

Privacy and cookies

PARKTHEATER EINDHOVEN PRIVACY STATEMENT

Parktheater Eindhoven N.V. processes personal data. We do this to assist our customers and visitors as effectively as possible, and to achieve our goals. In this privacy statement, we explain why and how we process your personal data. As of May 25, 2018, the processing of personal data must comply with the rules of the General Data Protection Regulation (GDPR), a European regulation that applies to every organization established in an EU Member State.

We believe it is important that you understand how we handle your personal data so that you can trust that your data is in good hands. We ensure that the personal information you give us is always treated confidentially.

WE PROCESS THE FOLLOWING PERSONAL DATA:

The type and volume of the personal data we process differs per product and service. Data might include: First and last name, address, place of residence, telephone number, gender, date of birth, e-mail address, products/performances you have purchased, purchase details, payment details, areas of interest, your feedback about your visit, photos/camera images, complaints, contact history, IP address, social ID, cookie ID (read more about cookies in our cookie statement) and website behavior, and open-and-click behavior with regard to e-mails.

REASONS FOR PROCESSING YOUR DATA

We only process data necessary to:

- conclude a transaction for a product or service (e.g. obtaining a ticket for a performance);
- perform the agreed service or deliver a product (e.g. send tickets);
- inform you of our various products or services (e.g. our general newsletter) and to tailor this information as much as possible to your interests and personal preferences (e.g. targeted offers by e-mail);
- give you a favorable experience when using our website. We use functional, analytical and tracking cookies (and similar techniques).
- conduct market research, develop products and services, and for other purposes related to general business operations;
- to comply with laws and regulations.

Ticket sales example

To properly handle your purchase of tickets and related services, we collect your name, address, postal code, place of residence, telephone number and email address. We ask for your name so that we can contact you using a personalized greeting. We ask for your e-mail address and telephone number so that we can notify you in case of a cancellation or change regarding your purchased performance.

Confirmation of your order and e-tickets is also sent by email. If you request your tickets to be sent by mail, we use your address, postal code and city/town information, and we give these details to our delivery service so that they may deliver your tickets to you. We also receive information about your payment from your bank or credit card company.

When you buy tickets for a performance from us, you receive two service e-mails per performance in order to make your experience as enjoyable as possible. One week before your visit, you will receive information about your purchased performance. This information will include practical details of the performance (e.g. whether recordings will be made for TV / DVD), mention of available parking facilities, intermission times and ending times, options to supplement your evening with a theater dinner or drink

and appetizers package, and if necessary, information about any special circumstances in or around the theater.

One day after your visit, we will send you a request for feedback email, giving you an opportunity to share your experiences and thoughts regarding the show and the theater.

We send these e-mails from our service department. You can choose not to receive these e-mails by clicking on the unsubscribe link at the bottom of the e-mail. We also use e-mail to notify you of cancellations or changes regarding your purchased performance.

To buy tickets online, you need to create an account. When creating an account, you will be asked for various contact details and you will be asked to choose a username and password. We save this information so that you do not have to enter it again for subsequent purchases. You can personally change the data in your account as needed.

Purchasing tickets without providing personal details

It is possible to purchase tickets without giving any personal details. You can do this by buying your tickets at the Parktheater Eindhoven ticket office, located at Theaterpad 1, 5615 EN Eindhoven.

Newsletters

You can subscribe for periodic e-mails/newsletters containing general news about the theater, performance tips, additional options and new products. If you no longer wish to receive newsletters, you can always unsubscribe via the unsubscribe link provided in the e-mail.

Customer profile

We can use the customer data supplied by you to develop a customer profile. Furthermore, we can combine the data provided by you with other data in order to gain insight into our customer base and to be able to offer our products/services to you in a more customized manner. We do this in the following ways:

- When you create an account, buy a ticket or otherwise provide data, we can consolidate this data (e.g. your age, gender, postal code, type of performance, purchased tickets, amount spent, and the online usage information from your website visit).
- We can supplement the data we receive from you with additional information supplied from external sources. For example, we can purchase demographic data from third parties that give us general information about certain postal code areas such as the average age of the residents, the average number of occupants per household, average income, etc.

Season brochure

Our regular customers (visitors who have purchased two or more performances in the current or previous theater season) receive the annual season brochure, containing information about the coming season's theater program, in the mail. In order to send this brochure, we use your name, address, city/town and country information, and we supply these details to our delivery service so that they may deliver your brochure to you. If you do not wish to receive our brochure, you can indicate this by sending a request to ticketsales@parktheater.nl.

Social media

You can follow us on social media (Facebook, Twitter, LinkedIn, Instagram) and use WhatsApp to stay up-to-date and to contact us. If you use these social mediums to stay connected with us and/or reply to

our notifications, we will see your personal data. You can always block us or use the unsubscribe option if you desire to do so.

