

Privacy- and cookie policy Nieuwe Buitensocieteit Zwolle

At Nieuwe Buitensocieteit Zwolle we like to take care of our customers. Your privacy is important to us, that is why we treat your data and information with the greatest care. We use your information in our quest of becoming the Kindest company in the Netherlands, but also to be the nr. 1 partner in providing a complete solution to all your meeting needs!

This document details how we process information and the steps we take to warrant the safety of your privacy-sensitive data. This document consists of the following parts:

- 1. Legal entity**
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1. Legal entity

This policy relates to all brands pertaining to Nieuwe Buitensocieteit Zwolle and is applicable to all our clients, partners, suppliers, guests and other interested parties. The data you provide in the registration process at Nieuwe Buitensocieteit Zwolle is registered, secured and treated according to the conditions detailed in this document.

2. Legal bases

In accordance with the legal principles arising from the AVG, Nieuwe Buitensocieteit Zwolle requests your consent at all times before processing your personal data.

3. Data

Our employees daily work with details on the location and meetings, but also with personal data on our clients, partners, suppliers, and guests. Nieuwe Buitensocieteit Zwolle can process your personal data when you make use of our services or when you provide personal data via our online bookings platform or online contact form.

When visiting one of our websites we will store certain cookies in order to guarantee the quality of the websites and to better serve your interests. Of course you can also choose to disable the cookies, please refer to part 7 'Types of cookies' for more information.

With your permission, Nieuwe Buitensocieteit Zwolle can process the following personal data:

- Contact information, including name, e-mail address, phone number and invoice/residential address;
- Login- and account information, including user name and password;
- Personal data, including sex, place of residence, date of birth and booking history;
- Payment- or credit card information;
- Personal preferences, including your interests and marketing- and cookie preferences;
- Allergy- and other preferences, regarding food, drink and locations;
- Cookies and browser information.

While using any one of our websites, Nieuwe Buitensocieteit Zwolle collects information possibly containing personal data from your browser. We utilize several methods such as cookies and pixel tags to collect such data.

These might contain any of the following:

- Your IP-address and your cookie identifier,
- Information on the software your device utilizes to access different functions,
- The unique ID and type of device used,
- The domain, browser type and language settings,
- The control system and system settings,
- The country and corresponding time zone,
- Browser history of your device,
- Information on the interactions with our website such as, click behaviour, purchases and preferences indicated,
- Access times and referring URLs.

4. Goals and accountability

Nieuwe Buitensocieteit Zwolle processes your personal data to accommodate the following activities. Firstly, to create and manage meeting and room bookings. Secondly, to support marketing and communication purposes through newsletters with information about relevant and similar services to the one(s) you made use of or purchased. Receiving our newsletters is also possible if you are in a written or factoring agreement with Nieuwe Buitensocieteit Zwolle. Naturally, you are free to un-subscribe from our newsletters at any time, via the link provided in those e-mails. It is also possible to un-subscribe by sending an e-mail stating your name and the subscribed e-mail address to welkom@nieuwebuitensocieteitzwolle.nl.

Thirdly, we register and analyse personal- and browsing data to improve our (online) services. In addition to continuous improvement of our services and user experiences we also use this data for testing purposes, solving service problems and improving the functionality and quality of our products and services.

Finally, we use your data to ensure the success and full compliance to your wishes and expectations of any meeting we organize for you.

During the aforementioned activities your (personal) data is used by Nieuwe Buitensocieteit Zwolle. Please see the detailed list below for a description and justification of the ways your data is used.

- **Name, function and sex:** At Nieuwe Buitensocieteit Zwolle we like to take care of our customers. Among other things, clear communication is very important in the process of providing the perfect meeting for you. That is why it is important to know the name, salutation (sex) and contact information such as job function of our contact at a client company.
- **E-mail address:** The e-mail address of a contact are exclusively kept to improve convenience in communication. Should you opt into our newsletter, your e-mail address will be used to send it as well.
- **Phone number:** Although we communicate largely via e-mail with our customers, we prefer to speak to our clients directly, we do this to ensure clear communication in the understanding of the wishes and preferences of our customer.
- **Bank details:** To process invoices.
- **Date of birth and address;** Nieuwe Buitensocieteit Zwolle set herself the goal to become the Kindest Company of the Netherlands. We look forward to celebrating special occasions with you, for example your birthday. This information also helps us to chart our target audience and improve the service to our customers.
- **Allergies and other (food) preferences:** Because a hotel reservation or meeting booking often is paired with food & beverage wishes, our Meeting Experts will ask you for any allergies and other (food) preferences. In addition we also note location preference(s). We do this to ensure we can prepare the location to meet your needs and wants. This is also beneficial when you use our services and products repeatedly or on a regular basis, all your preferences are registered and communicated for every meeting, be it just the one or a hundred per year.

