

# PRIVACY AND COOKIE POLICY AMF

## **Privacy and cookie policy**

This Privacy and cookie policy governs the manner in which Amsterdam Music Festival BV and its affiliates (AMF) collects, uses, maintains and discloses information collected from users (each, a "User", together "Users") of the <http://www.AMF-festival.com> website and the event specific sites operated by AMF ("Sites"). The Sites include among others:

- [amf-festival.com](http://amf-festival.com)
- [amf.tv](http://amf.tv)

This Privacy and cookie policy applies to the Sites and all products and services offered by AMF. AMF is responsible for the processing of your personal data through the Sites in accordance with the Act on the protection of personal data ("*Wet Bescherming Persoonsgegevens*")

## **Personal Data**

We may collect personal data from Users in a variety of ways, including, but not limited to, when User places an order, subscribes to the newsletter, responds to a survey or fills out a form. Users may be asked for, as appropriate, name, email address, mailing address, phone number, gender and birthdate. This information is used for ticket handling and payment processing, for communication about the event and related merchandising, customer services, event statistics and to manage event access. In addition, information may be requested and used to run a promotion, survey, contest or other site feature.

## **Newsletters**

If User decides to opt-in to our mailing list, he/she will receive emails that may include company news, updates, related product or service information or information on upcoming events or event related merchandising. These e-mails may be personalized according to your past purchases and website navigation. If at any time User would like to unsubscribe from receiving future emails, AMF includes detailed unsubscribe instructions at the bottom of each email or User may contact us via the unsubscribe section of our Site.

## **Storage period of personal data**

We will store your personal data for as long as necessary for ticket handling and for an additional period of two years after the transaction, unless law requires a longer storage period.

If you subscribe to our newsletter, we will store your e-mail address until you unsubscribe. Information on past purchases to personalize the newsletter will be stored for two years after each transaction.

## **Cookies and similar techniques**

In addition to the above, AMF may use cookies or similar techniques (hereafter "**Cookies**") whenever a User interacts with a Site.

When you agree to the use of cookies you automatically provide permission for the use thereof for the other Sites (including related events advertising and newsletters).

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The Sites may use the following cookies:

### **a - Functional cookies.**

These cookies may store your browser name, the type of computer and technical information about your means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information. This information is used to technically facilitate the navigation and use of the site. In addition functional cookies may be used to store personal settings such as language or to remember your order information for next visits if so requested.

### **b - Analytics cookies**

Our Site also uses analytics cookies placed by Google analytics to measure the number of visits and the parts of the site that are most popular among Users. This information is used to provide aggregate and statistical information on the use of the Sites and is used to improve the contents of the Sites to enhance User experience. Our Sites further use analytics cookies to measure how you have found our Site(s), in order to be able to measure the effectiveness of e-mail campaigns or Adwords on other sites. The analytics cookies cannot be linked to the personal data we store about Users as set out above.

AMF follows the manual for privacy friendly use of Google analytics issued by the data protection authority. Amongst others this means that AMF has entered into a processor agreement obliging Google analytics to use data only for the above analytics purposes. Furthermore Google is obliged to remove the last 3 digits of your IP address and to use the data separately from its other services. In case you nevertheless wish to opt-out of the use of these cookies, you can do so by adjusting your browser setting

Furthermore please note that our ticket handling partner Paylogic may use Analytics cookies by Google analytics cookies when you enter the Paylogic frame to order tickets This frame is operated independently from the Site(s) and the placing of Analytics cookies is outside our control. Please be referred to the Paylogic privacy information in respect of the use of these [cookies by Paylogic](#).

### **c - Advertising cookies through facebook and third party sites**

Our Site(s) further use cookies to show personalized newsfeed and advertisements when you visit facebook or other third party sites. If you do not provide us with permission to do so, we will not use cookies for this purpose. AMF' advertisements may then still appear on other sites and in your socialmedia newsfeeds, but they will not be personalized by our service providers or us.

### **d - Social media cookies**

You may share parts of our Site(s) on social media, such as twitter, facebook and instagram. These social media use cookies in order to enable you to do so. Please be referred to the privacy statements of the relevant social media for information on their use of these cookies.

### **Storage periods**

We use the following storage periods for cookies:

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- Functional cookies: per visit;
- Analytics cookies: three months;
- Advertising cookies: 365 days and Facebook 180 days

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

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal data, username, password, transaction information and data stored on our Site(s).

We use the following security measures:

- Internal security policy which is implemented
- Physical access protection
- Burglary-alarm
- Safe to store records
- Access protection by passwords/pincodes
- Protection by keys or passes
- Automatic logging of access and monitoring thereof

Sensitive and private data exchange between the Site(s) and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

### **Paylogic**

When you order tickets on the Site(s), you will do so by entering a Paylogic frame integrated in our Site and managed by Paylogic. For each specific AMF event, your ticket purchasing information is collected and stored by Paylogic on our behalf and Paylogic is only allowed to use your data for the above purposes in accordance with our instructions.

If you create an account with Paylogic for future use, Paylogic may use your data on behalf of other event organisers not related to AMF if you purchase tickets for such other events. AMF is not responsible for the use of your data by these other event organisers or by Paylogic on their behalf. In this respect, please be referred to the Paylogic privacy statement <http://www.paylogic.com/nl/aboutpaylogic/privacy-policy/>.

Furthermore please note that Paylogic may use Analytics cookies by Google analytics cookies when you enter the Paylogic frame. These cookies are placed by Paylogic independently from AMF and outside of our control. The use of these cookies is not affected by your (withdrawal of) permission for analytics cookies used on behalf of AMF.

### **Withdrawal of permission**

You have the right to opt-out of our use of your data for newsletters or other direct marketing purposes at any time. You may do so by clicking the unsubscribe option at the bottom of each newsletter or by entering the unsubscribe section under privacy and cookies settings on our Sites.

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You may also at any time withdraw your permission for the use of cookies by entering the relevant section of privacy and cookie settings on our website.

Please note that cookies already placed before your withdrawal, will not be removed if you do so. If you wish to remove existing cookies, please refer to your browser settings.

### **Sharing your personal information**

We do not sell, trade, or rent User(s)' personal data to others. We may share generic aggregated demographic information not linked to any personal data regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site(s) or administer activities on our behalf, such as sending out newsletters or surveys.

### **Third party websites**

Users may find advertising or other content on our Site(s) that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site(s). In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site(s), is subject to that website's own terms and policies.

### **Changes to this privacy policy**

AMF has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **Acceptance of these terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

### **Notification and Contacting us**

The processing of personal data by AMF is notified with the Data protection authority under number m1593044.

If you have any questions about this Privacy and Cookie Policy, the practices of this site, or your dealings with this site, please contact us at:

AMF

<http://www.AMF-festival.com>

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