PRIVACY STATEMENT FRIENDLY FIRE B.V.

Friendly Fire B.V., having its corporate seat and principal place of business at Wingerdweg 4 in (1031 CA) Amsterdam, and registered under Chamber of Commerce number 30251806 (hereinafter referred to as 'Friendly Fire'), respects the privacy of its visitors at the events it organizes (hereinafter: the Event) and of visitors to the website www.bestkeptsecret.nl ('the Website'). Friendly Fire will ensure that the personal data will be treated confidentially. Friendly Fire can be reached through the email address info@friendlyfire.nl. 'Personal data' means all information about an identified or identifiable natural person. Personal data are processed in accordance with current privacy legislation, such as the General Data Protection Regulation ('GDPR'). In this Privacy Statement, a distinction is made between visitors who have purchased a ticket ('Visitors to the Event') and visitors to the Website ('Visitors to the Website'), collectively also referred to as 'Visitors'.

Article 1 Scope of application

1.1 This Privacy Statement provides information about the processing of personal data by or on behalf of Friendly Fire and relates only to the use of personal or other data of the Visitors.

1.2 This Privacy Statement does not apply to websites of third parties, such as websites or apps to which Friendly Fire refers on its Website and in its mailings. Friendly Fire advises the Visitors to consult the privacy policies of these third parties on these websites. The BKS app is subject to a separate privacy statement provided by Chaanz.

1.3 Friendly Fire offers a guarantee that the personal data are processed in a proper and transparent manner.

Article 2 Personal data collected by Friendly Fire

2.1 Friendly Fire may process data, including personal data. This concerns the following data:

a. *Contact details*:

1. such as the name, email or other address and telephone number of the Visitor to the Event that are requested (whether or not by the relevant (pre)sales organization) when tickets for the Event are purchased;

2. such as the name, email or other address and telephone number of the Visitor to the Website, if these personal data are obtained direct from an order on the Website;

3. such as the name and email address as provided by the Visitor to the Website on the Website, for example through an opt-in for a newsletter of Friendly Fire and similar communication;

4. such as the name, email address, bank account number and telephone number of the Visitor to the Event, in case of loss or theft of a payment instrument obtained from Friendly Fire. Friendly Fire will process this information and will use it to refund the outstanding amount;

b. *Camera images*: during the Event, Friendly Fire or a media partner may process personal or other data of the Visitor to the Event, such as recording the Event (with a camera), whether or not in the context of camera surveillance;

c. *Surfing data*: Friendly Fire also obtains surfing data (including the IP address, date and time of the visit to the Website) relating to the Visitor of the Website;

d. *Account details*: such as an email address and password for the account of the Visitor to the Website and/or the Visitor to the Event. Friendly Fire may use payment instruments such as a wristband or a payment card during the Event. In order to register these, the Visitor to the Event provides his or her email address and links it to a password. The relevant data are processed.

Article 3 Principles for processing personal data

3.1 The processing of personal data must be founded on a basis derived from privacy legislation.

3.2 Friendly Fire will process personal data if the processing is necessary for the execution of the agreement with Friendly Fire to which the Visitors are party.

3.3 Friendly Fire will process personal data if it obtains permission from the Visitors for a specific purpose.

3.4 Friendly Fire will also process personal data of the Visitors if this processing is necessary to protect its legitimate interests.

3.5 Finally, Friendly Fire will process personal data of the Visitors if this processing is necessary to satisfy any legal obligation of Friendly Fire, such as the delivery of images made in the context of camera surveillance.

Article 4 The purposes for which personal data are processed

4.1 To execute the agreement to which the Visitor to the Event is a party and under which the latter has purchased tickets to visit the Event, Friendly Fire may use personal data for the following purposes:

a. to deliver ordered tickets or products;

b. for internal administration purposes;

c. to link a payment instrument to the Visitor if the Visitor chooses to use a payment instrument obtained from Friendly Fire, in order to block the payment instrument in case of loss or theft (this requires inspection of a valid identification document of the Visitor);

d. to be able to refund to the Visitor any remaining balance on a payment instrument obtained from Friendly Fire by the Visitor in case of loss or theft and to be able to take security measures and to prevent fraud as much as possible;

e. to inform the Visitor about changes to tickets and/or the Event;

f. to enter into, maintain and improve a contractual relationship with the Visitor or to improve the services and products offered by Friendly Fire;

4.2 Friendly Fire may, on the grounds of its legitimate interests, process personal data of the Visitor to the Event for the following purposes:

a. for the purpose of digital direct marketing, for example by maintaining contact by email or SMS, or for the purpose of improving services and products or offering similar products or services, for example by means of a newsletter. SMS messages will be sent only where permitted by applicable law and, where required, after the Visitor has given prior consent. Friendly Fire must offer the Visitor the opportunity to object to the use of these electronic contact details easily and free of charge, for example, through an opt-out during the ordering process, an unsubscribe link at the bottom of a newsletter, an opt-out option in each SMS message, or by sending an email to the contact person mentioned at the bottom of this Privacy Statement;

b. for direct marketing purposes by post;

c. for the purpose of making image recordings during the Event that are necessary in the context of camera surveillance for security purposes;

d. for the purpose of making image and/or sound recordings (or have them made) during the Event. Friendly Fire may use these recordings on the Website or to promote the Event via social media networks, such as Instagram, TikTok, Facebook, YouTube and BlueSky. The recordings can also be used on the media channels of the media partner(s), possibly including radio and/or television;

e. for the purpose of using any backups of the stored personal data that are made by Friendly Fire to ensure the optimal operation of the systems only for the recovery of the systems in case of any malfunction;

f. for the purpose of storing and using surfing data collected by Friendly Fire to statistically analyse and optimize visits to and use of the Website. Surfing data are anonymized. Only anonymized data can be passed on to third parties, such as Google Analytics.

