

# Privacy polity

## MIK Music Festival Privacy Policy & Cookies Statement

### **Intro**

Welcome to our Privacy & Cookies Statement. This document explains how MIK Music Festival uses cookies and collects personal data obtained from you when you visit our website.

In this document when we refer to 'you' or 'your' we mean you, the person visiting our website, attending the Event or otherwise interacting with you. We care about being transparent with you about the information we collect and how we use that information. This document explains how we collect and use your information when you engage with our website, purchase tickets to the Event or otherwise interaction with you. We also explain the different rights you have over your information.

### Age

Please refer to the Event's Terms and Conditions for our Event's over-18 age policy. All age is allowed for our Event but if you are under 18 you must have the permission of your parent or legal guardian and you should make sure your parent or legal guardian accompany with you and also reads this Privacy & Cookies Statement.

This Privacy Notice sets out the basis on which we will process the personally identifying information ('Personal Data') that we collect and receive from and about users of our websites relating to MIK Music Festival ("the Sites") and customers who purchase tickets for our events, attend our events or subscribe to our newsletters.

### **Information We May Collect About You Directly:**

#### Newsletters

If you register for one of our digital newsletters or request any advance information about the Event like pre-registration or ticket access we will collect your email address and may request your name and contact number.

## Purchases

If you purchase an Event ticket or make any other purchase with us we'll collect information necessary to provide you with your purchase. For example, we may ask for name, age, email address, physical address, date of birth and payment details to process the purchase. If there are circumstances where we need to verify your age for entry to the Event at the gate we may ask for proof of identity and age, such as driver's licence or passport.

## Promotions, Competitions & Surveys

We may invite you to participate in promotions, competitions and surveys. We'll collect information needed for you to participate and deliver the prize if you win. This may include name, age, email address, physical address, date of birth and any other information you may want to provide in relation to the promotion, competition or survey.

## **Information We May Collect About You Indirectly**

We collect certain technical information about your device visits to our website. This may include your IP address, geographical location, device IMEI number, device MAC address, browser type, referral source, length of visit, operating system, number of page views and similar information. This information may be collected by a third-party analytics service provider on our behalf and/or may be collected using cookies. For more details about cookies please see the relevant section below.

We might collect information relating to any social media posts or comments you share online about our Event on third-party platforms that are in the public domain. For instance, if you leave a comment or review on one of our official social media official channels including Facebook, Instagram and Twitter we may use this information to respond. You should refer to the privacy notices of these third-party platforms if you want to know more about how they use the information you share online.

## **Information We May Collect About You From Third Parties**

### Ticket agents and service providers

We will collect information about you from third parties that we work closely with so we are able to deliver the goods or services you have requested. For example, we might work with a ticket agent who will sell you a ticket to our Event. In those circumstances, they might give us your details so we can provide you with access to the Events you bought tickets for, or other ancillary services. We might also use third-party companies to manage our payment systems or Platform, they may collect information directly from you on our behalf.

### Other Third–Party Sites

We might receive information about you from other third parties where you have agreed to them sharing your information with us for specific purposes (such as marketing).

## **How We Use The Information We Collect About You**

### Marketing Purposes

We may use your information for marketing purposes, either by email, SMS and/or phone. We will of course give you the opportunity to choose whether we contact you for marketing purposes and we will respect your choices at every stage.

### Legal Purposes

We may use your information to enable us to enforce our legal rights, and/or to protect the rights, property or safety of our employees and/or other third parties.

In detail, we use your Information in order to:

- provide our service to you. This includes for example registering your account; providing you with other products and services that you have requested; providing you with promotional items at your request and communicating with you in relation to those products and services; communicating and interacting with you; and notifying you of changes to any services.
- enhance your customer experience;
- fulfil an obligation under law or contract; We use your Information on legitimate grounds and/or with your Consent.

On the grounds of entering into a contract or fulfilling contractual obligations, we Process your Information for the following purposes:

- to identify you;
- to provide you a service or to send/offer you a product;
- to communicate either for sales or invoicing;

On the ground of legitimate interest, we Process your Information for the following purposes:

- to send you personalized offers\* (from us and/or our carefully selected partners);
- to administer and analyze our client base (purchasing behaviour and history) in order to improve the quality, variety, and availability of products/ services offered/provided;
- to conduct questionnaires concerning client satisfaction;

As long as you have not informed us otherwise, we consider offering you products/services that are similar or same to your purchasing history/browsing behaviour to be our legitimate interest.

With your consent we Process your Information for the following purposes:

- to send you newsletters and campaign offers (from us and/or our carefully selected partners);
- for other purposes we have asked your consent for;

We Process your Information in order to fulfil obligation rising from law and/or use your Information for options provided by law. We reserve the right to anonymize Personal Data gathered and to use any such data. We will use data outside the scope of this Policy only when it is anonymized. We save your billing information and other information gathered about you for as long as needed for accounting purposes or other obligations deriving from law, but not longer than 7 years.

