PRIVACY NOTICE – BETTER TOGETHER

Version 2026-01 dated October 7, 2026

1. SCOPE AND GENERAL PROVISIONS

Better Together ("we," "us," "our") is committed to protecting the personal data of all visitors, customers, participants, and partners who use our websites, ticket shops, events, and services (hereinafter collectively referred to as "you" and the "Services"). This Privacy Notice explains what personal data we collect, how we use, share, and secure it, in accordance with the GDPR and the Belgian Act of July 30, 2018, on the protection of personal data.

By using our Services, you acknowledge that you have read this Privacy Notice. For processing activities that require your prior consent—such as non-essential cookies or marketing to non-customers—we will always request that consent separately and explicitly.

2. DATA CONTROLLER

The data controller for your personal data is:

Better Together
Noordersingel 28/30, 2140 Antwerp
Company number: BE0800.378.078
Email: info@better-together.be
Website: www.open-circle.

If you have any questions about the processing of your personal data, please contact us at the email address above.

3. WHAT PERSONAL DATA DO WE COLLECT

Depending on your interaction with Better Together, we collect the following data:

Provided directly by you

- identification and contact information (name, address, email, phone number, date of birth);
- payment and ticket information;
- marketing preferences and communication history;
- other data you voluntarily provide, for example through forms, contests, or our customer service.

Collected automatically

- IP address, device, and browser information;
- location data;
- purchase and usage history on our platforms.

Obtained from third parties

- social media identifiers, when interacting with our pages or campaigns;
- payment status and method that Better Together may receive from a payment provider;
- data provided by ticketing or other partners.

During events

- photos, videos, and other audiovisual recordings.

We do not collect special categories of personal data, such as health or biometric data, unless absolutely necessary and permitted by law. Our Services are not directed at children. The use of our Services by minors requires the consent of a parent or guardian.

4. PURPOSES OF PROCESSING

We process your personal data for the purposes listed below. For some of these purposes, such as processing your ticket purchase, data such as your name and payment information are necessary to fulfill the agreement with you. Without this information, we cannot process your order.

Service Provision
- processing of ticket purchases and payments;
- customer service;
- access control and event organization.

Security
- security of events, websites, and platforms;
- fraud prevention.

Marketing and Communication
- direct marketing, remarketing, and social media advertising;
- community management and CRM.

Internal operations
- sponsor reporting (aggregated or anonymized);
- statistical analyses and optimization of our events and services;
- content production (including photo and video material; see Article 11).

Legal obligations
- compliance with accounting, tax, and other legal obligations.

We do not use your personal data for purposes other than those described above, unless a new purpose is compatible with the original purpose or you have given us your consent to do so.

5. LEGAL BASES

For these purposes, we rely on the legal bases listed below. Which legal basis applies depends on the specific processing activity.

- **Performance of a contract (Art. 6.1.b GDPR):** including for the processing of your ticket purchase, customer service, and access control;
- **Legal obligation (Art. 6.1.c GDPR):** including for accounting, tax, and other legal obligations;
- **Legitimate interest (Art. 6.1.f GDPR):** including for security, fraud prevention, our own marketing, audience analysis, sponsor reporting, and the improvement of our services, in each case following a balancing of interests;
- **Consent (Art. 6.1.a GDPR):** where required by law, such as for non-essential cookies or marketing to non-customers. You may withdraw your consent at any time.

6. DIRECT MARKETING

We may inform you about events, promotions, contests, exclusive content, partner offers, and community updates. Where permitted by law, we may inform existing customers via electronic communications about our own similar events and services. We do this only when the applicable conditions for marketing to existing customers are met, and you will be given a simple and free option to opt out with every communication.

If you are not yet a customer, we will ask for your explicit consent in advance.

You can unsubscribe at any time free of charge via the unsubscribe link or by contacting us.

7. SHARING OF PERSONAL DATA

To provide our services, we use third parties that act as data processors on our behalf, such as ticketing partners, payment providers, CRM and marketing platforms, analytics tools, security partners, and cloud and IT service providers. They process your data exclusively on our behalf and in accordance with our instructions, based on a data processing agreement in accordance with Article 28 of the GDPR.