4.3 To execute the agreement to which the Visitor to the Website is a party and under which the latter has purchased products, Friendly Fire may use personal data for the following purposes:

a. to deliver ordered products;

b. for internal administration purposes;

c. to inform the Visitor about changes to products and/or the delivery thereof;

d. to enter into, maintain and improve a contractual relationship with the Visitor or to improve the services and products offered by Friendly Fire;

e. for the purpose of storing and using surfing data collected by Friendly Fire to statistically analyse and optimize visits to and use of the Website. Surfing data are anonymized. Only anonymized data can be passed on to third parties, such as Google Analytics.

4.4 Friendly Fire may, on the grounds of its legitimate interests, process personal data of the Visitor to the Website for the following purposes:

a. for direct marketing purposes, both by post and by telephone, unless the Visitor is registered in the Do-Not-Call Register and may not be approached by telephone for that reason;

b. for the purpose of storing and using surfing data collected by Friendly Fire to statistically analyse and optimize visits to and use of the Website. Surfing data are anonymized. Only anonymized data can be passed on to third parties, such as Google Analytics.

4.5 Friendly Fire may, if the Visitor to the Website has granted express permission for that, process personal data for the following purposes:

a. contacting the Visitor by email to provide information about similar concerts and events to be organized, for example by sending a newsletter. If the Visitor no longer wishes to receive a newsletter, he or she can use the unsubscribe link at the bottom of the newsletter;

b. storing and tracking individual surfing behaviour to enable targeted advertisements.

4.6 Friendly Fire may, based on a legal obligation resting on it, process personal data to use recordings made during the Event for security purposes.

4.7 The personal data will not be used for any purposes other than those described above.

Article 5 Cookie statement

5.1 Friendly Fire uses cookies to collect information. If the Visitors wish to obtain more information about these cookies and the purposes for which they are used, Friendly Fire refers them to the cookie statement on: https://www.friendlyfire.nl/cookiestatement.

Article 6 Camera surveillance

6.1 For the purposes of the safety of the Visitor to the Event and the security of persons, buildings and grounds, Friendly Fire may, on the grounds of its legitimate interest, use camera surveillance to monitor the festival grounds.

6.2 Visible security cameras will be installed at various locations on the festival grounds. The Visitor to the Event will be informed of the presence of cameras when entering the site of the Event. In the event of any emergency, these recordings may be handed over as supporting evidence to government agencies, including the police and the judicial authorities. Processing of such personal data is necessary to meet a legal obligation resting on Friendly Fire.

Article 7 Retention period

7.1 Friendly Fire will not retain personal data longer than necessary for the execution of the agreement, unless this is necessary for the fulfilment of a statutory retention obligation.

7.2 Camera images of security cameras will be retained for a maximum period of four weeks, unless a criminal offence has taken place. In that case Friendly Fire has the right to keep the camera images until the incident has been dealt with.

Article 8 Inspection, correction, removal and objection

8.1 Visitors who have provided Friendly Fire with their personal data must ensure that Friendly Fire has the correct personal data. If Friendly Fire does not have the correct personal data at its disposal, Visitors may object in writing to the use of certain personal data by Friendly Fire via the email address info@friendlyfire.nl, or they may submit a request to inspect, correct and/or delete the personal data. Any corrections will be processed following a written request. Visitors also have the right to data portability, which means that they can request Friendly Fire to transfer their personal data so that the Visitors can transfer the relevant data to another data controller.

8.2 Through the email address info@friendlyfire.nl, the Visitors can withdraw their permission to use their personal data. The withdrawal of permission does not affect the lawful use of personal data prior to the withdrawal of permission.

8.3 Complaints about the use of personal data can be made to Friendly Fire or to the Dutch Data Protection Authority.

Article 9 Sharing and transfer of data

9.1 Friendly Fire is authorized to share the personal data of the Visitors with companies affiliated with Friendly Fire, parent companies and sister companies, and to parties that Friendly Fire engages in the performance of its services, including in connection with the above-mentioned purposes, such as for the promotion and/or the recording of the Event.

9.2 Friendly Fire may provide personal information without the specific permission of the Visitors, due to legal obligations of Friendly Fire and/or as a result of requests made by authorities.

9.3 Friendly Fire uses the services of third parties that provide products and/or services, for example reports and technical support. During the execution of agreements with these third parties, personal data of the Visitors can be processed or transferred to these third parties. In this context, Friendly Fire has entered into the necessary processing agreements to ensure that the personal data will be processed in accordance with the applicable privacy laws.

Article 10 Security

10.1 Friendly Fire takes the protection of personal data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and any unauthorized alteration.

10.2 If the Visitors have the impression that their personal data are not well protected, or if there are indications of any misuse, or if they want more information about the protection of personal data collected by Friendly Fire, they may contact Friendly Fire at the following email address: info@friendlyfire.nl.

10.3 If Friendly Fire transfers personal data of the Visitors to third parties outside the European Economic Area, strict security measures are in place to ensure that the data are protected at a high level. For example, Friendly Fire will adhere to standard contract provisions approved by the European Commission, the EU-U.S. Data Privacy Framework (where the recipient is certified under it), binding company rules and binding rules for data processors.

Article 11 Amendments

11.1 Friendly Fire reserves the right to amend this Privacy Statement. Visitors are advised to regularly review the current Privacy Statement with respect to amendments. If these amendments are substantial, Friendly Fire will clearly mention them on the Website or in an email to the Visitors.

Article 12 Contact

12.1 Questions and/or comments regarding this Privacy Statement can be addressed to info@friendlyfire.nl.