We might process your Information for additional purposes that are not mentioned here, but are compatible with the original purpose for which the data was gathered. To do this, we will ensure that:

- the link between purposes, context and nature of Information is suitable for further Processing;
- the further Processing would not harm your interests and
- there would be appropriate safeguard for Processing.

We will inform you of any further Processing and purposes.

## **WHO WE MIGHT SHARE YOUR INFORMATION WITH**

We might share your personal information with:

Selected third parties that we work with, so we are able put on the Events you love and choose to attend. For example, when you register to attend an Event we host, we might need to share your information with third party sub-contractors or service providers that help us to put on our Events (such as venue or security staff);

Any other third party that you have indicated you are happy for us to share your information with for marketing purposes;

Advertisers and advertising networks so they can serve relevant adverts to you. This information will only be used in anonymized or aggregated form.

Prospective sellers or buyers of any business or assets if, we need to disclose information about people who attend our Events or use our products or services;

Any other third parties where it's necessary to enforce our legal rights, or to protect the rights, property or safety of our employees or third parties, or where such disclosure is required by law.

## **Cookies**

We use cookies to ensure that you get the most out of our Platform. Cookies are small amounts of information in the form of text files which we store on the device you use to access the website. Cookies allow us to understand your use of the software and simplify your use of the Applications. For example:

A temporary cookie is used to keep track of your "session". Without that temporary cookie (which is not stored after you quit your browser) you would have to log on every time you access a new page.

A persistent cookie is stored on your device. They help us provide you with user preferences, settings and information for future visits on our Applications. Persistent cookies allow convenient and easy access to familiar variables such as facilitating preferences such as favourites, bookmarks or language preferences. They can also be used to assess browsing behaviour.

Different types of cookies do different things, such as:

Absolutely necessary cookies are necessary to enable you to navigate through our website and use its features. Without these cookies, you would not be able to check out any Event tickets in your basket.

Performance cookies collect information about how you use our Applications. These cookies collect the Internet browsers and operating systems used, the domain name of the website previously visited, the number of visits, average duration of visit, and pages viewed. These cookies don't collect information that personally identifies you and only collect aggregated and anonymous information. Performance cookies are used to improve the user-friendliness of a website and enhance your user experience.

Functionality cookies enables our Applications to remember choices you make (such as your username or ID, language preference, or the area or region you are in) and provide enhanced, more personal features. They can even remember changes you have made to text size, fonts, and other customizable parts of web pages. They may also be used to provide services

you have asked for, such as watching a video or commenting on it. The information these cookies collect may be anonymized, and they cannot track your browsing activity on other websites.

Targeting and advertising cookies track browsing habits and are used to deliver targeted (interest-based) advertising. They can also limit the number of times you see an ad and to measure the effectiveness of advertising campaigns. They are usually placed on our Platform by third party advertising networks with our permission. They remember that you have visited a website and this information is shared with other organizations, such as advertisers.

## **Managing Cookies**

You can manage website cookies in your browser settings, and you always have the choice to change these settings by accepting, rejecting, or deleting cookies. If you choose to change your settings, you may find that certain functions and features will not work as intended on the Services. All browser settings are slightly different, so to manage cookies, you should refer to the relevant settings within your browser.

For detailed information on how to disable and delete cookies visit the 'Help' section of your browser.

Here are some useful resources that provide detailed information about types of cookies, how they are used, and how you can manage your cookie preference: <http://www.aboutcookies.org>.

Please note that, if you do set your Internet browser to reject cookies, you may not be able to access all of the functions of the Applications and your experience may be less satisfying without using cookies.

## **Third Party Cookies**

The following third party cookies are used by our Applications for persistent analytics tracking:

- Google Analytics
- Google Adwords
- Facebook Pixel
- Snapchat Pixel
- Spotify Pixel
- Twitter Pixel

## **Third Party Content & Cookies**

Our website may contain content and links to other sites that are operated by third parties that may also operate cookies. We don't control these third-party sites or cookies and this Privacy and Cookies Statement does not apply to them. Please visit the terms and conditions and Privacy and Cookies Statement of the relevant third-party site to find out how that site collects and uses your information and to establish whether and for what purpose they use cookies.

## **Your Rights**

You have certain rights in respect of the information that we hold about you, which we value. These rights include:

- the right to ask us not to use your personal data for marketing purposes (remember, you can unsubscribe from any marketing by clicking on the "unsubscribe" in any marketing communication you receive or contact us using the details below);
- the right to request access to the information that we hold about you; and
- if you believe the information that we hold about you is wrong, you can ask us to correct it.

You may exercise your rights above by contacting us using the details below.

## **How To Contact Us:**

If you have any questions or would like to contact us about this Privacy & Cookies Statement, please do so at the following:

Email: [info@mikfestival.com](mailto:info@mikfestival.com)