

Privacy Statement

Whose privacy statement is this?

This is the privacy statement of:

MECC Maastricht BV

Registered office: Duboisdomein 5a, Maastricht, the Netherlands.

What is a privacy statement?

MECC Maastricht protects your privacy. Privacy protection is two-fold: (1) your data are properly secured and (2) you have clear insight into what MECC Maastricht does with your data.

This privacy statement explains how this works by answering several questions:

- *Which of my personal data are processed and for what are these data used?*
- *Are my data shared with other parties and if so, with which parties?*
- *How long does MECC Maastricht retain my data?*
- *Which measures has MECC Maastricht implemented to protect my data?*
- *What are my rights? What can I retrieve, reverse, rectify, or have erased?*
- *Whom can I contact if I have questions about privacy?*
- *Whom can I contact if I have a complaint about how MECC Maastricht deals with my privacy?*

Because MECC Maastricht is a complex organization and an influential regional hub, you can come into contact with it in various ways and in several capacities. The sections below explain how and in which role MECC Maastricht processes personal data.

I'm attending an exhibition, conference, or event at MECC Maastricht

MECC Maastricht's halls are home to exhibitions, conferences, and many other events. Various parties may process your personal data in this regard.

If MECC Maastricht organizes the event itself (in its own capacity), it is responsible for processing your personal data.

But in most cases, MECC Maastricht only provides the halls or conference space to external parties who then organize their own exhibition, event, or conference. These parties are then also responsible for lawfully processing personal data for that purpose.

You might also share personal data with exhibitors or other parties participating in a fair or event. In such cases, the exhibitor – a stallholder, for example – is responsible for lawfully processing your personal data.

Exhibitions, conferences, and events at MECC Maastricht

This section of the privacy statement provides insight into the personal data that MECC Maastricht processes when you visit an exhibition that MECC Maastricht has organized. In these cases, MECC Maastricht is responsible for ensuring that your data are processed lawfully. These exhibitions include:

- BBB Maastricht
- GG Dreamhack Sports
- Limburg Leads
- Interclassics Maastricht
- Interclassics Brussels
- Interclassics Young Timers

Which of my **personal data** does MECC Maastricht process when I visit an exhibition, event, or congress that MECC Maastricht organizes itself?

- Name and address details
- Contact details, such as telephone number and email address

- Gender
- Company name
- Visitor registration
- Interests in specific services, products, or areas of interest as part of the event
- Correspondence and content of communication with MECC Maastricht
- Data from evaluations and customer satisfaction surveys (anonymized)
- Camera images (with date, time, and place)
- Involvement in any incidents
- Date and location of appointments with the MECC Maastricht organization.

For which **purposes** are these personal data used?

- Organizing and producing events
- Communicating, including answering questions and providing information
- Customer relationship management, PR and marketing, including sending invitations for events
- Arranging an efficient exhibition visit
- Matching and bringing together supply and demand (via a matchmaking app.)
- Selling products, providing services, and delivering orders
- Organizing and holding specific campaigns and competitions
- Hotel and restaurant reservations
- Making restaurant reservations and sending reservation confirmations
- Selling parking tickets online
- Conducting customer satisfaction surveys
- Improving services
- Recording and handling incidents
- Granting access authorizations (providing access);
- Protecting people's safety
- Internal control and corporate security
- Security of buildings, grounds, and goods
- Invoicing and payment purposes
- Facilitating credit card payments
- Making payments or collecting receivables, including handing them over to third parties for collection
- Settling payment disputes.

Exhibitions, conferences, and events that MECC Maastricht does not organize itself

If you visit an event that MECC Maastricht does not organize itself (i.e. MECC Maastricht merely provides the space), the personal data you provide for this purpose are processed under the responsibility of the organizing party ('organizer').

Sharing with exhibitors and other organizations (third parties)

If you register for an exhibition, MECC Maastricht may share a limited set of personal data with specific exhibitors or other entities if you have consented for this purpose during the registration process. This includes your name, gender, position, the contact details you provide, the organization you represent, and the product and service preferences you state when registering.

