

## PRIVACY STATEMENT SALT

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| <b>SALT:</b>         | Managing company with limited responsibility holding the use and rights to the brand SALT in Brazil, which promotes and organizes the event. SALT has been granted a license by Dekmantel BV to the worldwide use and exploitation of the DEKMANTEL brand (name, logo, branding etc.). |
| <b>Visitor:</b>      | any natural person 18 (eighteen) years of age or older, that is not acting in the course of a profession or business, or a Delegate, that is attending an Event and/or visiting the Website(s).  |
| <b>Event:</b>        | a (cultural) event, including a (music) performance and/or other manifestation, a concert, dance event, business event and/or a public or closed event in which one or more people take part, organised and/or facilitated by or on behalf of SALT at the Event Location.              |
| <b>Social Media:</b> | the social media channels registered and/or used in SALT's name and/or on behalf of SALT specifically affiliated with the Website and other (promotional) statements from or on behalf of SALT.  |
| <b>Website:</b>      | SALT's website ( <a href="http://www.dekmantelfestival.com.br">www.dekmantelfestival.com.br</a> ) and website(s) of Events that are registered in SALT's name specifically affiliated therewith, including eventual app's affiliated with and/or connected to the Website.             |

### **2. Corporate Identity SALT**

1. It is very important to SALT that the data obtained from its Visitors are used in a responsible manner. As such, SALT processes and protects personal data carefully and with due observance of the relevant provisions of the Brazilian law. In this Privacy Statement, information shall be provided about the collection and processing of personal data by SALT. This Privacy Statement shall relate to the use that SALT can make of the personal data belonging to Visitors to its Website(s) and/or to the Event and that have registered via the Website(s), which data SALT shall either use itself or instruct third parties to use.
2. SALT requires a few personal details regarding visitors, which are: It is not compulsory to provide personal data. However, it shall be necessary to provide some data before it will be possible to use some services.

### **3. Which data does SALT collect?**

- 3.1 Visitors that wish to take part in the Event are asked to register on SALT's website. When doing this, SALT may ask Visitors for the following data (hereinafter: **Registration Data**):
  - Name;
  - Gender;
  - E-mail address;
  - Telephone number;

- Occupation;
- Address;
- Log-in name and password;
- Company data, including company name, country, address, city, postcode, telephone number and company e-mail address;
- Data about social network profiles and online media, including website(s) such as LinkedIn, Twitter, Facebook, SoundCloud, Snapchat and Instagram.

3.2 SALT shall also be able to obtain location data from Visitors, which data pertain to the event location that the Visitor has visited in relation to the Event (hereinafter: **Location Data**). SALT may obtain these Location Data when the Visitor checks in using a wristband containing an electronic chip when visiting the event location in question. In principle, these data shall only be processed in an anonymised form for the purpose of statistics and the improvement of service provision by SALT and internationally by SALT. These data may only be processed and used in a non-anonymised form too with the explicit, prior permission of the Visitor.

3.3 SALT shall also be able to obtain data about the interests, buying behaviour or wishes of Visitors (hereinafter: **Commercial Data**). SALT may obtain these data when a Visitor notifies it of them. However, it may also obtain data of this nature if the Visitor offers it access to the said data – via Facebook, for example – or because it has been able to deduce these Commercial Data from the way in which the Visitor uses the Website(s) (and apps) or from the fact that the Visitor has made purchases elsewhere, via third parties, that ensue from his use of the Website(s) (and apps). The SALT servers shall also automatically record the surf data of the Visitor, such as the IP address, the time of the visit, the browser type and which functionalities are used (hereinafter: **Surf Data**). SALT shall be able to exchange these Commercial Data with its own partners or group companies and shall be able to use the Commercial Data and Surf Data relating to the various products and services that the Visitor buys to create a profile. It shall only be able to process and use these Commercial Data and Surf Data in a non-anonymised form too if the Visitor grants his explicit, prior permission for SALT to do so. Should the Visitor object to the further processing of Commercial Data and Surf Data, he shall be required to immediately notify SALT of this via [suporte@dekmantelfestival.com.br](mailto:suporte@dekmantelfestival.com.br).

