

# Privacy Policy

ESNS (also 'we' or 'Eurosonic Noorderslag') is organized by Stichting Eurosonic Noorderslag, established and based in Groningen, Trompsingel 21, 9724 DA (registered in the trade register under number 02061408).

At ESNS we take your privacy seriously and believe you should know what personal information we collect and how we use it. We have done our best to keep this explanation brief and understandable. If you would like to learn more or need more information, you can always contact us via [privacy@esns.nl](mailto:privacy@esns.nl).

We reserve the right to change the terms and conditions of this privacy policy. If this happens we will notify you through our website and if applicable and necessary, ask you to renew your permission. Our privacy policy is designed with you in mind. With our renewed policy we embrace privacy by design and try to minimize personal information collection. However, to provide high-quality services, we need certain information as a (necessary) condition. How this privacy policy applies to you, depends on the way you interact with us. For example, if you purchase a ticket for one of our events, we will use your details to process the order, carry out the agreement and, unless you opt-out, inform you about our events. Or if you purchase a conference registration we will use your name, company name and email address to include you in our secure delegates database (only applicable for conference visitors), unless you opt-out.

## **Applicability**

This privacy policy explains how ESNS processes personal data, collected from visitors, artists, and data that we acquire through our website and/or social media.

Please note, this privacy policy does not apply to websites or systems managed by third parties. If you have a question about a system that is not managed by ESNS we advise you to consult their privacy policy.

We assure you that all personal information handled by ESNS is treated confidentially and in accordance with the General Data Protection Regulation (GDPR).

Which personal information do we collect?

- When you purchase a conference ticket, we collect and store your basic information which includes your contact information (ie. email, your name, company name, country, etc.) and payment details. Ticketing for the conference is managed by ourselves, but we make use of SeeTickets as our ticketing provider and customer management system.
- When you purchase a festival ticket, we collect and store general information about you (such as your name, e-mail address and telephone number). Ticketing for the festival is managed by ourselves, but we make use of SeeTickets as our ticketing provider and customer management system.
- When you place an order for other services (ie. a hotel room, bus or parking ticket) using our website, we may ask you for personal details such as your name, (e-mail) address and/or telephone number.
- If you are an artist, manager, agent or other artist representative and you apply to play at ESNS we ask you to fill out the artist application form. We need some basic



information about the act and representatives, which includes personal data. For example, we ask you for the representative's contact information, such as name, role, email, and phone number.

- In case you are invited to play at ESNS, our artist production team will ask for the personal details (name, role, email, phone number) of the travelling party, including artists and crew.
- In case you are invited to speak in a panel at the conference of ESNS, our conference production team will ask for the personal details of the travelling person(s). ESNS will use your name and image to promote the event.
- When you use our website(s) or the festival app, we collect information such as the browser and device information, IP address, location, the website you navigated from, what you did and did not click on our site/app, which pages you visited, and when you stopped using it. For more information, about website and app data please consult our Cookie Policy. If you use the social media function on our website or app to post something, we will receive basic information about you which is linked to your social media account.
- If you, as a visitor at one of our events, want to make use of a payment method, such as a wristband or debit card and want to take advantage of our additional services (including money return after the event) you will be asked to create an online account. In these cases, we ask you for your email address and password. In order to refund the outstanding amounts, you will also have to share your personal payment details. ESNS also offers fully anonymous payment methods, however, in this case, you cannot use any additional services during the event, nor can any remaining amount be refunded.
- If you want to participate in the Music Moves Europe Awards Public Choice campaign, and vote for your favourite artist, we will ask you to provide us with your basic personal information such as name, email and country of origin.
- Because we take footage of our events (i.e. video recordings and/or photos), you may be filmed during your visit. We reserve the right to use these recordings for both promotional and safety-related purposes.
- In case we knowingly collect the personal data of a child (a person younger than 16 years), we will ask parents for their permission. We will collect and use such information exclusively for the purposes specified at the time of collection. This excludes the recordings described above.

How do we use your personal information and why?

- We use your personal information to administer the agreement with you. We will use your personal information when you enter into a contracted relationship with us (if you purchase a conference and/or festival ticket, or if you use other services we offer), so we can:
  - process your order
  - accept the payment
  - provide service messages/customer service
  - comply with legal obligations
- We use your personal information for our business needs, such as:
  - To conduct market research to improve and adapt our products and services.

- To achieve our marketing objectives.
- To ensure the safety of our activities and participants.
- We use your personal information to:
  - keep you up to date with our offers, future events, products, and services. If you want to change this setting, you can unsubscribe or edit your preferences using the link in our emails or request a change via [privacy@esns.nl](mailto:privacy@esns.nl).
  - include you in our secure delegates database (only applicable for conference visitors). If you wish to be excluded from the delegates database you can do this yourself in your delegates account or send a request via [support@esns.nl](mailto:support@esns.nl).
  - deliver customized advertising on our website. Please, consult our Cookie Policy for more information. The use of Cookies can be personalized when entering our website.
- We will use personal information of artists (requested in the artist application form and/or Music Moves Europe Award Nominees and Winners) to:
  - administer the application;
  - book the acts;
  - arrange artist production details (ie. booking accommodations, taking care of catering, handling stage production)

ESNS and/or our media partners may make (or have made) video, audio and/or sound recordings during the event in which you, as a visitor, may be featured. We take the right to use these recordings on our website or social media channels (i.e. Facebook, Instagram, Twitter, Youtube) to promote the event. The recordings may be also used by our media partners, online, on radio and/or television as well as made public and/or multiplied on various media channels, without us and/or our media partners owing you any compensation. ESNS may publish recordings on the ESNS website for at least 12 months. ESNS may use quotes of speakers, artists, delegates and visitors for promotional and/or reporting means and in other publications. Additionally, ESNS creates backups and stores data to ensure optimal performance of our systems. The backups will only be used in case of a failure to restore our systems. The backup data will not be used for any other purposes than described above.