If you are visiting an exhibition or event that uses access badges, you can choose to have one or more exhibitors scan your badge. This is never compulsory. Your badge contains the data that you provided during registration. By scanning the badge, you consent to sharing your data with the relevant exhibitor.

An exhibitor may inform you about its services or products based on the data provided. If you no longer wish to receive information from a particular exhibitor, you can always unsubscribe from them.

If you provide data to one or more exhibitors, those exhibitors are responsible for lawfully processing these data.

An exhibitor may be located in a country outside the European Economic Area (EEA) that might not have the same level of data protection as the EEA. For more information on the processing of your data by exhibitors, we recommend that you consult their respective privacy statements.

I use MECC Hotel Services

MECC Maastricht partners with hotels to be able to offer you the ideal accommodation when you visit an event. If you use MECC Maastricht's Hotel Services, we process these **personal data** to facilitate your stay at the hotel:

- Your name
- Contact details, such as telephone number and email address
- The name of the organization with which you are associated as a guest (i.e. the organization that made the booking on your behalf)
- The hotel in which you are staying
- The period of your stay
- Specific wishes relating to the stay (preferences and restrictions).

For which **purposes** are these personal data used?

- All matters relating to performing the agreement to book your hotel room, such as the reservation, payment, and any communication relating to the booking process.
- MECC Maastricht may also use your data to inform you about similar services. MECC Maastricht relies on its legitimate interest as a legal basis for this purpose.
- To improve the quality of our business operations, services, and offers, MECC Maastricht may ask you to participate in customer satisfaction and other surveys. It's always your decision, of course, whether you want to participate.

Sharing with exhibitors and other organisations (third parties)

Hotels: To be able to book your hotel room, MECC Hotel Services needs to share your data with the hotel concerned. This falls under performing the agreement. Once shared, your data will be processed under the hotel's responsibility.

SIX Payment Services: The booking is paid through the MECC booking platform. SIX Payment Services processes your payment data (debit or credit card). As a PCI (Payment Card Industry) provider, SIX Payment Services processes the data under its responsibility. Your payment data will be provided directly to SIX Payment Services in the booking process. MECC Maastricht never receives these data.

I park at MECC Maastricht

Which of my **personal data** does MECC Maastricht process when I use its parking facilities?

- Number plate
- Payment data
- Entry and exit times
- Parking subscriptions
- Name of organization to which subscription is linked
- Courtesy Card Holder's name.

For which **purposes** are these personal data used?

- Calculating the parking fee
- Payment transaction for parking fees
- Making parking subscriptions or reservations: Recognizing whether a number plate has parking rights attached to it
- Logistical planning and improving the parking process at MECC Maastricht
- Determining the parking fee and payment through number plate recognition.

I'm a local resident

As someone living in the vicinity of MECC Maastricht, you can subscribe to the newsletter on the MECC Maastricht website. This newsletter includes items about MECC Maastricht and upcoming events.

Which **personal data** does MECC Maastricht process about local residents?

- Name
- Gender
- Email address
- Neighbourhood in which you live.

For which **purposes** does MECC Maastricht process the personal data of local residents:

- Sending out the newsletter that MECC Maastricht uses to keep local residents informed of upcoming events and any effect these events might have on living in the vicinity of MECC Maastricht.

You can easily unsubscribe from the newsletter at any time by clicking on the unsubscribe link at the bottom of each information email.

I'm the contact person at an organization with which MECC Maastricht has a relationship

MECC Maastricht processes the personal data of contact persons representing organizations with which it has a relationship. These can be organizers and exhibitors but also organizations that provide services or products.

Which of my **personal data** as a contact person of an organization with which MECC Maastricht has a relationship does MECC Maastricht process?

- Name
- Contact details (telephone number and email address)
- Gender
- Date of birth
- Name of the organization you work for
- The address you have provided if this differs from the business address of the organization where you work
- Information that is or must be linked to you in order to fulfil the arrangements, agreements, or obligations that exist between MECC Maastricht and your organization.

For which **purposes** does MECC Maastricht process these data?

- To fulfil the arrangements, agreements, or obligations that exist between MECC Maastricht and your organization
- To inform you about issues that might be of interest to you. You can always easily unsubscribe from informative messages by clicking on the unsubscribe link at the bottom of the email.

