



Dear reader,

The event industry is not always a celebration. There are also legal matters to consider, such as the privacy statement. Even before the GDPR legislation came into effect, we handled your personal data with care, just as we like to be treated ourselves.

Below, you'll find a detailed version of our privacy policy. If you have any questions, feel free to give us a call.

Now, we'll get back to what we do best: developing and organizing events and event campaigns!

See you soon Hilversum,

Team D&B Eventmarketing

## 1. **General**

In this privacy statement, D&B Eventmarketing provides information about the processing of personal data by D&B Eventmarketing, located at Van Hengellaan 25, 1217 AR Hilversum, and registered in the Trade Register under number 39062588. D&B Eventmarketing can be reached by phone at 035 - 3032000 and by email at info@db-eventmarketing.nl.

D&B Eventmarketing is the data controller regarding personal data obtained or generated via the websites [www.db-eventmarketing.nl](http://www.db-eventmarketing.nl), [www.db-rose.nl](http://www.db-rose.nl), email, SMS, and apps.

This privacy statement applies to visitors of the websites of D&B Eventmarketing and D&B Rosé, users of the apps of D&B Eventmarketing and D&B Rosé, clients of D&B Eventmarketing and their contacts, visitors of D&B Eventmarketing events, and any other individuals whose personal data D&B Eventmarketing processes, except for employees of D&B Eventmarketing.



## 2. Personal data

The personal data processed by D&B Eventmarketing include:

- (a) personal data that you have provided via the websites [www.db-eventmarketing.nl](http://www.db-eventmarketing.nl), [www.db-rose.nl](http://www.db-rose.nl), email, SMS, apps, or other direct or indirect means, and
- (b) personal data generated through the receipt of electronic messages from us or your use of the website [www.db-eventmarketing.nl](http://www.db-eventmarketing.nl), [www.db-rose.nl](http://www.db-rose.nl), apps, or similar applications.

Examples of personal data you provide to us include your first and last name, address, postal code and city, email address, and phone number.

Examples of generated personal data include your IP address, browsing behavior, and other data related to your use of our website.

## 3. Use of personal data

D&B Eventmarketing gebruikt de persoonsgegevens voor verschillende doeleinden die wij hieronder beschrijven:

### Contact form, whitepapers en newsletter

With the contact form, you can send us questions. By using the contact form, you give consent for us to contact you to schedule an appointment or send you targeted information.

We also offer whitepapers comprehensive documents on relevant topics within our field. When you download a whitepaper, we process your name, email address, and phone number to send you targeted information and possibly follow up with an appointment.

You have the option to subscribe to our newsletter. For this, we use your phone number, email address, and name. We have a legitimate interest in storing this data to reach you. We retain this personal data until we are sure your questions have been answered and for up to six months afterward for potential follow-up. You can unsubscribe from the newsletter at any time via the unsubscribe link in the email or by contacting us. Your data will be retained for up to three months after unsubscribing.



## Events

D&B Eventmarketing processes your personal data for your participation in an event. In many cases, we request the following details: name, address, city, phone number, gender, date of birth, title, job title, and company name. These details are necessary for the development and organization of an event or event campaign.

### **4. Engaging third parties**

D&B Eventmarketing collaborates with certain companies. These partners may receive your personal data. In such cases, we enter into a data processing agreement with these partners. They will only use your personal data for executing the event and providing you with tailored information.

### **5. Transfer outside the (European Economic Area) EEA**

If partners are located outside the European Economic Area, we always ask for your consent before sharing your personal data.

### **6. Cookies**

The D&B Eventmarketing website uses functional, tracking, and analytical cookies. Cookies are small (text) files that are stored on your computer, tablet, or smartphone when you visit a website.

Functional cookies recognize you when you return to our website and allow us to provide a better and more personalized experience. Tracking cookies, also known as marketing cookies, allow advertisers (third parties) to track visitors and monitor browsing behavior, creating a visitor profile. Analytical cookies track statistics about website usage.

D&B Eventmarketing uses Google Analytics from Google, Inc. These cookies are set to be "privacy-friendly," following the guidelines of the Dutch Data Protection Authority. This means that the data collected through Google Analytics is as anonymized as possible, and Google never processes your full IP address but masks the last octet. Google does not use the collected data for its own purposes, as D&B Eventmarketing has not given Google permission to do so. Additionally, D&B Eventmarketing does not use other Google services in combination with Google Analytics cookies. The collected data is stored on Google's servers in the United States. A data processing agreement has been concluded with Google, Inc.



## **7. Modification/deletion of personal data/complaints**

Every individual has the right to access, correct, supplement, delete, and block their personal data. If you wish to exercise any of these rights or have questions about this privacy statement, you can reach D&B Eventmarketing by phone at 035-3032000 or by email at info@db-eventmarketing.nl.

If you have a complaint about how D&B Eventmarketing processes your personal data, you can contact us via email at info@db-eventmarketing.nl or call 035 - 3032000. If this does not lead to a resolution, you may contact the Dutch Data Protection Authority (<https://www.autoriteitpersoonsgegevens.nl/>).

## **8. Retention period**

D&B Eventmarketing does not retain personal data longer than necessary for the purposes mentioned above or as required by law and regulations.

## **9. Security**

In agreements with third parties, D&B Eventmarketing has established technical and organizational measures to protect users' personal data against loss or unlawful processing.

## **10. Changes of the Privacy statement**

D&B Eventmarketing reserves the right to amend this privacy statement. Any changes will be announced on this page. We advise individuals to check this page regularly for updates. The current privacy statement was last updated on March 17, 2025.