In addition, we may share data with parties that do not act as data processors:

- social media platforms that also use your data for their own advertising purposes, either as a sole or joint data controller (in which case, please also consult their own privacy policy);
- sponsors, who receive only aggregated or anonymized data that cannot be traced back to you;
- authorized government agencies, if required by law, acting as independent data controllers.

We do not sell or rent your data to third parties.

8. INTERNATIONAL TRANSFER OF PERSONAL DATA

Processing preferably takes place within the European Economic Area ("EEA"). For certain service providers, transfers outside the EEA may be necessary. In such cases, this is done on the basis of an adequacy decision or appropriate safeguards such as Standard Contractual Clauses, supplemented by additional measures where necessary. Information or a copy of the relevant safeguards may be requested.

9. RETENTION PERIODS

We do not retain your personal data longer than necessary for the purposes for which we collected it. Specifically, we take into account:

- the purposes set forth in Article 4;
- legal and accounting retention obligations;
- any disputes, for which data may be retained until the applicable statute of limitations expires;
- commercial analysis purposes: data is generally retained for as long as you are a customer, and thereafter for 36 months following your last interaction, unless you unsubscribe earlier.

We may retain certain data for a longer period if justified for security, fraud prevention, or legal reasons.

10. COOKIES AND SIMILAR TECHNOLOGIES

Our websites and ticket shops use cookies to ensure proper functioning, improve your experience, and—with your consent—track statistics and display personalized ads, including through Meta, TikTok, and Google. For more information, please see our cookie banner and cookie policy.

11. SECURITY AND DATA BREACHES

We take appropriate technical and organizational measures to protect your personal data against loss, misuse, unauthorized access, disclosure, alteration, or destruction. These measures include, among other things:

- access controls and user authentication;
- encryption or pseudonymization of sensitive data where appropriate;
- regular evaluation and testing of our security measures;
- contractual security obligations for our processors.

No digital system can offer a complete guarantee of security. If a personal data breach does occur that poses a risk to your rights and freedoms, we will report it to the Data Protection Authority in accordance with Articles 33–34 of the GDPR and, where required, to you.

12. PHOTOGRAPHS AND VIDEO RECORDINGS DURING EVENTS

During events, we may take photos, videos, and other audiovisual recordings in which you may be recognizable. We may use these recordings for:

- promotional purposes and advertising;
- social media and aftermovies;
- live streams;
- sponsorship campaigns;
- archiving and press purposes;
- artwork and other commercial content.

This processing is based on our legitimate interest in promoting and documenting our events. We provide clear signage at the entrance to our events. If you do not wish for recordings in which you are recognizable to be used, you may notify our staff on-site or contact us afterward via Article 2. We will assess this request taking into account the nature of the footage and the context of the event. More information can be found in our terms and conditions.

13. RIGHTS OF DATA SUBJECTS

Within the limits of the GDPR, you have the following rights regarding your personal data:

- **the right to access** and obtain a copy of your data;
- **the right to** have inaccurate or incomplete data **corrected**;
- **the right to erasure** (“right to be forgotten”);
- **the right to restrict processing**;
- **the right to object** to processing, including an absolute right to object to direct marketing;
- **the right to** data **portability** for the data you have provided to us yourself and that is based on consent or a contract;
- **the right to** withdraw **consent** at any time, without this affecting the lawfulness of the processing carried out prior to withdrawal;
- **the right to file a complaint with the supervisory authority** of your usual place of residence, workplace, or the location of the alleged infringement, not limited to the Belgian GBA.

You may exercise these rights using the contact information provided in Article 2. We may ask you to identify yourself to ensure that you are indeed authorized to submit the request. We will generally process your request within one month. In the case of complex or numerous requests, this period may be extended by two additional months. We will always inform you of any such extension.

If you are not satisfied with our processing of your personal data, you may file a complaint with the Data Protection Authority (Drukpersstraat 35, 1000 Brussels, tel. +32 (0)2 274 48 00, email contact@apd-gba.be, website www.gegevensbeschermingsautoriteit.be), or file a legal action with the competent court.

14. CHANGES TO THIS PRIVACY NOTICE

We may amend this Privacy Notice at any time. The most recent version is always available through our official channels, with the date of the last update indicated.