#### **4. For which purposes are data processed?**

1. Initially, SALT uses personal data to make it possible to perform the agreement it enters into with the Visitor as well as possible and also for the purposes of its internal administration.
2. Name and address data are used to make it possible to deliver the products ordered on the Website(s) to the correct person, to make it possible to verify – via registration – who is entitled to tickets that have been ordered and to the wristbands to be provided to the holders of tickets. Added to this, by registering the Visitor and linking tickets to a particular Visitor, a situation is avoided in which tickets can be sold by or for the Visitor.
3. Registration Data for the Visitor can be used to create an account on the Website(s) operated by SALT.
4. Unequivocal permission shall always be requested to Visitor before proceeding to publish a personal e-mail address or telephone number.
5. The Location Data of Visitors shall only be used internally and in an anonymised form with the object of gaining an insight into visitor numbers. This enables SALT to improve its

service provision, as these data show which part(s) of the Event have been popular and which not and also make it possible to interface with the evident needs and wishes of Visitors in the future. These Location Data may only be used in a non-anonymised form too if the Visitor grants his explicit permission for SALT to do so.

6. From time to time, SALT may use the Registration Data to contact Visitors for the purpose of market research.
7. Except where necessary for performance of the agreement entered into with the Visitor – to deliver products or tickets, for example – personal data shall never be passed on to third parties without the explicit permission of the Visitor.
8. SALT shall only use Registration Data, Location Data, Commercial Data and/or Surf Data for the following purposes with the explicit and unequivocal permission of the Visitor and provided this permission has not been withdrawn via [privacy@dekmantelfestival.com.br](mailto:privacy@dekmantelfestival.com.br) (i) to be able to offer, deliver and invoice agreed products, services and/or information (or have the aforementioned offered, delivered and invoiced) on the basis of these data and also to be able to modify products, services and/or information or offers of this nature (or instruct the aforementioned) in line with the needs and wishes of the Visitor and, should the Visitor wish this to happen, to give SALT the opportunity to exchange information (or cause information to be exchanged) with others, (ii) to be able to make (targeted) offers via advertising, e-mail and/or social media networks and to keep the Visitor up-to-date on the latest news and/or updates and/or service announcements, (iii) to be able to maintain and/or improve the Website(s) from a technical point of view, (iv) to be able to comply with legislation and regulations and identify fraud, theft or misuse, (v) to be able to lease data in an electronic form to carefully selected third parties that are able to offer products or services, (vi) to be able to do market research, (vii) to be able to prepare analyses of the visit to and use and purchase of products and services, (viii) to establish a strategy for the future, (ix) to be able to receive data pertaining to buying behaviour via/from third parties, such as affiliate marketeers, if a purchase elsewhere ensues from the use of the Website(s) (and apps), (x) to be able to update the personal profile of the Visitor, and (xi) to enable the Visitor to take part in special commercial or sales promotion campaigns by third parties that have been carefully selected by SALT. If the Visitor buys elsewhere and provides data to the selling party or intermediary when doing so, SALT shall not have any influence on what this party or intermediary might do with the said data. The privacy policy and terms and conditions stipulated by the said party or intermediary may apply to data processing of this nature. The party or intermediary in question shall have independent responsibility for the use and provision of data that are used in this manner.

#### **5. Social media networks**

1. Using a wristband, the Location Data applicable for a Visitor can be linked to his profile on a selected social media network. These Location Data may only be used on the social media network in question, via SALT in collaboration with SALT, if the Visitor explicitly agrees to this by using this functionality. The way in which information will be disclosed shall depend on the privacy settings applicable for the profile of the Visitor in question.
2. The social media networks in question shall have independent responsibility for the use of data and the provision of data that are used in this way. The said social media networks shall be responsible for this use, which responsibility shall include cookies that the social media networks could use for this purpose, for example, and their privacy statements and conditions shall apply.