Market research / marketing / product and service development / business operation improvement

We process your personal data in order to do market research (using cookies, Google Analytics, etc.). For example, we use your postal code and city/town data to better understand where our customers reside. We also analyze our customers' visits history in order to optimize our services and products. For example, your data might be processed by a research agency that we hire for analysis and consultation. When working with external agencies, we abide by legally required contracts in which your privacy is guaranteed. In some cases, your information might be shared internally within our organization. Our employees are mandated to uphold the confidentiality of your data.

Cookies

We continue to strive to improve our website, better tailoring our offerings in accordance with your preferences. That is why we process information about your activities on our website, your internet browser and the type of device you use. Cookies are small files in which we can store information so that you do not have to repeatedly enter it. When you visit our website for the first time, we post a notification alerting you about our use of cookies along with an explanation. If you continue to use the website, we assume that you do not object to the use of cookies. You can disable the use of cookies via your browser, but note that some functions of our website will not be available then (e.g. automatic login, retention of your shopping cart items).

Google Analytics

We use Google Analytics to track how visitors use our website and how effective our online advertisements are. For example, we look at whether our newsletters, social media posts or advertisements lead to clicks and transactions. This information is transferred to and stored by Google on servers in the United States.

Contests / feedback form

If you participate in a contest or promotion, we ask for your name, address and email address. With this information, we can carry out the event and announce the prize winner(s). If you contact us via a website form, e-mail or WhatsApp, we save your data in order to send you a response. Complaints are stored in our database.

Photographs

Anyone who visits the Parktheater might be photographed. These photos might be used to document an event and publish it on the Parktheater websites or social media channels. If you do not wish to appear in such photographs, you can indicate this to one of our employees at the event, or send an email after the event to communicatie@parktheater.nl. We will then ensure that the photo of concern is immediately removed. This only applies to visual media that have been made by, or on behalf of, employees at the Parktheater. We have no influence over the posting of photos or videos taken by other visitors.

HOW LONG DO WE KEEP YOUR DATA?

We keep your data for as long as necessary, with a maximum of seven years after the last transaction. The data can then only be used anonymously for purposes such as market research, product and service

development, and other purposes related to general business operations.

If you indicate that you would like to receive newsletters via e-mail from us, we will retain your data until the point at which you unsubscribe.

We keep some information for as long as the law dictates. For example, we keep proofs of purchase and invoices for seven years, in accordance with the tax authorities.

HOW DO WE PROTECT YOUR DATA?

We have taken technical and organizational security measures, in accordance with the requirements of the GDPR, to protect the data we have at our disposal against loss, misuse, unauthorized access and unlawful processing. Your data is treated as confidential and is stored on secure servers. If you feel that your data has not been properly secured, or there are indications of mishandling, please contact us at privacy@parktheater.nl.

CONTACT PERSON FOR DATA PROTECTION

Parktheater Eindhoven has a number of people who are responsible for privacy protection within our organization. For all questions and requests related to data privacy and protection, you can send them by e-mail to privacy@parktheater.nl, or contact us by telephone at 040-2156156.

CHANGES IN THIS PRIVACY STATEMENT

This privacy statement is subject to change due to updated regulations or changes within the organization. We therefore advise you to regularly revisit this statement.

WHAT RIGHTS DO YOU HAVE?

You have the right to view, correct or delete your personal data. You can send a request for access, correction or deletion to privacy@parktheater.nl. The Parktheater will respond to your request within three weeks. Please note that you must always clearly state who you are so that we can ensure that we are processing the correct data.

Filing a complaint

You have the right to file a complaint with the supervisor. This person is called the Data Protection Supervisor.

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Parktheater Eindhoven NV

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040- 2156156

info@parktheater.nl

COOKIE STATEMENT

Every website is legally required to inform users about 'cookies' and to request permission for their use. The Parktheater Eindhoven website uses cookies.

What are cookies?

A cookie is a very small text file, containing letters and numbers, that is stored on your computer when you visit a particular website. Cookies make it possible for a website to recognize the preferences of a user, for example, your language preference or your login details.

A cookie does not store your name, address, age or other personal information. It only stores your preferences and interests based on your web browsing behavior.

What cookies does Parktheater Eindhoven use?

1. Functional cookies

These are basic cookies. In order to help you browse through our sites effectively, we sometimes use cookies. Your PC will remember the formats you have created for yourself. We do not need your permission to use these cookies.

2. Cookies for website statistics

We use a program (Google Analytics) to analyze how our website is used. This program allows us to determine which webpages are visited most frequently, via which browsers our users are using (Internet Explorer, Chrome, Firefox, Safari, etc.), and what type of screen our users are using. Based on this data, we can improve our website. This data is stored anonymously, meaning that it does not give us personal information about you.

How can I disable cookies?

If you want to disable cookies and you use multiple computers and/or browsers, you must disable the cookies on all computers and/or browsers that you use.

For more information about disabling cookies on your browser, click on the links below:

- [Chrome](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Safari](#)