# PRIVACY POLICY

Design September asbl. takes personal data protection very seriously to ensure compliance with the legal requirements set out in the General Data Protection Regulation Act 2018 (the Act).

We appreciate you visiting our website – designmarket.be (the “site”) owned and operated by Design September asbl.

Brussels Design September, “we”, “us”, or “our”. We are committed to protecting your privacy and we’ve created this Privacy Policy to provide you a clear understanding of how we collect, use, protect or otherwise handle personal data.

This Privacy Policy may be updated from time to time and we will notify you of any material changes by posting the new Privacy Policy on the Site. We recommend you consult this policy regularly for any changes.

Should you have any questions, complaints, or queries with regards to how we use your information, we encourage you to contact us at [contact@designseptember.be](mailto:contact@designseptember.be) and we will do our best to answer/resolve it in the shortest possible time.

# 1. Who is concerned by this privacy policy

This Privacy Notice mainly covers the collection and processing of personal data of members of Brussels Design September (current and old) and their staff, of contractual partners, of people who have expressed an interest in Brussels Design September and its activities (e.g. subscribers to newsletters or those registering to events we organise or co-organise), as well as people that Brussels Design September engages with, in the framework of its mission and activities.

#### 2. What categories of personal data do we process ?

## 2.1  General information:

We will use, store or otherwise process any of your Personal Data in accordance with the terms of this Policy, such as your name, language, salutation, gender, date of birth, address, phone number (fixed and/or mobile), email, fax and social network accounts.

If you are a professional, we also process the company name and address, VAT and/or company number, company industry, your function/job title within the company and your business email.

In order to improve the quality of our services to all of our clients, we may also enrich any of your Personal Data with additional relevant information. This can be public information or information which we obtain via third parties and that we use for the purposes mentioned in this Policy, including but not limited to, verifying the accuracy of the data in our database and optimizing our direct marketing actions, possibly based upon your marketing profile.

Aforementioned public information can consist of information published in official publications or information that you have made public (such as information on your social media profile).

## 2.2  Information related to the services contract you have with us

And to your particular status as a (potential) visitor, exhibitor, co-organiser, sponsor, subscriber, advertiser, Media Partner, supplier or other status:

Such as Information related to your status **as a visitor** or potential future visitor of our event : We will process any of your Personal Data obtained from information related to the Brussels Design Market editions that you have visited or register for, if an exhibitor has invited you and which exhibitor it is, if you have paid your entrance and how much or if you came for free.

Information related to your status **as an exhibitor** or potential future exhibitor at Brussels Design September : We will process any of your Personal Data obtained from information related to the events at which you or your company have exhibited or have expressed an interest in exhibiting, the type, size and components of your stand, and information with regard to the execution of your exhibitor contract with an affiliated entity of ours (e.g. surface rented, product information, website, conditions for use, payment information, eventual non-paid invoices, etc.).

Information related to your status **as subscriber**, reader, **advertiser** or potential user of our Media Tools:

We will process any of your Personal Data obtained from information related to the Media Tools that you or your company have subscribed to or advertised in or have expressed an interest in subscribing or advertising, the subscription (and eventual unsubscription) or advertisement date, content of the advertisement, payment information, eventual non-paid invoices etc.).

## 2.3 Information related to your browser such as IP address and information registered by the cookies we use:

Apart from the Personal Data that you voluntarily share with us when using our website and mobile applications, we also use cookies and other technological resources to collect data.

General information concerning visits of websites which are edited or managed by us are collected and registered without the visitors being identified. The purpose of this is to improve the performance and quality of our websites and the users’ browsing experience. This information may also be used in order to discover how the website(s) is being used and with the purpose of analysing and compiling reports.

With these aims in mind, we can also use your computer’s IP address if this address is identified. An IP address is a number that is automatically assigned to your computer when you browse on the Internet. IP addresses do not allow us to identify you, unless you have given us your explicit permission for this.

### Cookie Statement

What exactly are cookies?

* In order to collect the information as described in this Policy, we use cookies on our website.
* A cookie is a small file that a website or its service provider transfers to your computer’s hard drive through your web browser (if you allow) that enables the websites or service providers systems to recognize your browser and capture and remember certain information.
* You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not. Alternatively, you can choose to turn off all cookies via your browser settings. However, some of the services and features offered through our Website may not function properly if your cookies are disabled.
* Cookies can be first party or third party cookies.
* First party cookies - cookies that the website you are visiting places on your computer.
* Third party cookies - cookies placed on your computer through the website but by third parties, such as, Google.
* The cookies placed on your device

### We use the following cookies on our Website:

• Strictly necessary/ session cookies

These cookies are essential in order to enable you to move around our website and use its features. Without these cookies, services you have asked for cannot be provided. They are deleted when you close the browser. These are first party cookies.

• Performance cookies

These cookies collect information in an anonymous form about how visitors use our website. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it and the approximate regions that they are visiting from. These are first party cookies.

• Functionality cookies

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. These are first party cookies.

• Analytics and advertising cookies

These cookies allow us and our advertisers to deliver information more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. They remember that you have visited our website and may help us in compiling your profile. These are persistent cookies which will be kept on your device until their expiration or earlier manual deletion. We make use of third party cookies, including the Google Analytics cookie and the Google Advertising cookie.

• Cookie consent and opting out

When you arrive on our website a pop-up message will appear notifying you that our website uses cookies. By using our website, you are consenting to our use of cookies. If you, or another user of your device, wish to withdraw your consent at any time, you can do so by altering your browser settings, otherwise we will assume that you are happy to receive cookies from our website.

