

COOKIE STATEMENT BEST KEPT SECRET

The Best Kept Secret festival is organized by Friendly Fire B.V. (hereinafter referred to as: “Friendly Fire”), with its corporate seat and place of business at Wingerdweg 4, (1031 CA) in Amsterdam. Friendly Fire uses cookies on the website www.bestkeptsecret.nl (hereinafter referred to as: the “Website”). Friendly Fire attaches great value to the privacy of the Website visitor and handles personal data, including data obtained by means of cookies, with care.

Below, Friendly Fire provides information about the use of cookies on the Website.

What is a cookie?

Cookies are small text files that are sent along with pages of the Website and are stored by the browser of the Website visitor on the hard disk of his or her computer. The information stored on the hard disk of the visitor’s computer can be used when the latter visits the Website again, so that an insight can be gained into, for example, the behaviour of the Website visitor.

What cookies does Friendly Fire use and for what purposes?

Friendly Fire uses cookies to gain an insight into the behaviour of the Website visitor and to optimize the experience of the Website visitor. For this purpose, Friendly Fire uses Google Analytics and Squeezely. Friendly Fire has entered into a data processing agreement with Google and Squeezely and has set the settings in such a way that the use of these cookies has little or no effect on the privacy of the Website visitor.

Friendly Fire also uses tracking or marketing cookies, as they are called. These cookies are only used, however, if the Website visitor has given permission for this use. Friendly Fire uses these cookies to show personalized ads to Website visitors. The cookies that Friendly Fire uses are from Facebook, Doubleclick, Mathtag, Adform & AddThis.

The Website also contains buttons that are linked to social networks, including Twitter, Instagram, Facebook and YouTube. These buttons allow the social networks concerned to place cookies. Friendly Fire has no influence on the use of these cookies and refers the Website visitor to the relevant websites for more information about these cookies.

An extensive overview of the cookies used by Friendly Fire and the applicable storage periods can be found at <https://www.bestkeptsecret.nl/uploads/downloads/Cookie-scan-report-9-12-2021.pdf>.

Rights of the Website visitor

If the Website visitor does not want to use cookies, the Website visitor can adjust the preferences for the use of cookies in his or her browser settings. It is also possible to delete cookies that have already been placed. If the Website visitor chooses not to allow any or only a limited number of cookies, the Website may no longer work at optimum performance.

Changes

Friendly Fire may change this statement from time to time, for example if the rules regarding cookies change or if the Website changes. For current information about the use of cookies on the Website, the website visitor can consult this web page.

Further information

Questions and/or comments regarding this cookie statement can be addressed to info@bestkeptsecret.nl.