

# Privacy statement

To use certain services such as purchasing admission tickets, taking part in seminars and using specific online functionalities you will be asked to provide data. In this privacy statement Jaarbeurs B.V. would like to explain how it uses those data.

### **For what objectives are your data processed?**

Jaarbeurs B.V. uses your data to provide the products or services selected by you such as sending you visitor badges, trade show programmes or newsletters. We may use your data to keep you informed of other activities, products and services.

### **How do we collect your data?**

Besides the data you supply we also collect data on your visits to our events or our websites (our general website [www.jaarbeurs.nl](http://www.jaarbeurs.nl) as well as event-specific websites). We collect these data to tailor our events as much as possible to visitor preferences and to provide you with relevant information. For instance, we collect data when you have your badge scanned, register for a lecture or activity during an event or when you request or download specific information from our website. The same applies when you fill out your data to get access to specific information or functionalities on our websites.

### **Click behaviour**

Jaarbeurs B.V. collects general visitor data through its websites, such as visitor numbers and the number of clicks on a specific page.

### **Cookies**

In addition, Jaarbeurs B.V. can automatically collect data by using cookies. Cookies are small text files that are stored on a browser to retain certain information when you visit a website. Go to the help menu of your browser to learn how you can adjust your browser settings to delete or disable cookies. However, please remember that many websites will not work without cookies.

Below we will explain the different types of cookies that we use.

#### *Functional cookies*

Jaarbeurs B.V. uses several functional cookies, which enable us to record data that will enhance your browser experience. For instance, the functional cookies we insert on our different sites:

- remember your preferences, such as the language you have chosen;
- enable access registration by using a so-called session.

#### *Performance cookies*

To allow us to tailor our website to visitor wishes and interests, we use performance cookies. Performance cookies show us which pages present problems, which pages are popular, etcetera. These data are important to us to help us provide you with a better user experience. We only use data that can never be used to identify you personally.

#### *Social media cookies*

Social media cookies make it easy for you to share pages on social media or to display social content about a topic (tweets, for instance). Examples of social media for which cookies may be used are Twitter, LinkedIn, Google+ and Facebook.

#### *Advertising cookies*

Jaarbeurs B.V. uses cookies to ensure that you do not see the same advertisement too often.

Jaarbeurs B.V. also uses cookies that enable us to show you banners after you visit our site. Go to your online choices website to learn more about this type of banners and how you can grant or revoke consent. These banners also contain information icons that let you disable these banners. Also in this case we only use data that can never be used to identify you personally.

**Right to object**

If you do not wish to be informed about the activities, products and services of Jaarbeurs B.V., please write to Jaarbeurs B.V., Databases department, PO Box 8500, 3503 RM Utrecht or send an e-mail to [privacy@jaarbeurs.nl](mailto:privacy@jaarbeurs.nl).

**Inspection, rectification, or deletion of data or questions**

You may access your data at all times and ask us to rectify or remove these data. Please send a request with your personal details to our Databases department, PO Box 8500, 3503 RM Utrecht or e-mail [privacy@jaarbeurs.nl](mailto:privacy@jaarbeurs.nl). Any questions about the use of your personal data may also be sent to this address.

**Links to other websites**

Our communications or websites may contain references to third party websites. Jaarbeurs B.V. is not responsible for the contents and privacy practices of those websites. This privacy statement does not extend to these hyperlinked websites.

**New developments**

Jaarbeurs B.V. reserves the right to make changes to this privacy statement further to new developments. We advise you to regularly review this statement for changes.

[Download a complete list of cookies used by Jaarbeurs B.V.](#)