

PRIVACY STATEMENT

By using our website, services, participation in an event, or by contacting us (in any other way), we receive personal data from you. We highly value the protection of your personal data and always handle this information with care. With this privacy statement we therefore want to inform you as clearly as possible about who we are, the data we collect from you, the way in which we collect your data, and the purpose of processing this data.

Who we are

Bartels Media & Events B.V., established and having its office at Koestraat 11b, 5095 BD Hooge Mierde, registered with the Chamber of Commerce under number 17211186, is responsible and the point of contact for the processing of personal data.

Scope of this privacy statement

This privacy statement applies to any processing of personal data of readers, website visitors using our services, websites and apps, and visitors of events organized by us, including:

- Horse Event Pro
- Horse Event Youth
- Horse Event Superstars
- Animal Event
- Academy Bartels
- L'Année Hippique
- De Hippische Ondernemer
- Proudhorres

Personal data

If you use our services, website and apps, if you register, purchase tickets and/or participate in an event organized by us, or if you contact us (for other reasons), we may collect the data you provide directly to us. This includes, among other things, your first and last names, address details, phone number, email address, bank details, communication preferences, and all other information you actively provide to us, for example in correspondence or by phone.

When participating in events, we may also collect visual material (photos and videos) in which you are clearly recognizable for atmosphere impressions and for the promotion of future similar events.

In addition, we collect – provided your privacy settings allow this – information regarding your use of our website(s). For this we use various techniques, including cookies. This includes, among other things, your IP address, the type of device and browser with which you visit our website, and data about your activities on our website based on which we can estimate your personal preferences and interests. This allows us to improve the accuracy and completeness of the information on our website(s).

Finally, we may also collect information via third parties. This includes, among other things, statistical data, contact details that you have provided to a third party to be passed on to us with your consent, for example for receiving newsletters. You can always withdraw your consent for this via the unsubscribe link at the bottom of a digital newsletter or by emailing info@horse-event.nl.

For what purposes do we use your personal data

We collect and process said personal data from you for various purposes. For example, we collect your data to:

1. Perform agreements

We process personal data for the conclusion, execution, and termination of the agreements we enter with you in the context of our business activities.

2. Organize events

We process personal data specifically for the organization of events, in connection with registration, participation, payment, communication before, during, and after, promotional purposes, public communication, the organization, evaluation, and improvement.

3. Process and respond to questions, feedback, and/or complaints

We process personal data to handle and respond to your questions, (positive) feedback, complaints, or other reasons for contacting us.

4. Maintain contact with business relations and for marketing activities

We would like to keep you informed of our latest news, events, and other content (possibly from third parties) for which you have signed up and/or indicated you would like to receive, for example via a newsletter.

5. Process and handle a possible job application

We process personal data if you apply with us, among other things to determine whether there is a match between you, our organization, and the vacancy.

6. Maintain our HR administration

We process personal data of our employees for our personnel and payroll administration.

7. Improve and further develop our organization

We process personal data in order to continue to improve and develop our organization. This also includes analyzing usage, optimizing and promoting our website(s), services, events, and apps.

8. Comply with any legal obligations

We process personal data if necessary to comply with any legal obligations, for example for sharing data with certain government agencies such as the tax authorities, police, or judicial authority.

Third parties

We may share your personal data with third parties if this is necessary for the execution of the agreement, an event, and/or to comply with any legal obligation. This includes situations where part of the agreement is carried out by a third party, or we organize an event together with a third party, and providing your personal data to that third party is necessary for the proper execution of that agreement or the event, or for handling your question or complaint.

Possible third parties may include:

- Service providers who support us in executing the agreement and/or organizing an event, such as De Jonge Lezer B.V. (Penny), Van Hoorne Studios, venue managers, exhibitor managers, ticket sales agencies, caterers, or IT partners.
- Partners with whom we organize an event together, for example, or the industry association FNRS.
- Others, if there is, for example, a legal or judicial basis for this and/or you have given permission for it.

In principle, your data will not be transferred to persons or entities outside the European Economic Area (EEA). If this does turn out to be necessary, this will only be done if the relevant country has an adequate level of data protection and/or we

have included specific standard clauses in our contract with these persons or entities.

If there is a case of joint processing, for example if we organize an event together with a third party, we and the third party are joint controllers within the meaning of Article 26 GDPR. In this case, it will be established which party acts as the primary point of contact for data subjects.

Special and/or sensitive personal data

We do not intend to collect data about persons younger than 16 years old, unless consent has been given by their parents or guardian. However, we cannot verify whether a visitor to our website is older than 16. For this reason, we advise parents to be involved in the online activities of their children to prevent data from being collected without parental consent.

If you are convinced that we have collected personal data about a minor without such consent, please contact us via the contact details below. We will then delete this data.

Retention period

We do not retain collected data longer than is strictly necessary for the purpose for which the data was originally collected or processed. Insofar as no statutory retention period applies for certain purposes of data processing, we will never retain this data longer than one (1) year after the data is no longer necessary.

Cookies

To ensure our website functions properly, we use cookie(s). A cookie is a small text file placed on your device during your visit to our website. Such a cookie stores information about how you use our website. We also obtain information from such a cookie that is necessary to ensure our website works properly. More information about the cookies we use can be found in our cookie policy.

Rights

We would like to inform you of your rights regarding your personal data that we collect and process:

- Right of access

You have the right to request and view the personal data we collect and process from you. We will send you this data if you request it.

- Right to rectification and supplementation

You have the right to have your data corrected if it was provided incorrectly, has changed in the meantime, or has been processed inaccurately. We will adjust your data if you request it.

- Right to erasure (“right to be forgotten”)

In some cases, you have the right to have your data deleted by us. This will apply if:

- we no longer need your data for the purposes for which it was collected or processed; or
- you withdraw the (explicit) consent previously given for the use of your data; or
- you object to the processing of your data, and your objection outweighs our interest in processing your data; or
- you object to the processing of your data, specifically against direct marketing; or
- there is no (longer) a legal basis for processing your data; or
- we are legally required to erase your data after a certain period; or
- you are younger than 16 years old and your personal data has been collected via our website.

- Right to restriction of processing

You have the right to restrict the processing of your data. If we are informed that we are using incorrect data, we will not use this data until we have verified whether it is accurate. We will also restrict processing of your data if the processing is unlawful or no longer necessary, but you have asked us to retain the data. This may apply if you want to request this data later.

- Right to data portability

You have the right to receive the personal data we have collected from you. We will send you this data if you request it.

- Right to object to data processing.

Would you like to exercise these rights? Please contact us via the contact details below.

Contact

Bartels Media & Events B.V.

Attn. Esther Tacken

Koestraat 11B, 5095 BD HOOGE MIERDE

info@bartelsmediaevents.com

Complaint

If you are not satisfied with the way we handle your personal data, we ask you to contact us first. If we cannot reach a solution together, you can file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Amendments to privacy statement

We reserve the right to amend this privacy statement. Changes will be published on this website.

Last amended: 1-9-2025