



Privacy Statement Experience Antwerp BV

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ARTICLE 1 We respect your privacy

Experience Antwerp attaches great value to your trust in our company. We therefore take your rights in data processing seriously. In this privacy statement we explain how Experience Antwerp collects, processes and uses your personal data. It thus constitutes the general data processing policy.

The data controller is Experience Antwerp bv, private limited company, with company number BE 0746.766.376, having its registered office at Engelse Beurs 4 - 2000 Antwerp.

The joint controllers are all providers on the platform, including the City of Antwerp, Grote Markt 1, 2000 Antwerp, who is the organiser of the initiative.

For questions about this privacy statement and our policy, you can always contact our services, either by telephone on 03/222 90 50, using the online contact form or by email: info@experienceantwerp.be.

For questions that are more than a request for information, we may ask you to identify yourself, so we are certain that we provide the requested information and data to the right person.

ARTICLE 2 When does Experience Antwerp process data?

Experience Antwerp collects and processes your data when you use our website to place an order for cultural and recreational activities or when you contact us in any other way. If you are a supplier, your data or those of your contacts will be processed in the context of these activities. Furthermore,



your data, as a customer or supplier, will be processed when drafting invoices and other accounting documents. In some cases we process your data with the purpose of presenting you with our services (direct marketing). Finally, we may process data about you because it is necessary for our activities, for example to perform the contract you have requested.

ARTICLE 3 What data does Experience Antwerp process?

Experience Antwerp processes the following personal data in the context of its activities:

- Cookies - With every use of our website, various personal data may be collected about you based on cookies and similar technologies, in particular your IP address.
- Customer data - When you provide us with your data for the purpose of placing an order, booking or other services for which you rely on us, we collect: your name, address, e-mail address, telephone number, company name and VAT number and all other personal data that you voluntarily provide us. We may also collect information related to your interests or plans for future bookings or related services.
- Financial data - In the context of our accounting we collect data such as your bank account number, IBAN number, ...
- Supplier data - If you are a (potential) supplier, we process the following personal data: your name, first name, address, e-mail address, telephone number, company name and VAT number and all other information that you voluntarily provide us.
- Communication data - When you call, email or fill in a contact form, we collect the following personal data: your name, e-mail address, telephone number and all other data that you voluntarily provide us.
- Data for direct marketing - When you subscribe to our newsletter or give an 'active consent', we collect your name and e-mail address and all other data that you voluntarily provide us. this case, in this case Experience Antwerp acts as data controller.
- Data for direct marketing from our providers - When you subscribe to the newsletter of one of our providers or give an 'active consent' to one of our providers on our website, they collect your name and e-mail address and all other data that you voluntarily provide us.

ARTICLE 4 For what purposes does Experience Antwerp process data and on what basis?

Experience Antwerp uses your personal data for the following purposes:

- Cookies - to maintain and improve our website and to include personal data in statistics, on the legal basis of your explicit prior consent;



- Customer data and financial data - for our customer management, i.e. the correct execution of your booking or providing you with related services or products, on the legal basis of the performance of a contract and to comply with our legal accounting obligations;
- Supplier data - to send you an offer after a request, to place an order, to pay your invoices and to communicate with you, on the basis of the performance of a contract;
- Communication data - to process your question or request, based on your explicit prior consent online and our legitimate interest in contacting you by telephone;
- Data for direct marketing - to inform you about the services we offer, newsletters, actions, promotions, communication / public relations based on our legitimate interest regarding existing customers or your explicit prior consent if you are not yet a customer of Experience Antwerp. You can indicate at any time that you no longer wish to receive our newsletters via the opt-out option in our e-mails or by contacting us directly by email or telephone.
- Data for direct marketing of our providers - to inform you about the services they offer, newsletters, actions, promotions, communication / public relations based on the legitimate interest regarding existing customers or your explicit prior consent if you are not yet a customer of the respective provider. You can indicate at any time that you no longer wish to receive their newsletters via the opt-out option in their e-mails or by contacting them directly by email or telephone.

ARTICLE 5 Will the data be disclosed to third parties?

Your data are mainly processed internally within the framework of customer management and accounting. They may be transferred to subcontractors that we use. This is for example the case for the proper performance of your booking and possible related services for which you rely on us.

