

# Privacy Statement

Beurs van Berlage C.V.

## Definitions

**Beurs van Berlage C.V.:** Beurs van Berlage C.V. is an international conference, event and meeting centre.

**Guest/client/you:**

a participant (such as a visitor, organiser or speaker) in a conference or other event or activity taking place at the Amsterdam Conference Centre Beurs van Berlage or a visitor of the building.

**Supplier:** a company or individual who provides, or will be providing, a service to the guest/client/you (including but not limited to: catering; AV; hotel accommodation, etc.).

**Intermediary Services:** the activities performed by Beurs van Berlage C.V. The result of such activities is an agreement between Client/Guest/you and Beurs van Berlage and/or the Supplier.

**Agreement:**

the agreement formed between Client/Guest/you and Beurs van Berlage or the Supplier as a result of Intermediary Services performed by Beurs van Berlage C.V.

**Organiser:** the party organising a conference or event.

**Platform:** e.g. the website of Beurs van Berlage C.V./the Organiser through which the intermediary services and the agreement are realised.

## Introduction

Beurs van Berlage C.V. is an international conference and event organisation. We organise and facilitate gatherings of people at national and international events. We organise conferences and act as a conference, event and meeting centre. We aim at making the Guest's participation in a conference or event as pleasant as possible. In this respect, we also act as the intermediary for the Supplier. We cannot perform those activities without your information. Therefore, to offer you the best possible service, we process personal and other data about you.

This privacy statement sets out what personal data Beurs van Berlage C.V. collects and uses about you, and how we handle such personal data. Furthermore, it indicates what measures we have implemented to protect your data. This applies to all means of communication that you use to contact us, such as the Internet, e-mail and social media. We recommend that you read this privacy statement carefully.

Beurs van Berlage C.V. will at all times comply with the applicable laws and regulations, including the General Data Protection Regulation.

We are aware of our responsibility to handle your data with due care. Therefore, we have implemented several security measures and we are meticulous in selecting our Suppliers and Organisers.

Furthermore, we indicate what you can do to have your data deleted from our systems.

We recommend that you read this privacy statement carefully. This statement is subject to adjustment by us. It would be advisable to re-read this privacy statement on a regular basis. If you cannot agree to our privacy statement, please do not use our services. We cannot use your data without your approval, in which case, therefore, we cannot provide our Intermediary Services. If you do, however, agree to our privacy statement, nothing will stand in the way of our providing you with the best possible service!

**Why does Beurs van Berlage C.V. collect my personal data?**

First of all, we use your personal data, for example, to inform you of our services; to form an agreement; or to act as an

intermediary between you and the Supplier. We use the data provided by you, for example, to book you a room at the hotel of your choice, or we arrange registration for a conference.

In addition, we collect your personal data to contact you about our Intermediary Services. That way, we can immediately contact you if there are any questions, uncertainties or problems. We may do so by telephone, by e-mail or using other means of communication.

Furthermore, we may contact you to improve our service provision. For example by requesting you to participate in a survey about our service provision.

What personal data does Beurs van Berlage C.V. collect? This privacy statement sets out what personal data we process about you. That does not mean that we will process all the data about you listed herein. That will depend on the services that you use and the data that you submit to us.

## Clients

Personal data of clients are processed by Beurs van Berlage C.V. for the following purposes:

- Administrative purposes;
- Communication about the assignment and/or invitations;
- Performance or the allocation of an assignment.

The legal basis for such personal data is:

- The agreed assignment.

Beurs van Berlage C.V. may request the following personal data from you for the foregoing purposes:

- Given name;
- Prefix;
- Surname;
- (Business) telephone number;
- (Business) e-mail address;
- Gender;
- Payment details;
- Your accommodation preferences;
- In the event of differentiated registration prices: information required to determine the correct registration price;
- In the event of specific conditions being set by the Supplier or the Organiser for the Intermediary Services (e.g. membership or knowledge requirements): information required by the Supplier or the Organiser for the Intermediary Services.

Your personal data will be stored by Beurs van Berlage C.V. for the foregoing forms of processing for the following period:

- For the term of the agreement and subsequently only in the financial accounts for a maximum period of 7 years.

## Suppliers

Personal data of suppliers are processed by Beurs van Berlage C.V. for the following purposes:

- Administrative purposes;
- Communication about the assignment and/or invitations;
- Performance or the allocation of an assignment.

The legal basis for such personal data is:

- The agreed assignment.

Beurs van Berlage C.V. may request the following personal data from you for the foregoing purposes:

- Given name;
- Prefix;

- Surname;
- (Business) telephone number;
- (Business) e-mail address.

Your personal data will be stored by Beurs van Berlage C.V. for the foregoing forms of processing for the following period:

- For the term of the agreement and subsequently only in the financial accounts for a maximum period of 7 years.

#### **Processing of personal data of Newsletter subscribers**

Personal data of Newsletter subscribers are processed by Beurs van Berlage C.V. for the following purposes:

- Informing the individual by way of news releases.

The legal basis for such personal data is:

- The Newsletter registration form.

Beurs van Berlage C.V. may request the following personal data from you for the foregoing purposes:

- Given name;
- Prefix;
- Surname;
- E-mail address;
- Company name;
- Preferences/interests.

Your personal data will be stored by Beurs van Berlage C.V. for the foregoing forms of processing for the following period:

- For the period of subscription.

