



## PRIVACY STATEMENT GOOD! BV

This Privacy Statement informs you about our policy regarding the collection, use and disclosure of personal information when you use our services and the choices you have linked to that information.

GOOD! BV organizes trade fairs, conferences and meetings (the Events) in the field of sustainable technologies. Examples are: Solar Solutions International, Solar Business Day, Green Heating Solutions, Heat Pump Business Day, LED + Elektrotechniek and Huis & Energie. In addition, GOOD! BV publishes reports on sustainable market sectors through its sister company Dutch New Energy Research and we send newsletters about current market developments and our events and services (the Service).

GOOD! BV records data within the framework of its services. This is the case, for example, when you take part in an exhibition or congress, when you visit a trade fair or congress, register for one of our newsletters, express your interest, or otherwise have contact with GOOD! BV (the Registration).

GOOD! BV handles and protects the data of customers and visitors with the utmost care. GOOD! BV adheres to the requirements set by the GDPR (General Personal Data Regulation). That means, among other things, that:

- We clearly state for what purposes we process personal data via this privacy statement.
- We limit our collection of personal data to only the personal data that is necessary for our purposes;
- We first ask you for explicit permission to process your personal data in cases where your consent is required;
- We take appropriate security measures to protect your personal data and also require that of parties that process personal data at our request;
- We respect your right to provide your personal data for inspection and to correct or delete your personal data.

## PURPOSES

GOOD! BV uses the data for:

- the correct execution of its operations;
- for the provision and invoicing of services;
- for taking measures to improve the service;
- for sending E-tickets;
- to inform you about news, market developments, products and services.

## CATEGORIES OF PERSONS

This Privacy Statement applies to the following categories of data subjects whose Personal Data is processed by us:

- Exhibitors and potential future exhibitors at our Events
- Visitors and potential future visitors of our Events;
- Subscribers to, readers, advertisers and prospects of our website, newsletters and mobile applications;
- Press and public relations contacts and speakers;
- Business relations such as suppliers and other parties who are in contact with us.

## LIMITED DATA COLLECTION

GOOD! BV only records data that is necessary for the execution of the purposes. The data consists of two categories:

- General information consisting of (if relevant): Company name, address, contact details, gender, job description, industrial sector description.
- Specific data (if relevant): visit data, correspondence, administration / invoice details and registered interests.

We **do not** register privacy-sensitive data and **no data** that are described as special personal data in the GDPR.

## SHARING DATA

GOOD! BV does not provide your information to third parties except when permission has been given or when legally authorized in a few of the cases below.

### Registration visitor data

When you register for the visit of an Event your General and Specific Information will be recorded. We use your General Information in order to send you an E-ticket and to inform you. You can unsubscribe from this at any contact moment.

### Sharing visitor data to exhibitor

Via our VIP invitation-service an exhibitor can invite a relation for a visit to an Event. When the relation accepts the invitation and registers for the event, the exhibitor will be informed of this.

### Sharing data by scanning the visitor badge

Visitors who register for an event receive an E-ticket. At the entrance of an event, the E-ticket is converted into a personal access badge. The barcode on the personal access badge is linked with the General Information of the visitor.

Only after permission of the visitor the exhibitor can scan the personal access badge in which case the General Information will be shared with the exhibitor in question (electronic business card).

### Sharing data by scanning products

The General and Specific data of visitors who scan products by using a, through Good! developed, application will not be shared with third parties.

While scanning a product the visitor can deviate from this on their own initiative by giving permission to share their General Information with the exhibitor.

### Sharing data to our service providers, suppliers and subcontractors

We do not share information of our exhibitors with third parties. In certain circumstances we will share your company- and contact details with service providers and suppliers who are connected to the Event. These companies may use your details within the compliance of this Privacy Statement.

### Sharing data due to legal requirement

Under certain circumstances GOOD! BV can be obliged to release your personal data if required by law or as a result of valid requests from government authorities (for example investigation services, the tax authorities or the court of law).

