

Privacy statement Amsterdam in Motion

This privacy statement applies to all activities of Amsterdam in Motion, carried out under the responsibility of Stichting Amsterdam Expo.

We find it important that you know what happens to your personal data when you use our services, visit our website or contact us in other ways. In this statement we explain as clearly as possible which data we collect, why we do so and how we handle it. In doing so, we follow the rules of the General Data Protection Regulation (AVG).

1. Who is responsible for your data?

Responsibility for processing personal data lies with:

Stichting Amsterdam Expo

Pazzanistraat 19-23

Chamber of Commerce number: 95176497

info@amsterdaminmotion.nl

This foundation manages and operates **Amsterdam in Motion**, and acts as processing controller as referred to in the AVG.

2. What personal data do we collect?

Depending on your interaction with us, we may collect different types of personal data. For example:

- When you visit our website, we record your IP address and behaviour on the website (such as pages visited and click behaviour) using cookies.
- When you buy a ticket, request a newsletter or register for an activity, we process data such as your name, e-mail address, telephone number and payment information.
- When participating in educational or participation programmes, additional data such as age or school details may be requested, if necessary and always with appropriate consent.

3. Why do we process your data?

We process personal data for a number of purposes:

- To give you access to the museum or to participate in events (e.g. for ticket sales or registration forms).
- To keep you informed of our programme via newsletters, provided you have given your consent.
- To improve our services, for example by analysing website usage or visitor flows.
- To comply with administrative or legal obligations.

We only do this if there is a valid basis for doing so, such as your consent, an agreement, a legal obligation or a legitimate interest of the museum.

4. Sharing data with third parties

In certain cases, we engage third parties to support us in our services, for example in processing payments or sending newsletters. These parties may only use your data to provide services on our behalf. We conclude processing agreements with them to guarantee your privacy.

Your data are not sold or shared with commercial parties who use them for their own purposes.

5. Cookies and website use

Our website uses cookies and similar techniques to analyse the use of the site and make it more user-friendly. Examples include cookies that remember your preferences, or analytical cookies that help us understand how visitors use the website. For more information, please refer to our cookie statement on the website.

6. How do we protect your data?

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss or misuse. Only employees who need your data to carry out their work are granted access. Our systems are regularly updated and secured according to current standards.

7. How long do we keep your data?

We do not keep personal data longer than necessary for the purpose for which it was collected. In some cases we are legally obliged to keep data for longer, for example for our financial records. As soon as data is no longer needed, it is securely deleted or anonymised.

8. Camera surveillance

Amsterdam in Motion uses camera surveillance for security purposes. The images from this camera surveillance are kept for a maximum of four weeks and are not shared with third parties, unless the data is required in the context of an investigation by the police or other authorities. The legal basis for camera surveillance is legitimate interest and/or the fulfilment of a legal obligation.

9. Photos and video recordings

In Amsterdam in Motion, photographs and video recordings are regularly made for commercial and journalistic purposes. The legal basis for this processing of personal data is our legitimate interest and/or your consent. If you object to this processing, you may invoke one of your rights under the AVG which are set out later in this privacy statement.

If you wish to have photographic material removed from the site, please send an email to our data protection officer info@amsterdaminmotion.nl.

10. Your rights

You have the right to:

- Access the personal data we hold on you.
- Have your data corrected or deleted.
- Request restriction of processing.
- Object to certain uses of your data.
- Withdraw your consent where processing is based on it.
- File a complaint with the Personal Data Authority if you think we are not handling your data correctly.

You can contact us for this at info@amsterdaminmotion.nl.

11. Changes to this privacy statement

We may amend this privacy statement from time to time, for example when our services change or legislation requires it. You can always find the most up-to-date version at www.amsterdaminmotion.nl.

Last modified: June 2025