

Privacy Policy ALDA for consumers

In case you visit one of our websites, request our services or order our products, the following privacy policy applies.

With this Privacy policy, ALDA Holding B.V. would like to explain how we handle and use your personal data. If you have any questions regarding this Privacy policy, please contact us at privacy@alda.nl.

1. Definitions

In this Privacy policy, the following terms or definitions are used:

Account: your personal registration via an Optin on websites and/or apps with which you access the Service.

Devices: the devices, such as PCs, smartphones or tablets, with which access can be obtained to the Service.

Content: information (including audio-visual material such as trailers and photo's) that ALDA makes available as part of the Service.

Service: the complete package of services that ALDA offers to you. For example, websites and/or apps, personalized newsletters, the Account, but also the events and the services provided at events. For example, the option of paying cashless at an event for food and/or beverages using an app. A service can also extend in the future for other new services.

Personal data: any data whereby ALDA can directly or indirectly trace or distinguish you. For example, a name, e-mail address or an IP address.

Advertising Network: An RTB/Programmatic Network (also called Real Time Bidding Network) offers advertisers the opportunity to purchase advertising space through an auction. To optimise advertising, advertisers and RTB networks place cookies. By means of these cookies, you are tracked and targeted to visit other sites that are connected to the same network.

Privacy policy ALDA: this privacy policy of ALDA, the private company with limited liability, ALDA Holding B.V., Anthony Fokkerweg 61-5, 1059CP, Amsterdam, the Netherlands, is the data controller for the Processing of your Personal Data.

Processing (Process, Processed): All use of your Personal Data such as storing, modifying, forwarding or (partially) deleting these data. For example, ALDA processes Personal Data because you use ALDA websites and/or apps.

2. Persons younger than 16 years

Persons who have not yet reached the age of 16 (minors) may only register for an ALDA Account and/or Newsletter with the consent of a parent or legal guardian. The parent(s) or legal representative of the minor user must read this Privacy policy in the interests of the minor user and can exercise the rights of the user in question instead of the minor user.

ALDA advises parents or legal guardians to supervise the use that a minor user makes of the Service and to make such users aware of how their Personal Data can be used on the basis of this Privacy policy. ALDA makes reasonable efforts, with due observance of technology, to check that only users aged 16 or older can create an ALDA Account and/or fulfill purchases. ALDA does this for example by means of a birth date check when a profile is created and/or a purchase is fulfilled.



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3. Which of your Personal Data are Processed by ALDA?

ALDA Processes the following of your Personal Data for the purposes explained later in this Privacy policy:

- First Name;
- Surname;
- E-mail address;
- Gender;
- Date of birth;
- Address;
- Residence;
- Telephone number;
- Country; and
- Preferences such as artist preference, music preference, and geo-location only after explicit permission in an Optin of ALDA.

It is not the case that ALDA always uses all of your above-mentioned data. This depends on purposes as described later in this Privacy policy.

4. How does ALDA obtain your Personal Data?

ALDA obtains your Personal Data in the following ways:

Directly from you:

For example, if you sign up for a special campaign, newsletter or promotion run by ALDA, if you send an e-mail or otherwise contact ALDA (for example with questions about the use of the Services).

As a result of using the Service:

By means of your registration, you have access to the Service. In addition, ALDA can also offer the Service to persons without a registration. If you give permission for this, ALDA can read and store the unique characteristics of the device that has been used in the context of the Service. Based on the ALDA Account and/or the unique features of the Device which you use to access the Service, ALDA can keep track of your use of the Service, including the Content that is watched, read, listened, commented or shared using the ALDA Account. Insofar as mobile Devices are used, the location of the Device is passed on to ALDA in the context of the Service. Prior to installation of such apps on a mobile device, you are explicitly requested to allow your location data to be determined and used.

From third parties:

For example, if you or another visitor of an ALDA website or app uses social network functions that are integrated in the Service, ALDA may receive certain information from the relevant social network, such as Facebook, Twitter and Google+. ALDA may also receive information from partners who are involved with the Service. For example, ALDA uses services provided by other parties that help it to map and analyse the way in which the Content and websites are used. An example of this is Google Analytics. This tool enables ALDA to monitor websites (where do you click and how often). Other examples are partners who on your behalf handle payment for the Service. Examples are iDeal, PayPal or Adyen, which handle the payment transactions between you and the services/products provided by ALDA.