For certain analysis or assignments, they can be transferred to subcontractors that we use, albeit always under our control/under the control of Experience Antwerp.

Your personal data will be processed (solely) by the relevant controller and/or joint controller(s) – all of whom are bound by the confidentiality stipulated in the data processing agreement – in compliance with a (mutual) open marketing data policy.

This (mutual) open marketing data policy means that all (raw) (sales) data, and if necessary other data, with the exception of those datasets and databases whose confidentiality is protected by a legal provision or where confidentiality may logically be expected, can be used by all (individual) providers on the platform and shared with each other (i.e. mutually), but this is exclusively in order to realise a strong(er) sales policy.

We have ensured that our employees and partners are bound by confidentiality and compliance with data protection regulations.



Sometimes we are obliged to transfer your data. This is particularly the case if we are legally obliged to do so or if public authorities have the right to request data from us.

In principle, your data will not be transferred on to third countries (outside the European Economic Area) or international organisations.

If we ever cease or transfer our activities to someone else, for example because we go bankrupt or sell our activities, this could mean that your personal data will be transferred to third parties who will take over all or part of our activities. In that case, we will always inform you in advance to the best of our ability, but you acknowledge that this is not technically or commercially feasible under all circumstances.

Your personal data will only be transferred on to third parties if this is permitted by law or if you have given prior consent. In particular, we will not sell or otherwise market your data to third parties.

ARTICLE 6 Your rights

If we process your data for direct marketing purposes, you can object to this at any time. To do so, it is sufficient to contact Experience Antwerp by telephone or by e-mail.

You can always access the data that we process about you and, if necessary, have it corrected, supplemented or deleted. To do this, it is sufficient to request this by email at info@experienceantwerp.be, with proof of your identity. This is to prevent your data from being communicated to someone who is not entitled to it.

You also have the right to request your personal data in digital and readable form and / or to transfer it to other controllers or to another service provider of your choice. To the extent that our processing is based on your prior consent, you have the right to withdraw that consent at any time.

The exercise of these rights is, in principle, free of charge and will be dealt with as soon as possible, but at the latest within the legally stipulated time limits.

If you do not agree with the way Experience Antwerp processes your data, you can always submit a complaint to the Data Protection Authority, Drukpersstraat 35, 1000 Brussels, contact@apd-gba.be. If necessary, you can also go to the civil court to claim damages.

ARTICLE 7 Security

We have taken the necessary measures to secure your personal data appropriately. Experience Antwerp guarantees the integrity, security and confidentiality of personal data, both technical and organisational. Experience Antwerp only stores important personal data on its own secure servers or on secure servers of Gantner NV.



ARTICLE 8 Retention period

We will retain your personal data for the duration that is necessary in accordance with the purposes of processing described in this Privacy Statement.

For legal obligations, we keep your billing data for at least 7 years from the last invoice date. We retain customer and supplier data as long as the customer relationship is maintained until 2 years after it has ended.

Personal data may also be stored for a longer period if this is required in order to comply with a legal obligation, to be able to assert legal claims (if any) or to respond to supervisory authorities, as well as (exclusively) for archiving purposes for matters of public interest or historical/scientific research.

After the expiry of the retention period, your personal data will, in principle, be deleted.

ARTICLE 9 Amendments

From time to time, we need to update or amend this Privacy Statement to reflect changes in our business practices, data collection practices or organisation. We reserve the right to amend this Privacy Statement at any time, without prior notice, other than the publishing of the amended statement on our website.

If you do not agree with the amendments, you should stop using the website and no longer provide us personal data before the amended Privacy Statement comes into effect. If you continue to use the website or provide personal data after the amended Privacy Statement comes into effect, you are bound by that new Privacy Statement.

ARTICLE 10 COOKIES

Our website uses cookies and similar technologies. This helps us to provide you with a better user experience when you visit our website and also allows us to optimize our website. Without your prior consent, we only place strictly necessary cookies. For all other cookies, we first ask for your consent.

What are Cookies?

Cookies are small text files containing information that are downloaded to your computer or mobile device when you visit a particular website. Cookies are then sent back to the web page from which they originate with each subsequent visit, or to another web page that recognizes the cookie. Cookies are used to make our website work properly or more efficiently, and to provide information to the owners of the website.