#### **6. Cookies and surf data**

1. SALT shall be able to collect information about the surf behaviour of Visitors that is generated automatically. These Surf Data shall include the IP address and cookies. The servers for SALT shall also automatically record certain data, such as the URL, IP address, browser type, language and the date and time of the visit to the Website(s) operated by SALT. SALT shall be able to save these Surf Data and use them to produce a statistical analysis of visits to its Website(s) and of the use of its Website(s) and also to optimise the said Website(s). SALT shall anonymise Surf Data (if possible).
2. To ensure that the Website(s) are working properly, SALT shall be entitled, just as most websites are, to use cookies to obtain information that will make it easier for the Visitor to navigate the Website(s). These cookies are small text files that are saved on the computer of the Visitor to the Website(s) and that contain the data necessary to ensure that the visit to the Website(s) is as positive and effective as possible. This could include remembering the personal settings of the Visitor, including language settings and his preference for mobile or desktop, the contents of a shopping basket and/or remembering that a Visitor is logged in and logging in the Visitor again automatically. These cookies can be sent via the settings used for the web browser.
3. Added to the above, SALT uses Google Analytics to gain an insight into how its Website(s) is (or are) used. This information (including IP address) shall only be provided to Google when wanting to use the Google statistics program. Google shall only be able to provide this information to third parties if it is obliged to do so by law or if this is necessary to make it possible to offer the service (the statistics program) to SALT. Cookies are also used on the Website(s) in relation to Google Analytics. SALT does not have any influence on what Google does with the statistical information obtained in this way.
4. Added to the SALT, cookies can be placed via the Website(s) and then read by Facebook and Twitter. SALT does not have any influence on the use of these data by these parties. Facebook and Twitter are responsible for this type of cookie use and their privacy statements and conditions shall apply in this situation too.

## **7. Transfer to third parties**

1. SALT shall only transfer (personal) data about Visitors to third parties if the Visitor has given his explicit and unequivocal permission for SALT to do so and this permission has not been withdrawn via [privacy@dekmantelfestival.com.br](mailto:privacy@dekmantelfestival.com.br).
2. By agreeing to this Privacy Statement, the Visitor is giving SALT his explicit and unequivocal permission to provide his Registration Data, Location Data, Commercial Data and/or Surf Data to third parties that SALT has selected carefully, which parties shall be directly involved with the Website(s), Social Media and/or the Events, and only insofar as this is necessary in connection with the purposes referred to above, including commercial purposes.
3. SALT shall only be able to use and/or transfer Registration Data, Location Data, Commercial Data and/or Surf Data to third parties that it has selected carefully if a Visitor has given his explicit and unequivocal permission for SALT to do so and this permission has not been withdrawn via [privacy@dekmantelfestival.com.br](mailto:privacy@dekmantelfestival.com.br). By doing this, the said carefully selected third parties shall be able to send the Visitor information and offers about their products and services.
4. SALT shall be able to provide data relating to a Visitor to a third party without the specific permission of the said Visitor where required to do so in a lawful request to do so from authorities, further to a summons or a court order, as part of actions to identify or avoid loss or fraud, theft or misuse, or acts to guarantee the safety of the network and the services provided by SALT.

5. Because SALT uses processors that deliver products or services on the instructions of SALT as part of its service provision and performance of the delivery obligation involves the use of the personal data belonging to Visitors (except where indicated otherwise), SALT shall also be able to provide the said personal data to these processors, solely where necessary for the said delivery obligation.
6. Finally, SALT shall be able to share certain anonymised data with third parties, such as the number of Visitors that use certain parts of the Website(s) and/or visited certain parts of the Event. The third parties in question shall not be able to identify the Visitor on the basis of these data.

#### **8. Minors**

If a Visitor has not reached the age of 18 yet, his parents or legal representatives must be aware of this Privacy Statement before the Visitor will be able to register to use the Website(s).

#### **9. Retention period**

SALT shall not retain personal data any longer than necessary for performance of the agreements.

#### **11. Protection**

1. SALT shall guarantee that it will treat all personal data with the greatest possible care and that it shall not use the said data for any purposes other than those that can be understood to be included in the purposes referred to above.
2. SALT shall put all reasonable measures in place to ensure that personal data have been protected against theft. Only its own employees shall have access to the data, provided they are responsible for the accounts and the Website(s) and have signed a non-disclosure agreement and shall then solely be able to use the said data for the purposes referred to above.

#### **12. Changes to privacy and cookie policy**

SALT shall reserve the right to modify this privacy and cookie policy and, as such, advises Visitors to regularly check the most-up-to-date version of the Privacy Statement on the Website(s) to see if any changes have been made. If changes are of a fundamental nature, SALT shall clearly notify Visitors of these changes, which it could do via e-mail, for example.

**The most recent changes to this Privacy Statement were made and published on 24-09-2016 and can be found at [www.dekmantelfestival.com.br/](http://www.dekmantelfestival.com.br/)**