



Privacy Statement

ByJackyH processes your Personal Data for the purpose of our services. We attach great importance to your privacy, and we will therefore handle your Personal Data confidentially and with all due care. Your Personal Data will be processed in accordance with the relevant applicable legal provisions such as the Dutch Personal Data Protection Act and, as of 25 May 2018, the General Data Protection Regulation. We would like to inform you clearly and transparently about this. In this Privacy Statement we answer the most important questions about the processing of Personal Data.

ByJackyH is the controller within the meaning of the Personal Data Protection Act and - as of 25 May 2018 - the General Data Protection Regulation. This Privacy Statement provides information about the collection and processing of Personal Data by or on behalf of ByJackyH. ByJackyH is registered with the Chamber of Commerce under number 81743157. ByJackyH has its registered office in Amstelveen and has its principal business office there at the address Coba Ritsemahof 7, and can be reached via the e-mail address jacky@byjackyh.com.

In this Privacy Statement, the following definitions apply.

- **Personal Data:** Any information relating to an identified or identifiable natural person ('the Data Subject'); an identifiable natural person is a natural person who can be identified directly or indirectly.
- **Processing:** An operation or set of operations relating to Personal Data or a set of Personal Data, whether or not performed by automatic means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, blocking, erasure or destruction.
- **Services:** Or the definition used in the GTC: The services to be developed and provided by ByJackyH as an event organiser, the provision of creative services, including marketing and PR services, as well as the production of works of intellectual and/or industrial property.

How do we collect Personal Data?

ByJackyH may receive information from you in the following ways:

Directly from you: for example, by you entering into an agreement with us, if you contact us by e-mail, telephone or in writing, or by you subscribing to our newsletter.

Via our website: for, among other things, the exercise, improvement and registration of our services, we collect various data via our website, including through the use of cookies.

Via third parties: we can make use of the services of third parties. These third parties then act on behalf of ByJackyH. This Privacy Statement also applies to the data collected via these third parties when they act as processors for ByJackyH.

This Privacy Statement does not apply to third party websites, such as websites or apps to which ByJackyH refers on its website and in its mailings. ByJackyH recommends consulting the privacy policies of these third parties on the websites in question.

What Personal Data do we process?

ByJackyH can process Personal Data about you because you use the Services of ByJackyH, and/or because you provide these data yourself to ByJackyH when filling in a contact form on the website. ByJackyH can process the following Personal Data:

Contact details provided by you, such as gender, name, address, telephone number, e-mail address and position.

Payment and invoicing data - data provided by you in order for us to be able to provide the service purchased by you.

Data provided by you when creating and/or maintaining a digital user profile and/or applying for the magazine and newsletter; such as last name, company, position, address, postal code, city. You can manage these data yourself within your account or, if you do not have an account, by sending an e-mail to jacky@byjackyh.com.

Derived data - such as IP address, traffic and location data and information about the use of our digital services such as the website(s). Personal preferences necessary for the successful execution of an assignment, such as preferences for participation in certain activities or dietary requirements. There is an implementation of Google Analytics, which is not processed anonymously. This means that, among other things, demographic data such as the age distribution of visitors can be used. The device that you use to visit our sites, the pages that you visited in our network, the articles read, location of reading, clicks on text links and advertisements, data on the use of a platform, time, topics read and clicks. These data are collected only with prior consent. This permission is requested at the moment that you visit (one of) our website(s).



Data resulting from your contact history (the incidental contact you have had with one of our contact channels (e-mail, letter mail, website, account manager, trade fairs, etc.); such as notes of conversations, customer questions, complaints and participation in research. This contact can be initiated either by you or by us.

We only process Personal Data of minors (persons under 16 years of age) if written consent has been given for that by the parent, guardian or legal representative.

For which purposes do we process these Personal Data?

ByJackyH uses the Personal Data obtained in the first place for the execution of the agreement that we conclude with you as a customer and for our internal administration. More specifically, we ask you to share Personal Data with us for the following purposes:

For offering, providing and invoicing our services for an event. In addition, you can reach us through various channels, including telephone, post, e-mail, Twitter, LinkedIn and Facebook. To make this possible, we also process Personal Data.

For the purpose of establishing, maintaining and improving the contractual relationship with you as a (potential) customer, or for the purpose of improving our services and products.

For the purpose of applying and executing legal obligations. This concerns, for example, Personal Data that are necessary to fulfil our tax obligations.

ByJackyH can send newsletters by e-mail. If you no longer wish to receive the newsletter, you can use the unsubscribe link at the bottom of the newsletter. Personal Data will not be used for any other purposes than those described above.

Third-party recipients

ByJackyH may share your Personal Data with companies affiliated with ByJackyH, its customers, subcontractors (such as processors) who provide services or carry out assignments on our behalf, suppliers, government agencies and other business relations. ByJackyH may be obliged to share your data because of a legal obligation resting on ByJackyH and/or in response to requests from authorities. ByJackyH has taken the necessary organisational and contractual measures to ensure that Personal Data are processed and protected in compliance with European and Dutch legislation.

Which cookies do we use?

