



## Privacy Statement

Paylogic believes privacy is very important. We set ourselves the goal to protect personal data of our fans (“data subjects”) at all times from unauthorized use and process this information according to the relevant privacy laws. With this privacy statement we would like to inform you how we do that and why we are compliant with our legal obligations towards processing your information, based on the General Protection Data Law (“GDPR”), the Cookie Law and the Telecommunication Law.

Paylogic will solely use your personal data according to this privacy statement. We will not sell or rent your personal data to third parties for commercial reasons. Neither will we use your personal data for automated decision making based on your preferences (i.e. profiling).

By agreeing with the Terms & Conditions in the purchasing-process, you’ve also agreed with this privacy statement and the way we process your personal data.

### Context of this privacy statement

- (A) Background;
- (B) Processing of your personal data;
- (C) Use of personal data;
- (D) Information security;
- (E) Right to information, rectification and deletion of personal data;
- (F) Contact.

#### A. Background

We want to give you insight on how we process and protect your personal data. With “we” or “Paylogic”, we mean all entities of Paylogic and its holding(s).

Paylogic processes personal data solely for the organizer of an event (“Organizer”) and is qualified as the “processor” according to the GDPR. The Organizer is qualified as the “data controller” of your personal data according to the GDPR, and is in many ways end-responsible for what happens with your personal data. Paylogic is obligated for example to hand-over all personal data to the Organizer when the processing by us has finished. Further use of your data is then at the discretion of the Organizer. We therefore advise you to read the Terms and Conditions and/or privacy statement of the Organizer before you make a purchase.

Paylogic also processes personal data for itself. This is the case when you create a personal account ("Paylogic Account"). Protection of your data remains at the same high level, the only difference is that we are also the data controller. Read more about the purpose and use of personal data in the next sections.

## **B. Processing of your personal data**

Paylogic processes personal data only when it's legitimate, transparent and with a clear purpose i.e. facilitating the sale of tickets and related services between you and the Organizer. Privacy laws dictate that we need to provide the data subjects with detailed information about the purpose of processing (B1) and that personal data must be processed based on a legitimate legal basis (B2). Furthermore we would like to give you insight on the different categories of personal data that you provide us and how we use each category. (B3-4-5).

### **B1 - Purpose**

Paylogic process your data for the following purposes:

- Provide (entrance) tickets and related services i.e. merchandise on behalf of the organizer to the customer, like implementing/changing barcodes, scanning tickets on the event locations, facilitating booking of hotels, transfers or additional (cancellation) insurance for the customer;
- Facilitating and monitoring the payment, including services related to fraud prevention and detection;
- Being able to provide Organizers and customers information regarding their purchase or the event;
- Storing data for the Organizer via our client-portal in the back office;
- Improving our overall service for the Organizer and the customer.

Paylogic will not use personal data for purposes other than those stated above, unless this is explicitly asked by us AND agreed by you.

### **B2 - Legitimate base**

Personal data may only be processed when there is a legitimate base to do so. Paylogic processes personal data on the basis of the agreement between the Organizer and the consumer for the sale of tickets and related services. With your purchase and you agreeing to the Terms and Conditions relating to that sale, we are lawfully allowed to process your data to fulfill our obligation towards you and the Organizer. Our Paylogic Account works in the same way; by creating the account and agreeing to our use of it, you also agree on the processing of your data related to that account. For specific use and processing of personal data we or the Organizer will ask you for explicit consent. We need your explicit consent as a base to use your personal data for services that do not relate to a specific purchase, for example to notify you about upcoming events you might be interested in. In such cases we will always ask you for an opt-in before we may process your information for these purposes. A third legal base for processing your personal data is when Paylogic has a legitimate

interest in doing so. This is the case when we need to process your personal data to investigate (possible) fraud.

### **B3 - Necessary personal data**

The following personal data is necessary to fulfill our obligations under the agreement or for protecting our legitimate interests:

**Name:** To verify your identity by either Paylogic (or the Organizer when tickets are on an individual basis) for the purpose of entry into an event and payment information.

**Email Address:** To provide you with an online ticket and/or inform you about important updates surrounding the specific event.

**Telephone number:** To contact you in case of an important update surrounding a specific event or your order.

**Date of Birth:** To verify your age in accordance with any (legal) obligation of Paylogic and/or Organizer for initiating a purchase and/or gaining entry to an event.

**Gender:** To organize the necessary (sanitary) facilities at an event.

**Payment information:** To process and monitor the payment through our payment service provider(s), including fraud detection and prevention. We never store card details.

**Postal address:** To physically deliver tickets and goods to the consumer and to verify used payment methods with the personal data of the user of that payment method.

