

May 2018

WOW Amsterdam

## PRIVACY STATEMENT

### 1. Introduction

WOW Amsterdam takes the privacy of her guests very seriously. We treat all the personal data of our guests with great care and we always act in accordance with, and in many cases exceed, the applicable national and international data protection legislation. This Privacy Statement describes our privacy practices when you visit our website that is licensed by WOW Amsterdam and/or make a reservation at WOW Amsterdam and/or visit one of our accommodations such as our hotel. This Privacy Statement describes which personal data are collected from you and for which purposes we process your personal data.

### 2. Use

This Privacy Statement applies to the processing of personal data by or on behalf of WOW Amsterdam, a foundation registered under the laws of the Netherlands with its statutory seat in Amsterdam, the Netherlands, and its office at Wiltzanghlaan 60 (1061 HC), registered with the Dutch Chamber of Commerce under number 58462562.

WOW Amsterdam is the legal entity that operates our website and acts as the data controller for all its activities. The way your personal data are processed has been notified to the Dutch Data Protection Authority.

### 3. Which personal data do we process and for what purposes?

WOW Amsterdam operates activities in the business of hospitality. As a guest at WOW Amsterdam we would like to know a bit more about you and what your demands are. This enables us to make your stay even more pleasant, so you may one day decide to return to WOW Amsterdam. We collect, store and process your personal data at four possible different stages: (i) Before you make a booking at WOW Amsterdam, (ii) When you make a reservation as a hostel guest/ When you make a reservation as an Artist in Resident (AiR), (iii) after your stay at WOW Amsterdam and/or (iv) when you are accessing and using our website.

#### *Before you make a booking at WOW Amsterdam:*

When you visit our website, we collect information anonymously about your use of the website. We use this information to provide you with personal offers on the website. We may also use this information for remarketing purposes to remind and assist you with potential bookings that were left incomplete. You can also subscribe to our newsletter by filling in your e-mail address at the website. This newsletter contains news on WOW Amsterdam. If you no longer wish to receive our newsletter, you can use the link provided in every newsletter to unsubscribe.

#### *When you make a reservation as a hostel guest:*

When you make a reservation as a hostel guest, you will provide us with your name, your (e-mail) address, your home address, your stay preferences, the dates you are staying with us and your

payment details. This information will be used and is necessary to process the reservation, for billing purposes and to allow us to communicate with you about your reservation.

*When you make a reservation as an Artist in Resident (AiR):*

When you make a reservation as an AiR, you will provide us with your name, telephone number, your home address, place of birth, nationality, ID/passport number, and a copy of the said ID/passport.

*After your stay at WOW Amsterdam:*

After you have left WOW Amsterdam we will store your personal data. We do so for different reasons: (i) it is mandatory by law to keep your data on file for tax purposes for up to seven years, (ii) it is also mandatory to keep the above mentioned for the police, customs and other governmental organisations that explicitly ask for specific guests information and so we can handover the required data to perform under mandatory obligations.

Communications between you and WOW Amsterdam. For example, you may send us maintenance requests. We may send you service-related e-mails (e.g., technical and security notices). Note that you may not opt out of Service -related e-mails.

#### 4. Who has access to your personal data?

We handle your personal data discreetly and will process the personal data only for our own purposes. We will never sell or give your personal data to third parties without your explicit prior consent. We will only transfer your personal data to third parties if it is necessary for us to fulfil our contractual obligations towards you. The third parties we work with are bound by the same conditions toward you and your personal data as written in this privacy statement. We automatically collect generated information for statistical purposes. This information tells us how well our website is functioning. This information may be provided to third parties, but only if this information cannot be traced back to you directly or indirectly.

We may also provide your data to third parties if we are obliged to do so under national or international laws and regulations.

#### 5. Your rights

##### Right of access

If you want to know what personal data we have collected and/or processed from you, you can request WOW Amsterdam to provide an overview of your personal data by sending an e-mail to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl). We will provide you with an overview of your personal data that we have collected and/ have or processed. Please state clearly in the subject that your request concerns a privacy matter. We will reply to your request within 4 weeks.

##### Rectification

If you believe that the personal data that we have collected and/or have processed incorrect, inaccurate or incomplete, you may ask us to change such personal data, by sending an e-mail to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl). In this e-mail you can state your interest in changing your personal

data.

#### Erasure ('Right to be forgotten')

If you want us to remove the personal data we have collected and/or processed from you, you can request WOW Amsterdam to erase your personal data, by sending an e-mail to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl). In this e-mail you can state your interest in erasing your personal data.

#### Restriction

Instead of requesting rectification and/or erasure, you may also request a restriction in the manner we process your personal data. Restriction can be requested for example in case the personal data is inaccurate, unlawful, or pending a decision of a complaint lodged by you. If you want us to restrict the processing of your personal data please send an email to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl).

#### Portability

If you want to transfer the processed personal data to another controller of your choice, you may request us to provide you with a copy of your personal data in a structured, commonly used, and machine-readable format. If you would like to have your data transferred, please send an email to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl).

#### Object

At all times you may object the processing of your personal data by WOW Amsterdam. In case we should no longer process your personal data please let us know by sending an email to: [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl).

#### Limitations of your rights

When a data subject request is made WOW Amsterdam reserves the right to charge a reasonable fee for this service. Data subject requests will only be implemented after the individual making the request has proved their identity, which confirms that they are indeed the subject that the request effects. This can be achieved by either sending a copy of a passport or visiting WOW Amsterdam with a passport. Finally, in certain situations WOW Amsterdam may be entitled to legally refuse requests. In the event that WOW Amsterdam refuses to honour a request we will justify why that is the case.

#### Right to contact the supervisory body

If you believe your data request is not being handled correctly you are entitled to contact the Dutch data supervisory body.

#### 6. How do we protect your personal data?

WOW Amsterdam takes all necessary technical and organizational measures to protect your personal data against loss or any form of unlawful use of any third party. A strictly limited number of people have access to your personal data, and access to your personal data is only granted when explicitly needed to provide our services to you. Additionally, WOW Amsterdam has adopted a "Security First"

policy with all 3<sup>rd</sup> party vendors, software companies, internal staff and contractors, meaning we only select those that share our core beliefs on security and privacy, and take the safety and security of your personal data as seriously as we do.

#### 7. Analytics services and cookies

WOW Amsterdam uses various analytics services, such as:

- Google Analytics
- Hotelchamp

These services use cookies to help us analyse how you use our website. We have concluded a processor agreement with the providers of these services, in which the obligations of these providers are adopted. We do not share any data with our analytics providers. We furthermore use cookies that collect information on your surfing behaviour. This information may contain personal data. We can use the personal data collected in that way for the purposes as stipulated in this Privacy Statement.

#### 8. Adjustments to this Privacy Statement

WOW Amsterdam reserves the right to make changes to this privacy statement. The most current and applicable version of this privacy statement can always be found on our website.

#### 9. Questions

In case you have any questions with regard to this Privacy Statement, you may send an e-mail to [privacy@wow-amsterdam.nl](mailto:privacy@wow-amsterdam.nl).