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5. What is the reason why ALDA Processes your Personal Information?

ALDA Processes your Personal Data for the following purposes:

5.1 In order to provide the Service:

Example; data that is entered when registering for a ticket or using a service (such as name and date of birth) can be used to check whether you meet the set requirements (in regards to age). Specified contact details can be used to inform you about (changes to) the Service or service e-mails.

5.2 In order to process payments:

Certain data that are requested when registering or using it, may be required for issuing invoices and processing payment for a Service.

5.3 In order to build a profile

ALDA strives to ensure that the Service is as relevant as possible for you. To do this, ALDA can keep a profile based on your use of the Service to get an idea of your most likely interests. ALDA can do this for example, by keeping track of what Content you request or which purchases (such as tickets, refreshments, merchandise or travel package) you make. Another way in which ALDA builds a profile is by using your location data at events (after gaining explicit permission to do so) to see which artists, music and experiences appeal to you. Based on these interests, ALDA can change the Content, including adverts. As an example, ALDA can then show recommendations for similar Content that has certain artists or events.

ALDA can also use these profiles for campaigns run by online advertisers. ALDA is and will remain the owner of these profiles and will never make these profiles available to third parties. ALDA only shares the segments (tags) with the advertisers (e.g. 'woman, age category 20 to 30 years), to ensure that the adverts match the interests.

5.4 In order to send personalized newsletters and promotions:

ALDA can also use contact information and other data that have been collected to send you newsletters and/or inform you by phone, SMS, push messages from apps or other suitable media, on products and services of our events. The content of these newsletters may be personalized according to your past orders and/or preferences. In case you do not wish to receive any more newsletters by e-mail, you can unsubscribe by using the link at the bottom of each mail or by sending an e-mail to privacy@alda.nl

5.5 In order to improve the Service and to identify general trends:

ALDA uses your usage data to analyse in a general sense how the Service is used and which trends can be observed, in order to make more informed decisions about, for example, further development of the Service and the Content offering. It is also possible to track purely technical trends for that purpose, for example which types of Devices or browsers are used to retrieve the Content.

5.6 In order to prevent misuse:

ALDA also Processes your Personal Data and your use of the Service in order to prevent misuse of the Service and the Content, to prevent fraud (e.g. with credit card or other means of payment), and to protect the rights of others (including the right-holders to the Content).

5.7 In order to carry out market research:

ALDA can contact you and former users and visitors of the Service that have provided their contact details for the purposes of market research. Participation in such research is always on a voluntary basis. ALDA can, based on this research, send offers to you and others who participated in this research, provided that prior permission has been given for this.

5.8 In order to ensure compliance with laws and regulations:



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Your Personal Data can be used to comply with laws and regulations that apply to ALDA, to deal with disputes and to have audits carried out.

5.9 ALDA can utilize profiling.

Which means collecting, analyzing and combining of (personal) data aiming to tag you in a specific (interest) category.

The importance of profiling is that we can gain interests which content you may be interested in and which products or services (including commercial products or services) would suit you.

Profiling ensures that both the content and ads are more in line with your personal interests.

Profiling can impact your privacy. For example, if false (interest) categories are linked to you based on incorrect or outdated data. If you believe that this is the case, the GDPR provides you the right to have your data modified or removed. In this case, please contact ALDA. For more information on the Right of correction, postage and removal send an e-mail to privacy@alda.nl

6. Why does ALDA Process your Personal Data?

The main reason why ALDA Processes your Personal Data is because this is necessary to provide its Service. For example, ALDA Processes your Personal Data so that it can grant you access to its websites, apps or events. It may also be the case that ALDA Processes your Personal Data because it is obliged to do so because of laws and regulations. For example, the Dutch General Act on Government Tax makes it mandatory to retain payment data for 7 years for the Tax Authorities.