To make it as easy as possible for you to use our website and to enable certain functions, our websites use cookies. Cookies are small information files that a website leaves on your device and that track your activities within our website. They include, for example:

- the visitor's IP address;
- the date and time of the visit;
- the URL of the referring site (the site from which the visitor comes);
- the pages visited on our website;
- information regarding the browser used (type and version, operating system, etc.).

Technical information and cookies are used by us to facilitate your visit to the website and to optimise the performance and user experience of our website. Cookies can be placed by ByJackyH itself as well as by other parties with whom ByJackyH works. Below you will find an overview of the types of cookies that are placed on the websites of ByJackyH:

Functional cookies

ByJackyH places cookies that are necessary for the website to function properly and to deliver a requested service. These cookies are used to save certain user and preference settings, to store any login details and to optimise the user-friendliness of the website.

Analytical cookies

ByJackyH makes use of analytical cookies, such as the cookies from Google Analytics, which gather information about the use of the website. These cookies record, among other things, the numbers of website visitors, the pages visited and the length of their stay. The collected data are used to improve the service and to optimally adjust the content of the website to the wishes and needs of the users. For the use of Google Analytics, ByJackyH has concluded a processing agreement with Google. That agreement ensures that the cookies of Google Analytics are set in the most privacy-friendly way. ByJackyH has not given Google permission to use information obtained via ByJackyH for other Google services.

Tracking or advertising cookies



Tracking cookies are cookies that collect data about the (internet) behaviour of the user of the website. These tracking cookies are used to enable the user to make optimal use of our website. For example, these cookies are used to record information about the visit so that relevant information can be used at a subsequent visit for the convenience of the user, for example by already filling in forms or offering advertisements that match the (search) profile of the user.

Disabling cookies

You can set your browser to inform you about the use of cookies and to allow you to decide whether to accept them in each case or to refuse the use of cookies in general. If you do not accept cookies, the functionality of our website may be limited.

Social media

On our websites you may be able to share information via social media, using the available social media buttons. Via these buttons, the relevant social media may place cookies. We have no influence on the use of cookies by these parties. They are responsible for the use and provision of data obtained by them in this way. This use is subject to the privacy policies and the general terms and conditions of the social media concerned.

This website uses cookies. We use cookies to personalise content and advertising, to provide social media features and to analyse our website traffic. We also share information about your use of our site with our social media, advertising and analytics partners. These partners may combine this information with other information you have provided to them or that they have collected on the basis of your own use of their services. You agree to our cookies if you continue to use our website.

How long do we retain your data?

ByJackyH will not retain your data any longer than necessary for the execution of the agreement, and in any case no longer than necessary to comply with a legal retention obligation.

What rights do you have regarding the processing of your Personal Data?

You have the following rights:

Information and access: We are happy to tell you which Personal Data of yours we have recorded or what we use it for.

Correction: It is up to you to make sure that ByJackyH has the correct Personal Data. If you want to have your Personal Data corrected or completed because they are incorrect and/or incomplete, please let us know. Then we will adjust them.

Erasure: You can also request us to erase the data we have on you. Erasure of data is not possible if the law requires us to retain the Personal Data in question. We may also still need to process these data for other purposes (administration).

Restriction: You can have the processing of your data restricted if you believe that your data are being processed unlawfully or incorrectly.

Objection/opposition: You may lodge an objection to the processing of data. If the processing is for direct marketing purposes, we will stop the processing as soon as possible. If you no longer wish to receive direct mail, there is the possibility to unsubscribe in every newsletter/ marketing email.

We may ask you to identify yourself before responding to the above requests.

You can object in writing to the use of certain data by ByJackyH, or request access to, or correction and/or erasure of, your (personal) data via the e-mail address jacky@byjackyh.com. Upon written request, any corrections you may have made will be processed. ByJackyH will respond to your request as quickly as possible, but in any case within four weeks. Complaints about the use of Personal Data can be directed to ByJackyH or to the Dutch Data Protection Authority.

How do we secure your Personal Data?

ByJackyH takes the protection of Personal Data very seriously and takes appropriate physical, administrative, organisational and technical measures to prevent abuse, loss, unauthorised access, unwanted disclosure and unauthorised changes. If you nevertheless have the impression that your data are not properly secured or that there are indications of misuse, or if you would like to receive more information about the security of your Personal Data, please contact ByJackyH via jacky@byjackyh.com.

When you are present at a ByJackyH event, there is a possibility that you will be photographed. We are not obliged to ask your permission for this, because it is not our goal to use the pictures for your identification. The pictures are made to promote ByJackyH, but also to promote the Client, and are only meant to give an impression of the atmosphere. For all aspects arising from the agreement with the Client, the explicit permission of the Client has been requested (and obtained). In addition, under the GDPR, we see it as a legitimate interest to use the photos taken on our Social Media channels. If you are in a photo that you would like to have removed, please email your request to jacky@byjackyh.com. We will process your request within four weeks of receipt.



Changes

We may change our privacy policy. We will adjust our privacy policy in this Privacy Statement. We therefore recommend that you regularly check our current Privacy Statement for any changes.

Questions, comments, complaints

If you have any questions, comments or complaints about this Privacy Statement or about the way ByJackyH handles your Personal Data, please contact us by e-mail via jacky@byjackyh.com.