## 2.4  External data sources

We may have obtained your Personal Data via external data sources. We make regular use of external databases obtained via third parties, such as trusted commercial partners or trusted data partners for prospection purposes. If you want to know via which external source we have obtained your Personal Data, you may contact us either by mail or by email on the above-mentioned addresses in paragraph 1.

## 2.5  Pictures and images from surveillance cameras

In order to ensure the security during our Events, we installed cameras inside the venues as well as on the carpark. Those camera images are solely recorded and viewed for surveillance and security purposes.

Also, during our Events photographers may take pictures of exhibitors and customers attending the Event. Those pictures may be used in our folders, brochures or flyers or on the website and/or social media page of the Event concerned for promotional purposes and to enable you to view pictures of your participation to the Event.

# 3. What is the purpose and legal ground for the processing of your personal data?

We process your Personal Data for the following purposes and based upon the following legal grounds, in accordance with applicable law:

3.1. With your consent, for, including but not limited to, the following purposes:

* (a) to handle your request when you send an enquiry via our Website or via our call centre;
* (b) to handle your participation in a contest or other commercial actions in which you have participated;
* (c) to send you newsletters or magazines to which you have subscribed;
* (d) to send you direct marketing communications that you have consented to receive via email (or via any other channel for which applicable law imposes prior obtaining of your consent and for which you have consented);
* (e)  to send you direct marketing communications via email based on your implicit consent if you are an existing customer and we have received your email address from you. You have the ability to object to this use of your email address at any time and free of charge. You can unsubscribe easily via the added link at the bottom of any email and
* (f) to transfer your email address (or any other Personal Data for which applicable law imposes prior obtaining of your consent and for which you have consented) to a specified third party

You have a right to withdraw your consent for the processing of your Personal Data at any time where your consent is the legal ground for the processing of your Personal Data.

* 1. For the preparation or the performance of our services contract with you for, including but not limited to, the following purposes:
  2. (a)  to make a contract proposal, to conclude, execute and monitor the particular service contract (“Contract Management);
  3. (b)  to publish an Event catalogue;
  4. (c)  to perform entry and ticket management and to perform visitor management;
  5. (d)  to follow-up on visits made during the Events or perform surveys;
  6. (e)  to perform security management during the Events; and
  7. (f)  to prevent and combat bad payment, and to determine, exercise and safeguard our rights in general, including but not limited to, debt collection, management of litigation and any legal proceedings.

3.3. for the realization of our legitimate interests, when the processing of your Personal Data is necessary for us to conduct our company activities for, including but not limited to, the following purposes (except where your explicit consent is required):

1. (a) to inform you of our upcoming Events, products and services or upcoming Events, exhibitors or other carefully selected commercial partners;
2. (b) to establish client or prospect segments or marketing profiles, e.g. for targeted marketing;
3. (c)  to centralize, combine and enhance your Personal Data with useful information obtained from third parties;
4. (d)  to optimize our services, to adapt our Events to our visitors’ and exhibitors’ preferences and desires;
5. (e)  to optimize the management and the quality of our digital marketing and sales activities and services;
6. (f)  to measure our performance (e.g. via market research);
7. (g)  to use within aggregated or anonymized models in order to establish market analyses, for financial management, marketing or reporting or for performing big data analytics or any other type of analytics;
8. (h)  to monitor the quality of our customer service and train our contact centre agents;
9. (i)  to promote our Events and venues and
10. (j)  to prevent and combat fraud, crimes and possible violations.

In the cases referred to above, we always strive for maintaining a fair balance between the need to process your Personal Data and the preservation of your rights and freedoms, including the respect for your privacy.

3.4. For complying with legal or regulatory provisions to which we are subject (article 6 (1)(c) GDPR).

# 4. How long do we store your personal data?

We will keep your personal data in connection with the services/products you have bought for 7 years after the last purchase. We need to retain this data for our own accounting purposes and for legal and tax purposes.

In terms of personal data we use for marketing, we will keep this data for as long as we are able to market to you and if you withdraw your consent or opt-out of marketing communications, we will keep your contact details only to ensure that we do not contact you again for marketing purposes.

Where we use consent or legitimate interest as the basis for direct marketing, we will take this to be valid for 2 years from the time of your most recent significant interaction with us, which may include registering for an event ticket, making a purchase through our website, or opening one of our marketing emails.

# 5. Your rights in relation to your personal data

 As a data subject, you can exercise the following rights in relation to your personal data.

* **Right to be informed.** You have the right to be told about the collection and use of the personal data you provide.
* **Right to access.** You may, where permitted by applicable law, request to obtain information whether we process your Personal Data and, where applicable, have access to them.
* **Right to rectification.** You may request that we rectify any inaccurate and/or complete any incomplete Personal Data free of charge.
* **Right to withdraw consent.** You may, as permitted by applicable law, withdraw your consent to the processing of your Personal Data at any time. Such withdrawal will not affect the lawfulness of processing based on your previous consent. Please note that if you withdraw your consent, you may not be able to benefit from certain service features for which the processing of your Personal Data is essential.
* **Right to erasure.** You may request that we erase your Personal Data and we will comply, unless there is a lawful reason for not doing so. For example, there may be an overriding legitimate ground for keeping your Personal Data, such as, a legal obligation that we have to comply with, or if retention is necessary for us to comply with our legal obligations.
* **Right to lodge a complaint with the supervisory authority**. You have the right to contact the relevant supervisory authority in case you consider we process your Personal Data unlawfully.
* **Unsubscribing from our emailing list**
* If you want to exercise this right, please contact us: marco@designseptember.be

#### 6. Changes to the privacy policy

We reserve the right to right to amend or modify this Policy without notice to you and if we do so we will post the changes on this page. It is your responsibility to check the Policy every time you submit information to us or place an order.