5. Your rights

Your rights in the processing of your (personal) data:

- The right to insight into (personal) data;
- The right to modify your (personal) data;
- The right to exchange your (personal) data;
- The right to remove your (personal) data via anonymization;

If you wish to know which personal data Nieuwe Buitensocieteit Zwolle has collected of you and/or if they are correctly registered, you can ask for an “overview personal data”.

Your personal data can be modified, complemented and/or anonymized by contacting us by telephone or e-mail. Please see the contact information at the final page of this document. Additionally, you can log in via your personal account online and modify your personal data. Should you wish to appeal to one or more of the abovementioned rights, Nieuwe Buitensocieteit Zwolle will honour your request within one month at the latest.

As mentioned before, some data is necessary to a booking and therefore linked to that booking. It is not possible for us to change information linked to a current or ongoing booking. This concerns the minimal information required to continue the booking. On the subject of cookie rights; subject to the preferences of your browser, you will be asked on every visit to one of our websites for your cookie preferences. You are free to adjust, reset or remove preferences for cookie collection.

6. Types of cookies

A cookie is a small file saved to the hard drive of your device to recognize you when repeating a visit to a website. Nieuwe Buitensocieteit Zwolle uses three types of cookies, two of which are optional and can be turned on or off independently. Your data is collected and processed via a secured network. Upon visiting our website you will be prompted to indicate your cookies preferences. The duration of the cookie varies from the length of your visit up to unlimited, unless otherwise indicated by your browser preferences. Turning off specific cookies can lead to a limited website experience. If you change your mind you can re-load our websites to re-enter you cookie preferences. Please refer to the list below for the types and functionality of the cookies Nieuwe Buitensocieteit Zwolle uses.

- **Analytical cookies:** The use of these cookies is anonymous and solely to create insight in the brows and user behaviour on our websites and to allow statistical software such as Google Analytics and Hotjar on our websites. These programs allow us to find out what generally works and what does not on our site. Among other things, the duration and time of the visit, as well as which pages are visited is collected. This information is used to improve the website experience for the end user. Refusing these cookies can lead to less targeted recommendations and possibly a slower operation of the website. Because these cookies are anonymous you cannot be identified based on this data.
- **Social media cookies:** Nieuwe Buitensocieteit Zwolle uses social media cookies on all beforementioned websites. We do this to ensure the possibilities to easily connect and exchange information on our websites to other sites such as Facebook, Instagram, Twitter, LinkedIn and Google+. The social media cookies ensure these functionalities are available and functioning. The generally known icons indicate the use of social media cookies on our websites.
- **Advertising or Affiliate cookies (third party):** Advertising cookies collect information to ensure advertisements on our as well as social media websites somewhat fit your interests. In some cases information is used that could be linked to your person directly, this happens because these cookies can be directly linked to your social media account(s).

7. Sharing personal data

Nieuwe Buitensocieteit Zwolle. distinguishes two variants regarding the sharing of your personal data:

- Sharing by Nieuwe Buitensocieteit Zwolle Because of the advanced systems used at Nieuwe Buitensocieteit Zwolle we maintain a close cooperation with a number of technical support companies. Among them are companies located in a country other than where the personal data were initially collected. Consequentially, it is possible that legislation in these countries are set at a

differing security level than that of the country where the data processing initially took place. In these cases Nieuwe Buitensocieteit Zwolle takes all measures to ensure that this data is protected to a similar level as within the European Union. Additionally, Nieuwe Buitensocieteit Zwolle enters into a processor agreement with all companies that receive your personal data, this equals out the security level for any companies dealing with your (personal) data.

- Sharing yourself: You have the right to share the personal data we have collected with other persons or companies. Upon request we will ensure the required information is sent to you in a structured and digital format.

8. Data storage period

Nieuwe Buitensocieteit Zwolle stores your data no longer than necessary for the goals for which they were initially collected. Your data is saved for the same term as lawfully set for financial data which is 7 years after the most recent booking. Your data will also be saved as long as you hold your account or if you are still in receipt of our newsletter(s).

10. Technical and organizational security measures

Nieuwe Buitensocieteit Zwolle takes the security and protection of your data seriously and uses appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure or modification of the data. Our systems are well secured, by among other measures, setting up authorization restriction(s) in our IT system per employee, we ensure that persons not authorized do not have access to your data.

11. Changes to the privacy- and cookie policy

Nieuwe Buitensocieteit Zwolle reserves the right to adjust, rectify or expand this privacy- and cookie policy in the (near) future. The most up-to-date version is available on our website at any time. If the changes are very radical, we will ensure that these are communicated in a clear and noticeable manner.

For more information and questions regarding our privacy- and cookie policy or if you wish to directly speak to an employee, please refer to the contact information below.

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