legislation and industrial standards.

6.4 Processing of personal data outside of the EEA
In some cases, we process personal data outside of the European Economic Area to be able to provide our services to the Organiser, for example, if we store personal data on our external server space(s) in the United Kingdom or when using certain Payment Service Providers. If we make use of service providers located outside of the European Economic Area, we will always make use of standard model contracts as published by the European Commission and an adequate security level of your personal data will be guaranteed.

6.5 Personal data breach
Eventim will always observe the highest level of care in relation to your personal data. Eventim will provide a protocol to its employees to adequately identify, assess, and potentially mitigate incidents related to personal data and potential personal data breaches (“Data Breach(es)”).

If a Data Breach occurs, Eventim will inform the Organiser of the event or exhibition without unreasonable delays. The Organiser (potentially with Eventim) will inform the supervisory authority of the Data Breach within a reasonable period, but always within 72 hours following the discovery of the Data Breach. In some cases, the Organiser will also inform you about the Data Breach. This will be the case if the breach poses a great risk to your fundamental rights.

In case of a personal data breach, Eventim and the Organiser will analyse the source and prepare recommendations for addressing the risk(s). The recommendations will be followed up on to mitigate the risk of the incident recurring.

7. Right to access, rectification, and removal of personal data
You have certain rights in relation to your personal data, specifically:
- the right to access;
- the right to rectification;
- the right to be forgotten (specifically the right to have personal data removed);
- the right to data portability;
- the right to limitation of the processing;

- the right to object to the data processing;
- the right to involvement in case of automated decision-making.

You can address the requests set out above to the Organiser of the event or the exhibition for which you have purchased an (entrance) ticket and/or related other product. You must demonstrate your identity in a manner to be determined by the Organiser. A request will be handled as soon as possible. In addition, Eventim may, at the request of the Organiser, assist in processing the data subject's request. This may involve Eventim removing personal data from its systems or providing the Organiser with this data, so that the Organiser can comply with the request.

8. Retention period of personal data

The retention period of your personal data will be determined by the Organiser of the event or exhibition. The Organiser will keep your personal data as long as this is necessary to provide services to you, comply with statutory obligations, resolve disputes, or to enforce compliance with the agreement concluded between you and the Organiser.

If an agreement we have concluded with an Organiser is terminated, we will transfer your personal data to this Organiser, following which we will remove your personal data from our systems. The further processing of your personal data and the retention period observed is the responsibility of the Organiser. We therefore recommend you to consult the privacy statement of the Organiser.

9. Contact

If you have any questions about this privacy statement, you can contact us at privacy@eventim.nl.

10. Complaints procedure

If you have a complaint about the processing of your personal data by Eventim and/or the Organiser, you can always submit a complaint to the relevant competent privacy supervisor, such as the Dutch Data Protection Authority. We refer you to the website of the relevant competent privacy supervisor for more information about its complaints procedure.