

# **PRIVACY STATEMENT**

## **Personal data processing**

Personal data is defined as any form of information that makes it possible to identify a person directly or indirectly. NBC Conference Centre may collect and process your personal data. Processing includes recording, organising, storing, updating, changing, retrieving, consulting, and using.

NBC Conference Centre collects personal data when:

- You visit the NBC Conference Centre website;
- You contact us by filling out a contact form, sending an email, or calling us;
- You use our services;
- You enter into a contractual relationship with us.

If we have entered into a contractual relationship with you, you use our services, or when you contact us, we may ask you to provide the personal data specified below to be able to provide our services to you or to provide you with information:

- First name and surname
- Company name
- Job title
- Address details
- Email address
- Telephone number
- Gender
- Invoicing details
- Coffee preference

You may furthermore be captured on visual material such as photos or videos that were made as you visited the NBC Conference Centre. For further details, refer to 'Photography and videography for NBC Conference Centre' later in this document.

## **Use of personal data**

NBC Conference Centre processes your personal data to be able to contact you by phone, and/or to contact you in writing (by email) if you cannot be reached by phone. We also use your personal data to make reservations and bookings.

If you have signed up to our mailings, we use your data to send you our newsletter. Aside from that, we may send you emails about specific campaigns with a special offer for our services. You can unsubscribe from these emails at any time.

## **Legitimate interest of NBC Conference Centre**

NBC Conference Centre also processes personal data for the purposes of our legitimate interests. This includes the following interests:

- The personalisation of communications and services of NBC Conference Centre;
- Improvement of the quality of services provided through evaluation of statistical analysis, satisfaction surveys, or other research possibilities and sources;
- The use of cookies to improve the user-friendliness of the website. Please refer to the 'Cookie policy' for details of our use of cookies.

## **Storing of personal data**

NBC Conference Centre will not store your personal data for longer than is strictly necessary for the purposes for which your personal data was collected. If you make a reservation, for example, we will store your data to make it easier for you to make reservations in the future.

## **Sharing of personal data**

NBC Conference Centre only discloses your personal data to third parties if necessary for the performance of our contract with you or to comply with a legal obligation.

## **Website visit data**

The website of NBC Conference Centre logs general tracking data, such as the number of clicks on a certain page or the number of visitors. We use Google Analytics to monitor how users use our website and how effective NBC Conference Centre's adverts are.

## **Cookie policy**

We use cookies on our website to automatically collect data when someone visits the NBC Conference Centre website. Cookies are pieces of data that map visitor's surfing behaviour. NBC Conference Centre uses analytical, tracking, and other cookies.

**Analytical cookies** are used to find out which pages are visited the most, where error message occur, or how effective certain pages are. When visiting our website, you will be tracked anonymously and the anonymous data that is collected will be stored at Google Analytics for 24 months. Aside from that, we use analytical cookies to gain insight into our telephone communications and to analyse where incoming calls come from. This data is kept on file by Adcalls for 24 months. Session data recorded during visits will not be stored for longer than necessary and will always be pseudonymised, meaning IP addresses, too, are anonymised.

When it comes to **tracking cookies**, we will ask for your consent first. These cookies are used to track your online activity. We use the data collected to be able to improve our website, to compile interest profiles, to run market analyses, to perform target group analyses, and to use social media. We may install these cookies for statistical, social, targeting, and commercial purposes. The data collected extends to the websites you visited, your IP address, cookie contents, and the referrer URL. The data collected will automatically be erased after a period of six months, provided you do not visit the NBC Conference Centre website again before then.

NBC Conference Centre uses **direct tracking cookies** and **indirect tracking cookies**. Direct tracking cookies have been placed on the website by NBC Conference Centre itself and are used for, among other things, statistical purposes. Indirect tracking cookies are cookies that are installed by third parties on the NBC Conference Centre website. This includes cookies made by organisations specialising in website analysis and that can provide NBC Conference Centre with information on how often visitors visit the website. These indirect tracking cookies are often also used to show advertising that is personalised based on the user's specific profile.

NBC Conference Centre uses indirect tracking cookies through Google and Facebook for **online advertising purposes**. The data collected enables us to offer you targeted adverts after you have visited our website. The cookies furthermore make sure you are not continuously shown the same advert.

The share buttons on the website of NBC Conference Centre also use indirect tracking cookies. The buttons are used to raise our website's profile and improve the website's interactivity. When visiting a page with this software, anonymous cookies are created. No personal data is stored in these cookies. When you click a button, you will leave the NBC Conference Centre website. The website that the button links to, such as Facebook, may subsequently install a cookie of its own. For more information about the privacy statement for these external websites, please check the websites in question.

## **Blocking and deleting cookies**

You can delete cookies yourself at any time or choose not to accept them by setting up your browser to block cookies. The relevant settings can generally be found in the 'Options' or 'Preferences' menu of your web browser.

## **Data access, rectification, or erasure**

You have the right to access, rectify, or erase the personal data you have supplied to us through a contact form, phone call, or email. Please send your request for access, rectification, or erasure to NBC Conference Centre. NBC Conference Centre will respond to your request within four weeks.

## **Security**

NBC Conference Centre takes personal data protection very seriously and we therefore take appropriate measures to protect your personal data against misuse, loss, unauthorised access, unwanted disclosure, and unauthorised alteration. The website of NBC Conference Centre uses a reliable SSL Certificate to guarantee that your personal data cannot end up in the wrong hands.

## **Photography and videography for NBC Conference Centre**

When you attend an event organised by NBC Conference Centre as a guest, you may be captured on photos or video made by a photographer or videographer working for NBC Conference Centre. Such images may, after the event, be used for marketing purposes for NBC Conference Centre, such as publication on the website and social media or use in mailings, brochures, or campaigns. If you do not want to be captured on photos or video, please let the photographer or videographer working for NBC Conference Centre know on the day of the event. Photos and video shot by a photographer or videographer working for the event organiser are not subject to NBC Conference Centre's privacy statement, but are governed instead by the event organiser's privacy statement.

## **Changes to the privacy statement**

NBC Conference Centre reserves the right to make changes to this privacy statement. Be sure to regularly check back here for the latest version of the privacy statement.