**IP address:** To enable certain payment methods and to prevent fraud.

**Passport or ID:** To facilitate a booking with a service provider, for example a hotel and/or transfer agency.

**TAX information:** In the cases where the consumer is a company.

### **B.4 - Additional personal data**

On the request of the Organizer additional personal data may be asked of you. These requests can either be mandatory or voluntary, and needed for specific purposes in regard to special events or contributing to the "event experience". The Organizer may deny a sale if this information is not provided by the consumer.

### **B.5 - Use of "Cookies"**

"Cookies" are small programs that log your entries on our website, and are mostly used as a way to improve the overall functionality. In some cases, cookies are also used to connect with third party apps, like Facebook or Twitter.

The following (functional) cookies are used on our website:

- To provide a “token” so that certain input fields in the purchase process will be remembered when the user re-enters the website.
- To use Google Analytics, based on anonymized IP-addresses of users and in order to improve our services to customers.
- To provide a plug-in to share a URL via AddThis. When this is enabled, iframes with content from Facebook, Google+ and Twitter can be transferred to our website. These parties can also place cookies on the device of the user.

### **C. Use of personal data**

Paylogic uses personal data solely for the legitimate purposes and grounds mentioned under section B. Paylogic will not share your information with third parties other than the Organizer, unless these third parties are a necessary part of the chain in order to provide you with our services. Paylogic will only share personal data with the parties mentioned below and only under certain conditions. All third parties that Paylogic shares personal data with are obligated to use and protect your data in the same way as Paylogic does. This is guaranteed either by a contract between Paylogic and the third party or by applicable law.

#### **C.1 - Third parties**

Paylogic may share (part of) your personal data to:

- Payment Service Providers (PSP's);
- Postal companies for Physical delivery of goods;
- Service providers like travel agents, hotels and insurance agencies.

Apart from the aforementioned third parties, Paylogic will share personal data in the following situations:

- a) When Paylogic has a legitimate interest for sharing personal data, for example in the case of investigating fraud or other (possible) illegal activities by the data subject;
- b) At the request of an authorized person or an authorized (public) authority such as an authorized supervisor or (law) enforcer. Examples include providing information in response to a summons, a warrant, court order, including subpoenas of private parties in civil proceedings.
- c) If we have to make this information known to your agent or legal representative, for example, the holder of a power of attorney or a designated guardian.
- d) To future companies that become part of Paylogic or in the case where Paylogic merges with another company or becomes another company.

#### **C.2 - Use of contact data**

Paylogic will only use your contact data for the following reasons:

- To provide you with information i.e. relevant updates concerning your order or the specific event;
- Confirmation of a successful creation of your Paylogic Account;
- Notifying you about a payment status, for example in the case where a payment has not been processed correctly or when we have reason to believe an unauthorized payment has been made by you or a third party.

## **D. Information security**

Paylogic is dedicated to protect all personal data from unauthorized use by third parties. We have implemented the necessary required security standards regarding your personal data according to relevant laws, and where we deem fit more than the required standards.

With regard to a Paylogic Account, we always advise our users to never share login information with others to protect the integrity of the account. We will never ask you for your password or any other sensitive information by email address or phone.

### **D.1 - Procedures and security measures**

Paylogic maintains physical, electronic and procedural measures to comply with European and national (privacy) laws at all times. We review our procedures and measures on a periodic basis and implement the necessary changes i.e. updates based on those assessments.

### **D.2 - Security standards**

Our security systems, amongst them our security standards PCI DSS (Payment Card Industry Data Security Standard), are regularly tested and assessed as part of an independent audit. All transactions and e-mails take place within secured TLS-protocols. We advise our users to always check the certificates are authentic before use to guarantee a safe transfer of data.

### **D.3 - Access**

Only employees and third parties that necessarily need access for the fulfillment of our service are granted access to personal data.

### **D.4 - Storage**

Paylogic's external server room(s) are located within the EU (Netherlands) and protected by rigorous safety measures, complying with Dutch law and industrial standards.

### **D.5 - Data breach**

Paylogic guarantees that, in accordance with the applicable privacy laws and guidelines from the competent authority, a data breach procedure is in place to adequately assess any (possible) data breaches to personal data. In the case of a data breach, Paylogic will inform the Organizer and - under certain stipulated conditions set by the GDPR - to competent authority and/or the data subject. This is the case when the breach contains a high risk to the data subject's fundamental rights.

#### **E. Request for information, rectification and deletion of personal data.**

Data subjects have the right to submit a request for information, rectification or deletion of personal data. The request can be addressed to the Organizer or Paylogic. In any circumstance, the data subject has to prove his or her identity in a way to be further decided by the Organizer or Paylogic. A request will be processed within thirty (30) days and the data subject will be informed after the request has been handled.

#### **F. Contact**

If you have any further questions about this privacy statement or if you have a request under E, please contact us via [Privacy@Paylogic.com](mailto:Privacy@Paylogic.com) or go to [customerservice.paylogic.com](https://customerservice.paylogic.com)