

# ARTIS

## ARTIS Privacy Statement

### 1. Introduction

ARTIS respects the privacy of the visitors to our website(s). Therefore, we process only the data required to provide (and improve) our service, handling with care the information we have collected about you and your use of our services.

This privacy policy statement describes the data which we collect about you, what this data is used for and with whom and under which conditions it may potentially be shared with third parties. We also explain to you the way in which we store your data and how we protect it against misuse, and which rights you have in respect of the personal data you have provided us with.

If you have any questions about our privacy policy, please contact our Privacy Officer; contact details are provided at the end of this privacy statement.

### 2. Purposes of personal data processing

ARTIS processes personal data for the following purposes.

#### *Online admission tickets*

If you order ARTIS admission tickets online (or by telephone), we process your personal data in order to send you the admission tickets and process your payments, and for our accounting records.

#### *ARTIS-membership*

If you become a member of ARTIS, we enter the personal data you have provided in ARTIS's membership file in order to be able to process your registration as a member and to communicate and provide information regarding ARTIS and/or ARTIS-Micropia's activities, services and products. In addition, ARTIS processes personal data in order to calculate and determine your annual membership fees and to collect these fees (including via third parties), to be able to offer you discounts in ARTIS catering facilities and shops, and for our accounting records.

#### *Mijn ARTIS-account*

If you create an account on ARTIS's website, we process your personal data to enable the creation, compilation and use of a Mijn ARTIS-account.

#### *ARTIS-webshop*

If you order products from the ARTIS-webshop, we process your personal data in order to deliver products and services to you and to process your payments, and for our accounting records. In addition, ARTIS processes personal data in order to be able to call or email you if such is necessary in order for us to provide our services, including the handling of returns, complaints, guarantees and questions, and to inform you of any changes in our services and products.

#### *Newsletters and ARTIS-magazine*

ARTIS processes personal data in order to send newsletters and the ARTIS-magazine.

#### *Donors, grantors and testators*

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If you become a Friend of ARTIS, make a periodic or one-off endowment or leave a legacy or will to ARTIS, ARTIS processes your personal data in order to settle your financial contribution. Friends receive an invitation to the annual Meeting of Friends.

## *Sponsors and adopters*

ARTIS processes the personal data of sponsors and adopters in order to settle your financial contribution and implement any quid pro quos.

## *Event contacts, educational and healthcare institutions*

ARTIS processes personal data in order to organize events and group visits, whether private and business-related or in collaboration with educational and healthcare institutions.

## *Suppliers*

If you are an ARTIS supplier, we process your personal data in order to complete your deliveries and process your payments, and for our accounting records.

## *Tenants*

If you are an ARTIS tenant, we process your personal data in order to perform the tenancy agreement and process payments, and for our accounting records.

## *Parking management*

If you use ARTIS's car park, we process your personal data in order to manage your parking on the ARTIS site and process payments, and for our accounting records.

## *ARTIS Academy*

ARTIS processes personal data when giving courses and lectures as part of the ARTIS Academy and in order to communicate and provide information about the ARTIS Academy's activities and process payments, as well as for our accounting records.

## *Visitors to ARTIS's website and webshop*

ARTIS makes use of cookies on its website and webshop in order to optimize these websites, to analyse your behaviour on the websites in order to improve the websites and to align the offering of products and services to your preferences. For more information, see the comprehensive [Cookie Policy](#) relating directly to this privacy statement on ARTIS's website.

## *CCTV monitoring*

ARTIS processes personal data for the purpose of the CCTV monitoring present on the ARTIS site for the security of visitors, animals and staff.

## *Photographic and film material*

ARTIS may make video and audio recordings of you at the ARTIS-Park and at meetings and process these personal data for its own documentation and archival purposes and for communication, promotional, marketing and research purposes. It may also be the case that photographs are taken and film recordings made by third parties, such as journalists, film or documentary makers or researchers.

## *Questions, complaints and disputes*

ARTIS processes personal data for the purpose of settling questions, complaints or disputes.

## *Research, surveys, product and service development*

ARTIS processes personal data in the implementation of research and surveys intended to improve ARTIS's products and services.

#### *Offers, campaigns, promotions and marketing activities*

ARTIS processes personal data in the sending and completion of offers, campaigns, promotions and marketing activities.

#### *Relationship management and clients*

ARTIS processes personal data in the management of relationships with clients, including directors, committee members and advisors, among others.

#### *Checks*

ARTIS processes personal data when carrying out checks or having third parties do so, including audits.

### **3. Legal grounds for personal data processing**

We process personal data on the following legal grounds:

- your permission;
- necessity for the performance of an agreement;
- legitimate interest;
- legal obligation.

Where we process your personal data on the basis of your permission, for example your permission for us to receive information, you may withdraw this permission at all times.

The processing of your personal data may be a necessary condition for the entering into and performance of an agreement with you, in which case we may only provide our services to you once you provide us with the personal data necessary for this.

We have various legitimate interests on the basis of which we process personal data:

- product and customer research;
- provision of information about ARTIS products and services;
- documentation and archiving, maintenance of important information for the future;
- marketing and communication;
- security and access control;
- optimization of the website;
- relationship management;
- recruitment and selection.

We may be statutorily or contractually obliged to process your personal data, as is the case for example under tax law.