### Other special reasons

GOOD! BV may disclose your personal details if such action is necessary:

- To comply with a legal obligation;
- To protect and defend the rights or property of GOOD! BV;
- To prevent or investigate possible violations related to the Service;
- To protect the personal safety of users of the Service or the public;
- For protection against legal liability;

## DATA INSPECTION AND CORRECTION

GOOD! BV offers the possibility to view and change your data. Your data will be deleted at your request. If you want to be informed about the personal data that we have of you and if you want it to be changed or removed from our systems, please contact us.

In certain circumstances you have the right:

- To access and receive a copy of the personal information we have of you
- To correct any personal information we have of you that is incorrect
- To request the removal of personal data we have of you

You should note that we may ask you to verify your identity before we respond to a request.

## DATA RETENTION PERIOD

GOOD! maintains a standard retention period of 5 years after the date of the last registration.

However, we will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, to comply with the legal retention requirements of the Tax Authorities or if we are obliged to retain your data to comply with other applicable laws), to resolve disputes and to enforce our legal agreements and policies.

The General Information that are shared with an exhibitor by scanning an personal access badge will remain accessible to the exhibitor thirty days after the last day of the relevant event. After this period the exhibitor will no longer have access to this data.

## WEBSITES AND DATA

On the websites of GOOD! BV general visitor data are saved, without identifying the visitors. The purpose of this is to optimize the functionality of the website. This data can also be used to put more specific information on the site. In this way, GOOD! BV further optimize its services to you. In order to do this GOOD! BV also use the IP address of your computer. This IP address is a number that is automatically assigned to your computer when you visit the internet. They can be used to see what use is made of the website and for the preparation of analyses and reports.

- Cookies; the websites of GOOD! BV do **not** use cookies.
- Hyperlinks; on the websites of GOOD! BV you will find a number of hyperlinks to other websites. GOOD! BV is not responsible for the handling of your data by those parties. Please read the privacy statement, if any, of the site you are visiting.
- Google Analytics; is a web analytics service offered by Google that tracks and reports website traffic. Google uses the collected data to track and monitor the use of our Service. This information is shared with other Google services. Google may use the collected data to place and personalize the advertisements of its own advertising network. You can choose not to make your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about the activity of visits. For more information on Google's privacy practices, visit the Google Privacy Terms page: <http://www.google.com/intl/en/policies/privacy/>.

We are not responsible for the privacy policies and practices of other websites even if you accessed the third-party website using links from our website. We recommend that you check the policy of each website you visit and contact the owner or operator of such website if you have concerns or questions.

## IMAGE RIGHTS

GOOD! makes photos and videos and/or captures the Events with different media. These images can be used for the promotion of Events in the form of sales brochures, newsletters, e-mailings, websites or other promotional material. By agreeing to the privacy terms, you agree to the use of your image by Good!.

## NEWSLETTERS, E-MAILINGS

We may use your personal information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You can choose not to receive messages from us by unsubscribing through the unsubscribe link that we include in any emailing or by contacting us.

## DATA PROTECTION

GOOD! BV uses the services of Spinware Solutions BV (the Processor) to record and process the data. The Processor's responsibilities are laid down in the Processor Agreement. With regard to the security of data, it includes, among other things:

The Processor shall take all state-of-the-art technical and organizational measures appropriate to ensure risk-adjusted security. These measures will adapt with the changes and developments in the market.

They should include, among others:

- Measures to ensure the confidentiality, availability, integrity and resilience of the processing systems in the event of a physical or technical (security) incident;
- Measures to immediately restore the availability of and access to the Personal Data in the event of a physical or technical (security) incident;
- Measures to ensure that only authorized personnel have access to the Personal Data;
- Measures to identify weak points with regard to the Processing of Personal Data in the systems used by the Processor and third parties engaged by the Processor to provide services to the Processing Officer
- A procedure for testing, assessing and evaluating the effectiveness of the security measures on a regular basis.

## PAYMENTS

We can deliver paid products and / or services within the Service. In that case we use partially the services of third parties for processing payments.

We do not collect payment card details and do not store your payment card details. You provide this information directly to the payment processors, whose use of your personal information is determined by their Privacy Policy. The payment processor we work with is Mollie BV, <https://www.mollie.com/nl/> Mollie BV is fully PCI-DSS level 1 certified.

GOOD! BV reserves the right to make changes to this privacy statement. Therefore, check this privacy statement regularly for the privacy policy of Good! BV.

Contact:

GOOD! BV

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