Another reason why ALDA Processes Personal Data is because either ALDA or a third party has a legitimate reason for doing this, such as a commercial interest. In that case, ALDA will always make a thorough assessment as to whether this interest is greater than your privacy interest.

Finally, ALDA can Process Personal Data on the basis of your permission. For example, ALDA asks for your permission before placing and reading tracking cookies or before sending you (electronic) commercial messages.

7. Who does ALDA share your Personal Data with?

With other ALDA entities and events:

The Personal Data that are collected are Processed by ALDA also for the companies affiliated with ALDA. These companies can access your Personal Data insofar as this fits within the purposes described in this Privacy policy.

With (other) suppliers of ALDA:

ALDA can share your Personal Data with the suppliers it works with to realise the Service (for example a mailing company, market research agency, event partners or the party that has been commissioned by ALDA for the technical realisation of a website and/or app). Where possible, ALDA places these third parties under the obligation to act in the capacity of data processor. This means that ALDA determines the purpose for which and the manner in which the personal data are to be Processed and the data processor is only allowed to handle your data according to the instructions and (security) standards of ALDA. These agreements determined by ALDA with each data processor are set out in a so-called processor agreement. If these third parties are outside the European Economic Area (EEA), ALDA has reached (additional) agreements with these parties. ALDA signs a model contract with these data processors that has been approved by the European Commission (also called standard contractual clauses). Where data are transferred to the United States,



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ALDA either agrees on the model contract or ALDA allows the transfer under the EU-US Privacy Shield.

With other ALDA partners:

In specific cases, in the context of the purposes described above, it is necessary to share Personal Data with third parties who use this Personal Data independently. In addition, ALDA can provide Personal Data for marketing purposes to other partners selected by ALDA. ALDA will first request separate permission from you to do this.

With the authorities and others:

In exceptional cases, ALDA may provide Personal Data to authorities or third parties, if ALDA is required to do so by law or by order of the court, or if there is reasonable reason to believe that this is necessary in order to prevent damage or misuse.

In case of merger or acquisition:

ALDA may transfer its enterprise as a whole or part of its assets to a third party. In that case your personal data shall also be transferred to that party. We shall inform you thereof timely in advance. In case you do not wish to use our Service anymore, you can request us to remove your data.

8. Cookies

Cookies are small files that can be placed on your Devices by the websites and/or apps of ALDA. For example, information relating to website use can be collected using cookies about other visitors of the ALDA websites. There are different types of cookies. In some cases, cookies are automatically deleted when you close your browser; in other cases, these cookies are stored for longer and can be read the next time you use the Service. Where ALDA collects Personal Data using cookies, these Personal Data are Processed in accordance with the provisions set out in this Privacy policy. Before ALDA places non-functional cookies, ALDA will inform you about this and ask for your permission. It is only after permission has been given that these cookies are placed and read.

ALDA can also place tracking cookies, which are used by ALDA if you as a visitor navigate to third party websites where ALDA can place ads via an RTB and/or Programmatic network (see: 1 – Definitions). Additionally, ALDA uses third parties to analyse the use of its Content, websites, apps and the Service. These third parties also place cookies for ALDA on your Devices, which are used to map your use of the Service. For example, Google Analytics.

Cookies from third parties are placed on your Devices by third parties, and only these third parties have access to those cookies and the information collected by the cookie. Third parties that have permission to place cookies via the Service are, for example, advertising networks that place the adverts on the ALDA websites. Ad networks usually leave so-called “tracking cookies” on your devices. Tracking cookies enable advertisers to track your browsing habits so that they can display as many relevant ads as possible on the websites that you visit. Social networking services such as Facebook, Twitter and Google+ can also place cookies via the websites of ALDA. This is done via the buttons of these social networks that may appear on the websites of ALDA to promote (“Like”) or share (“tweet”) Content.