I'm applying for a job at MECC Maastricht

Which of my **personal data** does MECC Maastricht process during the recruitment and selection procedure?

- Name and address details
- Contact details (telephone number and email address)
- Gender
- Date of birth
- CV, work experience, and level of education
- Motivation/pitch
- Availability
- Third-party findings *

** A reference check may be carried out as part of the selection procedure. This is done only with the candidate's express consent. Such a reference check asks only for findings that relate to validating suitability for a particular job.*

For which **purposes** does MECC Maastricht process my job application data?

- Recruitment and selection
- Assessing your suitability for a position at MECC Maastricht.

Principles for processing your personal data

MECC Maastricht processes personal data based on the following legal grounds:

Agreement – MECC Maastricht processes personal data for performing and finalizing an agreement with you, for example if you visit an exhibition, conference, or event or if you park at MECC Maastricht.

Legitimate interest – MECC Maastricht processes personal data because it has legitimate interests to do so, such as providing a good service (for example, if you visit an exhibition, conference, or event) and informing clients about MECC Maastricht and the services it provides.

Consent – MECC Maastricht processes personal data based on your consent, for example, consent to share your data with third parties. Although you can withdraw your consent at any time, data processed up to when you withdraw your consent remain lawful.

Legal obligation – MECC Maastricht processes personal data if required to do so by law, such as the provision of information under tax legislation or when performing compulsory checks in the context of the Foreign Nationals (Employment) Act (*Wet Arbeid Vreemdelingen*; WAV).

Retention periods

MECC Maastricht does not retain your personal data longer than is necessary for the purposes for which they were collected. Unless a longer legal retention period applies, your data are then removed from MECC Maastricht's systems.

If you have subscribed to newsletters or other forms of informative communication, your contact details and preferences in this regard will be retained until you unsubscribe from the information service concerned. You can easily unsubscribe using a link at the bottom of each newsletter.

Privacy protection measures

Technical measures – All resources and systems used at MECC Maastricht for processing your personal data have been designed to guarantee your privacy in the best way possible. The security of your data begins as soon as you share it with us through the website. The website is secured according to the applicable 'https' standard. The 's' stands for secure.

Organizational measures – MECC Maastricht's employees who process personal data are regularly trained in privacy protection and handle your data with care in accordance with established processes.

We ask for your understanding – To protect your privacy, we need to verify whether we are dealing with the right person. If you contact us, we will verify your identity. This is done in various ways. As part of this verification process, we may ask you several questions.

Data breach – In the unlikely event that something goes awry while we are protecting your data, we will always report this to the Data Protection Authority (*Gegevensbeschermingsautoriteit*). If the data breach could have adverse consequences for you, we will also contact you immediately.

Help us – Despite all the measures MECC Maastricht has taken to safeguard your data and privacy, a data breach can always occur. If you feel that something is not right with our systems or practices, we would really appreciate it if you would let us know.

Exercising your privacy rights

Right of access: You have the right to request which of your personal data MECC Maastricht has stored. Your request needs to be made in writing or by email:

In writing: | *MECC Maastricht BV*
| *Duboisdomein 5a*
| *6229 GT Maastricht*
| *The Netherlands*

Email: | privacy@mecc.nl

MECC Maastricht will send you the requested information as soon as possible, but always within four weeks. MECC Maastricht does not charge any fees for this purpose.

Right to rectification: Based on the documents that MECC Maastricht sends you, you can state that certain data need to be rectified.

Right to erasure: You can also request MECC Maastricht to erase your data. Bear in mind that it is not always possible to erase all data. Some data are subject to a legal retention obligation.

If you need support in performing one of the above processes or you have other questions or complaints about how MECC Maastricht handles your privacy, contact MECC Maastricht on +31 (0)43 38 383 or send a letter or email to the above address. Our privacy professionals are here to help you.

If you have a complaint that has not been dealt with satisfactorily, you can also always submit it to the Data Protection Authority.

Amendments to this privacy statement

MECC Maastricht may need to amend this privacy statement from time to time. After all, everything is subject to change – not only legislation but also MECC Maastricht as an organization. MECC Maastricht will inform you of any amendments on its website: www.mecc.nl.