You may object at any time to the use of your personal data for direct marketing purposes by contacting [marketing@beursvanberlage.com](mailto:marketing@beursvanberlage.com). If you no longer wish to receive our newsletter, you can also unsubscribe using the link provided in every email.

#### **Processing of personal data of prospect or interested party**

Personal data of prospects or interested parties are processed by Beurs van Berlage C.V. for the following purposes:

- Provision of information by way of newsletters and/or targeted contacts.

You may object at any time to the use of your personal data for direct marketing purposes by contacting [marketing@beursvanberlage.com](mailto:marketing@beursvanberlage.com).

We process your data based on your explicit opt-in consent, given either through our online forms or confirmed in writing following personal contact (e.g., handing over a business card or connecting on LinkedIn).

Beurs van Berlage C.V. may request the following personal data from you for the foregoing purposes:

- Given name;
- Prefix;
- Surname;
- Telephone number;
- E-mail address.

Your personal data will be stored by Beurs van Berlage C.V. for the foregoing forms of processing for the following period:

- For the period that a person is considered a prospect or interested party.

#### **What does Beurs van Berlage C.V. do to protect my personal data?**

In accordance with applicable legislation, we have proper procedures in place to avoid abuse of your data.

Beurs van Berlage C.V. uses modern software to process your data. Furthermore, only authorised staff have access to your data.

If your payment details (such as a credit card number) are required for performance of the Intermediary Services, the relevant data will be stored with a certified third party.

#### **How are those personal data processed?**

Storage of your data is required to realise proper service provision and/or Intermediary Services. To achieve this goal, we must store your data in our database.

We use those data to create summaries for our Suppliers and/or Organisers, so that they know what services to offer or provide and who their contracting party is.

Furthermore, Beurs van Berlage C.V. may carry out automated processing or checks in respect of such data. Such processing or checks will be carried out for the purposes of combating fraud, improving our service provision, developing products and/or marketing.

#### **Are my personal data shared with third parties?**

The primary purpose is to share your data with the Supplier and/or the Organiser in order to complete the Agreement. In addition, your data (or an analysis thereof) may be shared with the Organiser.

If an Organiser or Supplier has their own client service, we will share your data with the client service at their request. This way, we ensure that such client service can quickly and adequately provide you with information.

We may request other parties to process your personal data for us. Such processing may serve specific purposes, for example marketing purposes. Any such processor is expressly restricted to the purposes determined by us. They may not outsource any services without our consent. They are to promptly notify us of any irregularities (such as a data leak). With all third parties that process personal data on our behalf, we have entered into data processing agreements which include appropriate safeguards.

If a Guest reverses a payment (chargeback), we will share the booking information with the payment service. The payment service may use such information to assess whether such a chargeback was lawful.

Authorities may require us to disclose certain data for their investigation. Furthermore, we may disclose data to the authorities in order to protect our rights and properties (and those of Guests and Suppliers).

Your personal data may be transferred to countries outside the EU, because our service providers are based in a country outside the EU, such as Switzerland. Such countries may not provide the same level of protection as countries within the EU. Beurs van Berlage C.V. will implement appropriate measures to protect your personal data in such circumstances as well. Your data may also be stored by third parties outside the EU in the event of use of Google Analytics, Facebook, Twitter and LinkedIn. These parties comply with the EU-US Data Privacy Framework.

#### **For how long will my data be retained?**

Beurs van Berlage C.V. will not retain your personal data any longer than necessary for the purposes of the processing listed above. This means that your personal data will be retained for as long as they are needed to realise such purposes. Certain personal data must, however, be retained longer by us, because

Beurs van Berlage C.V. is required to comply with the statutory retention obligations, such as the retention obligation for tax purposes.

### **Cookies**

Beurs van Berlage C.V. uses cookies and similar technologies to collect information about the use of our website. We do this to improve website functionality, analyse statistics, and – with your consent – to offer personalised communication and targeted marketing activities, potentially in cooperation with carefully selected third parties. You can indicate which types of cookies you wish to allow. For more information, please refer to our Cookie Policy.

### **What about mobile devices?**

Our Platform/Platforms can be reached using mobile devices. Furthermore, you may contact us (by e-mail or telephone) using a mobile device. During such contact or visit to our website, information may be transmitted about your device or your location. Beurs van Berlage C.V. will not store or use any such information.

### **How can you access your data and can you require correction and deletion of your data?**

You are the owner of your data. If you request us to grant you access to your data or to correct or definitively delete such data, we are under the obligation to comply with such request. You also have the right to request a copy of your personal data in a structured, commonly used, and machine-readable format. The same applies to your 'right to be forgotten'. You may send such a request by e-mail to [marketing@beursvanberlage.com](mailto:marketing@beursvanberlage.com). To comply with your request, we will ask you to indicate the data to which your request relates. If you state "Request regarding my personal data" in the subject line, we can quickly and adequately process your request.

### **Who is responsible for my data?**

The controller for your data is:

Beurs van Berlage C.V.  
Damrak 243  
1012 ZJ Amsterdam

### **Data Protection Officer**

Beurs van Berlage C.V. has appointed a Data Protection Officer (DPO). The DPO oversees the implementation and compliance with the General Data Protection Regulation (GDPR) within our organisation.

If you have any questions about the processing of your personal data or wish to exercise your rights, you can contact the DPO via [marketing@beursvanberlage.com](mailto:marketing@beursvanberlage.com).

If you are not satisfied with how we handle your data, you have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

This statement was most recently updated in April 2025.