

PRIVACY STATEMENT BOLD OPTICAL FAIR

1. General

In this privacy statement, the Bold Optical Fair provides information on the processing of personal data by the Bold Optical Fair. The Bold Optical Fair is established at the Lijnderdijk 199, 1175KE Lijnden. The Bold Optical Fair is available on telephone number +31623424508 and by email at: info@bold-opticalfair.nl.

The Bold Optical Fair is the controller of the personal data obtained or generated by the website <https://tickets.bold-opticalfair.nl/en/>, by email, text messages and apps.

This privacy statement also applies to the visitors to the website of the Bold Optical Fair, the users of the apps of the Bold Optical Fair, the clients of the Bold Optical Fair and their relations, the visitors of the events Bold Light Edition and BOLD XXL and all persons whose personal data the Bold Optical Fair processes, with the exception of the persons who work for the Bold Optical Fair.

2. Personal data

The personal data processed by the Bold Optical Fair are (a) personal data that you provided to us using the website <https://tickets.bold-opticalfair.nl/en/>, by email, text message, apps or in any other manner, directly or indirectly, (b) personal data generated by the receipt of electronic messages sent by us, or your use of the website <https://tickets.bold-opticalfair.nl/en/>, and by apps or any comparable applications.

Examples of personal data that you provide to us are: first name, family name, address, postal code and town, email address and telephone number.

Examples of personal data generated by us are: IP address, web surfing behaviour and other data on the use of this website.

3. Use of personal data

The Bold Optical Fair uses the personal data for the various purposes described below: to register participants and visitors to events, performing access control for events Bold Light Edition and BOLD XXL, to inform participants and visitors about events for which these have registered, and for similar events and activities. Your personal data will also be used for the Invitado Leadsan-app.

4. Involvement of third parties

The Bold Optical Fair has enlisted the help of Invitado (part of HVMP Marketing B.V. and established at the Vlasmarkt 1a, 3011 PW Rotterdam) to process your personal data. Invitado only processes personal data by order and on behalf of the Bold Optical Fair. The Bold Optical Fair has concluded a processing agreement with Invitado.

5. Transfer outside the (European Economic Area) EEA

Your personal data will not be shared outside the EEA.

6. Cookies

The website of the Bold Optical Fair uses so-called functional and analytical 'cookies'. Cookies are small data files stored on your computer, tablet or smartphone when you visit a website.

The functional cookies are used to allow the website to perform properly. The analytical cookies are used to create statistics on the use of the website. The Bold Optical Fair uses Google Inc.'s Analytics to this end and has set these cookies 'privacy-friendly', in line with the instructions of the Dutch Data Protection Authority. This means that the data collected using Google Analytics will be anonymised as much as possible and that Google will never process your entire IP-address but will always mask its final octet. Google does not use the collected data for its own purposes, because the Bold Optical Fair has not given it permission to use the data for that purpose. The Bold Optical Fair also does not use any other Google-services in combination with the Google Analytics-cookies. Google stores the collected data on servers in the United States of America. The Bold Optical Fair has concluded a processing agreement with Google, Inc. For more information, please read [Google Analytics privacy policy](#). If you do not wish to accept Google Analytics cookies, please click [here](#). You can also turn off cookies, by allowing selected cookies or no cookies at all in your browser's settings. Please take into account that if you do not accept certain cookies, you will not be able to use certain functionalities of the website, and that the website's ease of use will be limited.

7. Changes in / deletion of personal data / Complaints

- 7.1. Everyone is entitled to inspect, correct, complete, delete and block his or her personal data. Anyone involved wishing to make use of these rights or with questions regarding this Privacy statement may contact the Bold Optical Fair by telephone +31623424508 and by email: info@bold-opticalfair.nl.
- 7.2. Those who receive newsletters through e-mail can unsubscribe by sending an e-mail to info@bold-opticalfair.nl.
- 7.3. If you have a complaint about the way in which the Bold Optical Fair processes your personal data, please contact the Bold Optical Fair by emailing info@bold-opticalfair.nl or by calling number +31623424508. If that fails to lead to a satisfactory solution, you may always contact the Dutch Data Protection Authority (<https://autoriteitpersoonsgegevens.nl/en>).

8. Retention period

- 8.1. The Bold Optical Fair does not keep personal data longer than necessary for the above-mentioned purposes, or only as long as required to meet the regulatory requirements.

9. Security

- 9.1. The Bold Optical Fair has included fitting technical and organizational measures in its processing agreement with Invitado, to protect the Users' personal data from loss or unlawful processing.

10. Changes in the Privacy statement

- 10.1. The Bold Optical Fair reserves the right to change this Privacy statement. Each change will be announced on this page. The Bold Optical Fair therefore advises all interested parties to regularly check this page for any changes made. The current privacy statement was last changed on 2 juni 2020.