### **4. Personal data retention period**

We do not retain your personal data for longer than is necessary for the purposes stated in this privacy statement. When the ground for processing personal data is your permission, we retain your personal data until you withdraw your permission. Where we have a statutory duty to process personal data, we apply the retention period provided by law.

ARTIS applies various retention periods. Financial data is retained for 7 years while camera images are retained for 14 days. If you unsubscribe from one or more newsletters, we delete your email address immediately. ARTIS has balanced certain interests in determining these retention periods such that, for example, if you were to purchase another ARTIS product or service within a certain period, you would not have to provide your personal data over again.

## 5. Sharing of personal data with third parties

It is possible that, when third parties are engaged to provide certain services, your personal data will be processed by such third parties. ARTIS remains responsible for such processing. We have engaged third parties to provide services in respect of the membership records system, PSP (payment service provider), cash processing, communications services, hosting, accountancy, printed matter, the sending of newsletters, marketing, parking management, logistics, delivery and courier services, government agencies, tax authorities, advisors.

## 6. Security measures

We take appropriate security measures within ARTIS to limit misuse of and unauthorized access to your personal data. Only those required to have access to your data will receive such access, and this access is protected by means of protocols and security measures which are checked regularly.

## 7. Cookies

ARTIS uses cookies on its website. For information on ARTIS's use of cookies, see the comprehensive [Cookie Policy](#) relating directly to this privacy statement on ARTIS's website.

## 8. Social media

On ARTIS's website and webshop, links to Twitter, Facebook, YouTube, Instagram and LinkedIn are provided by means of social media buttons. You may use these buttons to access information about us or to promote us or share information about us via these social media channels. We do not bear responsibility for the privacy policies of Twitter, Facebook, YouTube, Instagram and LinkedIn, given that they themselves determine how these social media buttons function. When a social media button is used, the social media channel in question places a "social media cookie" on your device, so that the channel recognizes you when you wish to share something. The privacy policies of these social media platforms change regularly. You can read the privacy policies of Twitter, Facebook, YouTube, Instagram and LinkedIn on their websites.

## 9. Minors

Are you aged 16 or younger and do you wish to use our products or services? That is possible, under the supervision of a parent or legal representative.

## 10. Data subject rights

We wish to draw your attention to your rights in respect of our processing of your personal data.

- *Right of access*  
You have the right to access your personal data. On request, we will provide you with an overview of the personal data of yours which we process, the basis on which we do so, the retention periods, the organizational and technical measures we have taken and whether we provide your information to third parties.
- *Right to rectification*

You have the right to request us to modify your personal data where incorrect or incomplete. If necessary, we will modify and complete your personal data.

- *Right to erasure*  
You have the right to request us to delete your personal data. We are not obliged in all circumstances to implement your request and will weigh the interests.
- *Right to restriction of processing*  
The right to restriction of the processing of personal data involves you having, in certain circumstances, the possibility of temporarily halting the processing of personal data. Following receipt of a request to do so, we will temporarily halt processing until the objection or problem in question has been resolved.
- *Right to portability of your personal data*  
You have the right to obtain the personal data you have provided us with in a structured, conventional and digital form and to transfer this personal data to another party. On request, we can transfer the data on your behalf, where technically possible. The right to transfer may only be exercised when the following two grounds exist:
  - the processing is based on your permission or on the performance of an agreement; and
  - the processing is done via automated processes.
- *Right to object*  
You have the right under certain circumstances to object against the processing of your personal data in a specific situation. If this request is justified, ARTIS will cease processing your personal data.

You may submit a request to us in order to exercise one or more of the aforementioned rights. Should you wish to make such a request, please send us your contact details so that we can contact you in relation to your request. We reserve the right to ask you for identification. In some cases, it may occur that a reasonable payment is requested for implementation of the request.

You may send your request to us by letter or email to the address or email address respectively provided in this privacy statement. Please make your request as clear and precise as possible. In any case, please state which right you wish to exercise and on which grounds.

We will inform you within one month as to how your request is being followed up. If it is not possible to satisfy your request within one month, we will inform you hereof.

If it transpires that we are unable to satisfy your request, we will explain to you the reasons why such is the case.

## 11. Questions and complaints

If on reading this privacy statement you have any questions or comments regarding the way in which ARTIS handles your personal data, you can contact ARTIS's Privacy Officer via [privacy@artis.nl](mailto:privacy@artis.nl).

ARTIS does its best to comply with privacy legislation, to handle your data as carefully as possible and to respect your rights. Where you think this has not been the case, please let us know, so that we can make

improvements where possible. If you are of the opinion that ARTIS is failing to implement the statutory provisions in respect of privacy protection correctly, please submit a written complaint to ARTIS via [privacy@artis.nl](mailto:privacy@artis.nl). You can also submit a complaint to the [Dutch Data Protection Authority](#). This is obligatory in order for your complaint to be handled.

## 12. Contact details

ARTIS  
Attn. Legal Affairs department  
PO Box 20164  
1000 HD Amsterdam  
Tel.: +31 (0)20 523 3674

Visiting address:  
Plantage Kerklaan 38-40  
1018 CZ Amsterdam

## 13. Contact person for privacy issues

Privacy Officer ([privacy@artis.nl](mailto:privacy@artis.nl))

## 14. Changes to privacy statement

ARTIS has the right to amend or modify this privacy statement. The latest version of our privacy statement is available on our website.

Our privacy statement was last changed on 8 March 2022.