

This policy explains what personal data LF2018/Friesland.nl collects both online and offline and how we use these data. Please read this policy carefully.

In general, we collect data about you when you create an account, buy a ticket, when you send us an email or call us, when you buy something at the cash registers we operate or manage, and when you use our websites, apps and social media. We use these and other data to offer you and our other customers better services, marketing and support (among other things by analysing your data to ensure a personalised experience). For example, when you create an account, buy a ticket, download one of our apps or contact us by telephone, we can ask your permission to use your data for certain purposes. Your options on how we use data are described here.

LF2018/Friesland.nl sells tickets on behalf of third parties that offer an event in the province of Friesland. These artists, agents, locations, promoters or sponsors from whom we receive tickets to sell to you are referred to as our "Producers". We share your data with our Producers and can share your data with other third parties, as described below.

LF2018/Friesland.nl is a controller (i.e. a person responsible for the processing of personal data) with regard to all data LF2018/Friesland.nl collects and receives about you when you use our services. LF2018/Friesland.nl is bound to and uses your data in accordance with the Dutch Personal Data Protection Act and the Dutch Telecommunications Act.

1. Cookies

Just like many other online companies, we use cookies (small text files our website places on your computer) and tracking tools.

We collect your data in the following ways:

- a. *Directly from you.*
For example when you register for a special offer, create an account, participate in a contest or free competition, download an app or buy a ticket, place a reaction on our website, ask us a question, email us or contact one of the call centres of LF2018/Friesland.nl.
- b. *By your use of our websites and apps.*
You can view and use our websites and apps via a computer, telephone, tablet or other device. On our websites and apps, we use tracking tools

such as browser cookies and web beacons to collect data regarding your use.

c. *From third parties.*

When you choose, for example, to use an integrated social media function on our websites or apps, the site of this social media platform will provide us with certain data regarding you, such as your name and email address. Your activities on our sites and apps can be placed on the social media platforms. More information on the third parties from whom we receive data can be found here.

2. Data we can store about you

We use the following data for the purposes described in this policy:

a. Your contact and account details.

We store the contact details provided by you (for example your name, address, telephone number, email, country in which you reside, preferred language) when you create an account with LF2018/Friesland.nl, buy a ticket and/or participate in our contests or special offers.

b. Your payment and invoice details

To handle your order, we store the payment and invoice details provided by you, for example your credit card number and postcode when you buy a ticket.

c. Data placed by you online.

We store, for example, data you have placed on our website or on an external social media site to which we have access (for example reviews placed or surveys filled in by you). When placing data online, the rights of others may not be infringed (including the right to privacy) and you must be aware that others can use, 'tag' and/or republish your data in a way that you would not expect (also in a way that is unlawful). You understand that we and others (including our Producers) may use and republish your data placed publicly online. This also includes the data you have placed on our website or when using apps or social media functions.

3. Data about your preferences

We can collect data about your favourite events or the products you buy or which you inquire after (for example as part of a survey or your review of an event). We can also store data about your interests and demographical categories that we derive from your interaction with us, in order to provide you with a better service and better targeted information. For example, when you buy a ticket for a certain show and many people who visited that

show also bought tickets for another concert, we can send you information about that concert.

Data about the use of the website.

When you visit our website, we can collect data about the browser you use and your IP address (this is a number with which the specific network equipment on the internet is identified and which your device needs to communicate with websites). We can see from what site you reached us, what you did and did not do on our site and what site you visited when you left our site.

4. We can use your data in the following ways and for the following purposes

- a. In order to provide you with products, services, account details and support.
For example, we can use your data to confirm your registration for an event. When you provide us with data about friends, we will use these data to offer services you request from us. Please first ask these friends for their permission before you share their data with us.

- a. In order to send you messages in connection with your transaction and the events visited by you.
For example, we can send you an email about your account or the purchase of a ticket or ask you to write a review about an event you visited. In addition, we can send you a one-time email to direct your attention to an event that may be interesting to you based on the event you already purchased or visited.

- a. In order to identify trends and interests.
We use your data in order to find out what your preferences could be, so that we can improve our offer and so that your experience with us is more targeted and personal.

- a. Checking and improving our products, services and websites.
We analyse your data to improve our understanding of you and our customer base in general. We do this in order to take better decisions regarding our services, advertisements, products and content, based on a better informed image of how our customers use our current services and to personalise your experience with us further.

5. You have certain options regarding how we use your data

When you create an account, buy tickets or download our apps, we can request your permission to collect, process or use your personal data for specific purposes. If you wish to withdraw the permission you have given us for a certain use, you can write to us or report your preference to us in one of the ways described below.

You cannot only opt out in writing, but also in the following ways:

- a. You can opt out of receiving marketing messages.
To no longer receive emails or text messages for promotional purposes, please follow the instructions provided in the advertising message you have received. Even when you opt out of receiving marketing messages, we will still send you transaction messages. This allows us to contact you about your orders.
- b. You can opt out of receiving our newsletters.
To no longer receive our newsletters, please change your account settings or follow the instructions provided in all of our newsletters.

6. We can share your data with the following third parties

- a. Within the LF2018 and Merk Fryslân organisations.
We can share all your data within these two organisations for all purposes referred to in this policy.
- b. Producers.
We only share your data with the producer of the event for which you bought tickets or in which you showed an interest in another way. That way, they can analyse the behaviour of their visitors, offer their visitors a better service and support and for any other purpose as described in the privacy policy of our Producers (also including marketing).
- c. Third parties that provide the goods and services purchased by you.
Your data can also be shared with the third parties in question that offer good and services that you purchased via our website (for example a dinner, rental bike or merchandise), so that they can process and execute your orders (among other things by contacting you).
- d. If we think this is necessary to comply with laws and regulations or to protect ourselves, our Producer or third parties.
Insofar as permitted by law, at the request of a governmental institution or another competent agency or organisation we can also share data to protect or enforce our rights or those of a Producer or a third party or to track and prevent fraud (including fraud with credit cards or fraud which we think took place during a lottery or special offer or at an event) and other crimes.

We use standard security measures

We have taken security measures in order to protect your data. The standard security measures we use depend on the nature of the collected data. Please remember that the internet is not 100% safe. We cannot promise that your use of our site is completely safe. We recommend that you be careful when using the internet. This also includes not sharing passwords.

If you have any questions or complaints or want to receive a copy of the data we store about you, please send an email to tickets@friesland.nl.

If you wish to correct, change or update data provided by you or withdraw a permission you have given us, please send an email to tickets@friesland.nl.