

# PRIVACY STATEMENT

Your privacy is of great importance to Natlab. We see it as our responsibility to protect your privacy and to make sure that the personal information you share with us is handled with care. Through this privacy statement we will show what personal information is collected and what we do with this information.

## PERSONAL INFORMATION

To be of best assistance to you, it is necessary to process personal data. The nature of the data we process depends on the services you purchase with us. The personal data that is collected, will be processed in accordance to the relevant laws and regulations.

## FOR WHICH PURPOSES DO WE COLLECT YOUR DATA?

Natlab collects personal information for the following purposes:

- For sending you your purchased tickets
- For processing your (possible) subscription with us
- For enabling you to create an account on our website
- For informing you on practical matters regarding a show or event (only if you have purchased tickets for this particular event)
- For registrations regarding classes or programs.
- For enabling us to be in contact with you and to answer your questions.
- For sending you requested information.
- For sending the Natlab newsletter to readers that have signed up to receive it.
- For improving our website and our service.
- For analysing activities from our visitors, using analysis programs for communication purposes.
- For being able to do marketing research and research on our service.
- For carrying out legal obligations that are possibly imposed on Natlab.

## WHAT PERSONAL INFORMATION DO WE PROCESS?

To participate in one of our customer loyalty programs, such as the Natlab pas, Betere Filmpas or the Filmkringpas, we ask for your personal information. Likewise, when you purchase one of our memberships, we ask for a photo for identification.

We process various data for, among others, the purchase of a ticket, the registration for the newsletter, the registration for courses or programs or the registration for one of our memberships; the Natlab pas, Betere filmpas or Filmkringpas.

The following data is processed by Natlab: *Please note: the nature of the data we process depends on the services you purchase with us.*

- Name, address and place of residence.
- Telephone number
- E-mail address
- Date of birth
- Bank details
- Photograph (only when purchasing one of our memberships; in regards to the personal nature of the pass).

### Collaboration partner

In case you are to be classified as a collaboration partner of Natlab (for example when you are theatre maker, speaker or moderator), we store your personal information, so that we can be in contact with you when we're organising, for example, a debate, show or event. In this regard, we process your first name, last name and your e-mail address and/or phone number. Occasionally, we will also collect your address and/or function within an organisation.

### **E-MAIL / NEWSLETTER**

You can sign up for the (digital) newsletter through a special sign up form on the Natlab website. This newsletter is send every week to keep you up to date on the weekly premieres, the weekly programme and special events. With the e-mails we send, data is collected in our mailing system, that tell us if you've received the e-mail, when you opened it and on which links you have clicked. We do this to improve our mailings and to align our newsletters better with the preferences and wishes of our audience.

### **CANCELLING YOUR SUBSCRIPTION TO THE NEWSLETTER**

You have the possibility to cancel your subscription to the newsletter any time by clicking on the link on the bottom of the e-mail. You can also send a letter or e-mail to our secretariat ([secretariaat@natlab.nl](mailto:secretariaat@natlab.nl)). Your cancellation will be processed as soon as possible. In case you make the decision to use the link to cancel your subscription, you will receive no more e-mails from Natlab, other than e-mails in regards to performances or events you have bought tickets for (f.e. changes in time or location, cancellation of the event, information about your visit, etc.)

### **COOKIES & GOOGLE ANALYTICS**

Natlab makes use of cookies to collect web statistics (Google Analytics) and in this way, optimise our website. Cookies are small text files that hold certain data, which are stored by your browser on the hard disk of your computer. You can find Natlab's policy regarding Cookies in our Cookie policy.

We have informed you about these cookies on your first visit to our website. You can unsubscribe from these cookies by changing the settings in your browser so it won't store any information from cookies. Furthermore, you can delete all data that has been collected before, by changing your browser settings.

## **WHO HAS ACCESS TO MY PERSONAL DATA?**

We do not sell personal data to third parties, but we can give other parties access to your data to improve our services.

This refers to:

- Parties that are entrusted or crucially involved with the execution of the agreement, including DocData Payments, who takes care of our payments.
- Parties that are entrusted or crucially involved in the communication with you.;
- Others, in case you have given your unequivocal consent for this.
- Others, in case the processing of personal data is necessary for carrying out legal obligations.
- Others, in case the personal data is (exclusively) used for statistical or historical purposes.

## **HOW IS MY PERSONAL DATA STORED?**

Your data is stored on secured servers and not provided to third parties. Agreements with regards to your data will always be handled in writing with parties that ensure that they will conform to the current legal obligations and rulings, by means of a processors agreement.

## **BASIS PROCESSING PERSONAL DATA**

If you purchase a ticket or pass with us, or if you are a collaboration partner of Natlab, we will process your personal data for the purpose of executing an agreement. It can also be the case that Natlab has a legitimate interest with the processing of your personal data. Examples of these interests are guarding your safety, reducing theft or for marketing purposes. In this last instance, marketing purposes refers to us making photo-or video material during events or shows, for use on our website or social media. Natlab will however, in all cases, make a careful consideration between safeguarding your privacy on the one hand, and the justifiable interest of Natlab on the other. Only when the justifiable interest of Natlab weighs heavier in this consideration, will your personal data be processed on the grounds of this privacy statement. If your image is, despite of this, captured without your consent, you can send an e-mail to [secretariaat@natlab.nl](mailto:secretariaat@natlab.nl). We will then delete your image as soon as possible, but within two weeks after receiving your objection at the latest.

In all other cases we ask for your explicit consent for processing your personal information. In case you have given your permission for processing of your personal information before, you always have the possibility to retract this permission.

## **RETENTION PERIOD**

Your personal information will not be stored any longer than necessary for the purpose we collected or processed it.

## **HOW IS MY DATA PROTECTED?**

Natlab has undergone technical and organizational safety measures to ensure that the data they hold is protected against intentional or unintentional manipulation, loss, destruction and/or against insight by unauthorized parties.

## **IS NATLAB ABLE TO CHANGE THIS PRIVACY POLICY?**

Yes, Natlab reserves the right to change this privacy statement. The current, valid privacy statement is made clear through this website.

## **INSIGHT/MODIFICATION OF DATA**

Naturally, you have the right to have insight in your personal information, as well as the right to ask for modification, correction or removal of your data.

## **CONTACT**

For questions about the privacy policy of Natlab and the processing of your personal information by Natlab, please turn to:

Natlab  
Kastanjelaan 500  
5616LZ Eindhoven  
[Secretariaat@natlab.nl](mailto:Secretariaat@natlab.nl)