Cookies have many different functions; for example, they allow you to navigate efficiently between pages, they remember your preferences and provide a better user experience in general. Cookies can tell us if you have visited our website before or if you are a new visitor. They also help to ensure that the advertisements you see online are relevant to you and match your interests.

Cookies can be divided into two broad categories:

Direct cookies ('first-party cookies'): these are placed directly by us on your computer or mobile device;

Indirect cookies ('third-party cookies'): these are placed by external parties on our behalf. We may use indirect cookies for the following purposes: functionality, performance/analysis, advertising/tracking and social media.

The period for which cookies remain on your computer or mobile device may vary from cookie to cookie. So-called session cookies are only stored temporarily, only during a surfing session, and expire when you close your browser. On the other hand, persistent cookies are stored on your computer or mobile device for a longer period of time and are not deleted in case you close your browser. These cookies can be used by our website to recognize your computer or mobile device when you open your browser and browse the web.

The cookie list below gives you an overview of the cookies that our website uses.

The cookies used by us and our partners in the context of our website can each be individually classified into one of the five categories, namely strictly necessary cookies, functional cookies, analytical cookies, advertising and tracking cookies and marketing cookies. In the list you will find some more information about each category and purpose for which the cookies are used by us and/or third parties.

Strictly necessary cookies

These cookies are necessary for our website to function correctly and are therefore placed without your consent. For example, we use them to remember your privacy settings, to allow you to log in to our website or to block access to secure areas of our website. We do not collect personal data with these cookies and never transfer the collected information to third parties.

Functional cookies

We are happy to offer you additional features and personal settings to offer you the best surfing experience. Functional cookies help us a long way. Among other things, they allow us to enable the submission of forms or to show when you are logged in. Without your consent, certain functions of our website will not work.

Analytical cookies

We want to keep improving our website and services. Analytical cookies are a useful tool in this regard. They provide us information such as the number of visitors to our website, to better



understand the visitors to our website so that we can improve the presentation of our content where necessary, to conduct research and diagnostics to improve product offers, which pages are the most popular, etc. However, we never place them without your prior consent, but would of course appreciate it if you would give us your consent.

Marketing cookies

These cookies are placed for marketing purposes and are used to track your browsing behavior after you have visited our website and/or to show you personalized advertisements. These cookies can be placed on our website by us or by third parties. You decide whether you consent to the placement of such marketing cookies.

We may allow external companies, including advertising companies (such as Google) to place cookies on our website. Such cookies enable those companies to track and record your activity on various websites where they place advertisements, so that they can show you advertisements they deem relevant to you while browsing. These cookies store information about the content of your browsing activity, along with an identifier linked to your device or IP address. These cookies also enable us and third parties to determine whether you have seen a particular type of advertisement and how long that was. That information, in turn, is used for frequency targeting, to enable us to tailor the advertisements you see and to measure the effectiveness of advertisements.

Indirect (third-party) cookies:

On some pages on our website, third parties that provide applications through our website may place their own cookies to track the success of those applications or customize applications to your needs. Due to the way cookies work, we do not have access to such cookies; nor do the third parties have access to the data stored in the cookies we use. Some pages of our website may contain integrated ('embedded') content; such external websites may place their own cookies.

How do I manage my cookies?

On your first visit to our website you will be asked to accept our cookies. Afterwards, you can manage your cookie preferences at any time. Please note that turning off cookies may mean that you can no longer use all the interactive features of the website and/or online courses and content. In addition, most browsers contain instructions on how to change cookie settings. Such settings are usually located in the 'options' or 'preferences' menu of your browser. If you determine that other cookies are placed through our website, we thank you to notify us immediately so that we can make the necessary adjustments.

We give you as much information as possible about cookies placed by third parties. However, if you want to know more, we kindly refer you to the privacy statements of these parties on their respective websites. Please note that we do not have any influence on the content of those statements, nor on the content of the cookies of these third parties.



ARTICLE 11 CONTACT US

If you have any further questions or comments regarding the processing of your personal data, please contact us by e-mail at info@experienceantwerp.be, by post at Engelse Beurs 4, 2000 Antwerp, Belgium or preferably via the online contact form at www.experienceantwerp.be.

More information about cookies can also be found at: <http://www.allaboutcookies.org/>.

More information about online behavioral advertising and online privacy can be found here: <http://www.youronlinechoices.eu/>.