### **Browsing data, cookies and Google Analytics.**

To facilitate navigation on our website, we reserve the right, like most other websites, to collect user data using cookies. Cookies are small pieces of information (files) that the website leaves behind on the user's computer. The website instructs the web browser to store these files on the visitor's computer. Cookies can be adapted to your preference or turned off through the web browser.

We collect, (temporarily) store and analyze your browsing data to optimize your visit and usage of our website with Google Analytics. We use this service to follow and receive reports about how visitors use our website. Google may provide this information to third parties if Google is required by law to do so or insofar third parties process the information on behalf of Google. We have no influence on this. We concluded a processing agreement with Google, we anonymized the last octet of your IP-address within Google Analytics and



turned off 'sharing data', also for advertising purposes. We do not use any other Google services in combination with Google Analytics cookies.

### **Social Media**

On our website, we feature buttons that link to social media channels (including Twitter, Instagram, YouTube, and Facebook). Featured social media networks may place cookies in these buttons on our website. We do not have any influence over the usage of this data as it is handled by a third party and not ESNS. Every social media network is independently responsible for the usage and facilitation of the obtained data. In order to learn more, review the privacy policy and general terms and conditions of the relevant social media network.

### **Who do we share your information with and why?**

The information we receive we share:

- Within ESNS and with partners who provide services to us. This includes marketing and reporting systems, technical support and invoicing etc.
- With external service providers, also known as data processors. Such services include cloud platforms. These third parties provide the IT infrastructure for our products and systems.
- With third parties who deliver goods and services you purchased (i.e. registrations and tickets, hotel rooms, bus or parking tickets)
- With government agencies or other competent authorities when this is legally required.

We share your personal information with those third parties, who deliver the products or services for ESNS or on our behalf. The third parties use your personal information so they can process and carry out your order. We have entered into the necessary agreements with such third parties, including Mailchimp and Google, to ensure that your personal data is processed and protected by European and Dutch law.

Please note that the third parties that deliver services, such as the ticketing platform ([SeeTickets](#)), work according to their own terms and conditions and privacy policies ([SeeTickets](#)), which you will accept when creating an account with such a third party. ESNS has no control over these third parties and is never liable for any action or omission of such third party.

### **Data Retention**

We do not store your personal data longer than necessary. The usual deadline to delete personal data is two years after finalizing your order or application (as an Artist) unless a longer retention period is mandated or permitted under the applicable law.

In the case of claims or disputes, we may retain data for a longer period to secure evidence.

### **Your preferences and rights**

Your preferences

After you have agreed with our Privacy Policy and/or Terms and Conditions, you can change your preferences as follows.

- If you no longer wish to receive our marketing newsletter(s), you can adjust this setting by using the unsubscribe buttons at the bottom of our newsletter emails. You



can also contact us via [privacy@esns.nl](mailto:privacy@esns.nl) and we will manually adjust the settings for you.

- If you wish to be excluded from the delegates database you can do this yourself in your delegates account or send a request via [support@esns.nl](mailto:support@esns.nl).
- If you wish to edit or disable cookies on our website, please consult our Cookie Policy in the future.

### **Your rights**

After you have allowed us to use your personal information, you can still change your mind. Under certain circumstances, you have the right to:

- Revoke your consent to process your data,
- Request to delete or not use your data,
- Request a copy of all your personal information we keep about you,
- Request to rectify or update your information,
- Request transfer of the personal data that you have provided to us to a third party of your choice.

Please note that we may ask for a proof of identity before letting you view, add or delete your information.

To utilize one of the rights above, please contact our head office via [privacy@esns.nl](mailto:privacy@esns.nl). Please note that every inquiry will be processed within 4 weeks.

As a delegate or account holder, you are fully responsible for maintaining the confidentiality of your personal password and are liable for any actions that happen when this password is used to log into your account.

### **How we protect your information?**

ESNS has put in place appropriate technical and organizational measures to protect your personal information against accidental or unlawful processing or loss. These security measures depend on the type of information we collect.

We do everything we can to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changes to the data we are administering, by working in safe online environments, keeping our staff informed about the online safety and by aligning our activities with the GDPR standards.

For more information about how we secure your data, please contact us.

### **Where do we process your personal data?**

As an organization operating internationally, we may use services from companies which are located outside the European Economic Area (EEA). When personal information is shared via these services, strict rules apply to ensure that your data is protected on the highest level possible. When your data is transferred outside the EEA, we use one of the mechanisms below to ensure the safety of the personal information.

- The recipient has signed a contract with us based on “model contractual clauses” approved by the European Commission.
- The data is transferred to a recipient that is certified under the EU-US Privacy Shield Framework for this kind of data transfers.



### **How can you get in touch with us?**

If you have questions about our privacy policy or complaints regarding the way we treat your personal data, you can reach us via [privacy@esns.nl](mailto:privacy@esns.nl). We will process your inquiry as soon as possible and will come back to you within 4 weeks. You can also contact the Dutch Data Protection Authority, however, we advise you to always contact us first.

ESNS has the right to change this Privacy Policy. In that case, the new version of the privacy policy will be made public on the website of ESNS and we will notify you through a temporary banner. The amendment will take effect as soon as the new version of the privacy policy is posted.