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Below is an overview of (technical) partners on the websites and/or apps of ALDA:

- Magnify (hosting & storage)
- Fanalist (engagement tooling)
- Viewsee (asset management for personal content publishing)
- Qikker (functional for storing cookie preferences);
- Google Tag manager (analytics pixel used to improve the ALDA platform);
- True SSL Certificates (website security)
- Paylogic (ticket partner)
- Mailcamp as mail provider
- Hugo BV as Bot, mail- & survey provider
- Google Analytics (analytics pixel used for research);
- Google Tag Manager (tags used for re-targeting)
- Facebook pixel (tracking pixel used for re-targeting within Facebook).

If you would like more information about the cookies that other parties place from the websites and/or apps of ALDA and the purposes for which and the manner in which these cookies are used, please read the Privacy policies of these parties on their websites and/or apps.

Browser applications can be set so that new cookies are no longer received the next time you use the Service. This differs from browser to browser; we recommend that you consult the help function of the browser if necessary. This should also explain how to delete cookies that have been previously placed.

Your current state: allow all cookies (Necessary, Preferences, Statistics, Marketing).
Changing your consent | Withdraw consent

Necessary

Necessary cookies are required to make a website usable. These cookies enable basic functions like page navigation, shopping carts and access to secure areas of the website.

Name	Provider	Purpose	Expiry
gdpr_cookie	www.alda.nl	Stores the user's cookie consent state for the current domain	1 year

Statistics

Statistics cookies help website owners to understand how visitors interact with the website, by collecting and reporting data anonymously.



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Name	Provider	Purpose	Expiry
_ga	Google Analytics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gid	Google Analytics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_gat	Google Analytics	Used by Google Analytics to throttle request rate	End of session

Marketing

Marketing cookies are used to track visitors across websites, with the intention to display ads that are relevant and engaging for the individual user.

Name	Provider	Purpose	Expiry
_fbp	.alda.nl	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	1 day
fr	.facebook.com	Helps us measure the success of our Facebook advertising and to better understand how Facebook users find and use our website.	3 months

9. How long does ALDA store your Personal Data?

ALDA will keep your Personal Data for as long as necessary to get you the best service or in case of refund terms, warranty or recurring contact needed to keep you up to date. ALDA stores your data for at least as long as you use the Service and if your Account is inactive, for a period of 2 years thereafter. The reason for ALDA doing this is so that you can easily return to using the Service when re-activating. If you have been inactive for a long period (longer than 2 years), ALDA will delete your data.

An exception to this is if the law prescribes that ALDA must retain certain data for a longer period of time. For example, the Dutch General Act on Government Tax makes it mandatory to retain payment data for 7 years for the Tax Authorities.

10. How does ALDA protect your Personal Data?

ALDA at all times maintains a level of security in the Processing of Personal Information that, in view of the state of the art, is sufficient to prevent the loss, alteration, disclosure of or unauthorised access to Personal Data. If ALDA engages third parties, then ALDA imposes the same level of security on them. ALDA has a close relation to its data processors and made clear agreements in our Processing Agreements.

Questions about this security can be directed to privacy@alda.nl.

11. What are your rights?

People whose Personal Data are Processed have certain rights under the law. At all times, you can view the Personal Data Processed by ALDA and adjust if required. You may also object to receiving information or targeted offers from ALDA via e-mail, telephone, post and/or SMS; you are also entitled to apply to have your data deleted



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in accordance with the applicable regulations. Finally, we would like to point out the right to file a complaint with the Dutch Data Protection Authority. ALDA tries to ensure that you can exercise these rights as much as possible yourself. For example, you can exercise your rights by viewing, correcting or deleting your data in your Account and/or use the unsubscribe link at the bottom of every e-mail. You can also exercise these rights by contacting us via the e-mail address privacy@alda.nl. ALDA will try to respond to your request within 4 weeks.

12. Changes to the Privacy policy

It may be that ALDA decides in the future to, unilaterally, change this Privacy policy. ALDA therefore recommends that you regularly check this Privacy policy to see if there have been any changes. If there are any major changes, ALDA will inform you about this in advance by publishing the amended Privacy policy. The latest applicable version of the Privacy policy can always be consulted on the relevant ALDA websites and/or apps.

If you have any questions regarding this Privacy policy please contact us at:

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<http://www.alda.nl>

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The most recent change to this document was on 27 november 2018.



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