

Privacy Policy Tactile

Who are we

We are Tactile, a private company with limited liability registered as Tactile B.V. at Mr Treublaan 1-3, Amsterdam, The Netherlands.

Our platform provides a ticketing system, a (cashless) payment system, access control, event app and other types of interactions at events and venues.

Why we collect and process personal data

The nature of the services we provide requires us to collect and process personal data. Your personal data is all data that is somehow relatable to you. This privacy policy explains what personal data we collect, why we collect that data and when we will erase that data.

Furthermore this document discusses what security measures are taken to protect your data and with whom the personal data may be shared.

Depending on your relation with Tactile we may be either a **processor** of your personal data, a **controller** or both. The terms *processor* and *controller* are in accordance with the General Data Protection Regulation (European Regulation 2016/679), but we'll explain what they mean for you below. For the following sections, we will make a distinction in the following relationships you can have with us:

- 1) If you are a **visitor of an event or venue that uses our platform**, we will only act as a **processor** of your data. Our client, for example an event organiser, fully determines the reasons for collecting and types of personal data we collect. Therefore our client is the controller of your personal data collection.
- 2) If you are a **client of us, a (potential) employee** or another type of a **collaborative partner**, we may also gather personal data of you for purposes of Tactile. In that case, we will act as a **controller**.

What personal data we collect and why

For visitors of events or venues that use our platform

If you are a visitor of an event or venue that uses the tactile platform, there are several data that we collect about you. What data we collect and process, for what reason, if we share it with others, and when we delete the data can be viewed in the following table:

Field	Category	Reason for gathering / usage	Will be shared with organiser	May be shared with other visitors?	May be shared with third parties?	Retention Period
Name	Personalalia	<ul style="list-style-type: none"> - Identification for access to events - Identification for security (for payments) - Communication (email header etc.) - Possibility to share with third parties (after consent) - For interaction activities with other visitors of the event 	Yes	Yes, e.g. group members if decided by organiser	Only when requested by user	Partnership agreement period
Email	Personalalia	<ul style="list-style-type: none"> - Communication - Possibility to share with third parties (after consent) 	Yes	Yes, e.g. group members if decided by organiser	Only when requested by user	Partnership agreement period
Mobile Number	Personalalia	<ul style="list-style-type: none"> - Communication - Possibility to share with third parties (after consent) 	Yes	Yes, e.g. group members if decided by organiser	Only when requested by user	Partnership agreement period
Date of birth	Personalalia	<ul style="list-style-type: none"> - Identification for security (for payments) - Age validation for bars - For interaction activities with other visitors of the event 	Yes	No	Only when requested by user	<ul style="list-style-type: none"> - Partnership agreement period - Afterwards converted to age (part of anonymization)
IBAN or other payment details	Payment	- In case of direct debit IBAN is necessary for the payment system	Only when needed for Direct Debit	No	No	Partnership agreement period
Profile Picture	Personalalia	<ul style="list-style-type: none"> - Identification for access to events - Identification for security (for payments) - For interaction activities with other visitors of the event 	Yes	Yes	Only when requested by user	Partnership agreement period
Preferred Language	Personalalia	- Correct communication	Yes	Yes	Only when requested by user	Partnership agreement period

Specific Event related questions (e.g. dietary preferences, requested workshops)	Organiser	- Necessary for organiser	Yes	Yes	Only when requested by user	Partnership agreement period
Transaction logs	Payment	- Improving this and coming events - Insights in turnover - Speeding up payments	Only metadata such as the amount of products that was bought at a certain location or event (will never be relatable to an individual)	Yes	Only when requested by user	Partnership agreement period
Checkin/check out	Interaction	- Improving this and coming events - Security of visitors - Convenience for visitors	Yes, for emergencies it is necessary to check how many and which people are still inside	Yes	Only when requested by user	Partnership agreement period
Tag to share contact details	Interaction	- Convenience for visitors - Possible sponsor deal	No	Only when requested by user	Only when requested by user	Partnership agreement period
Photo tag	Interaction	- GDPR Compliance - Convenience for visitors - Entertainment	Yes	Yes	Only when requested by user	Partnership agreement period
Vote for music	Interaction	- Entertainment	No	Yes	Only metadata (the count of people voted)	Partnership agreement period
Tactile Party Meetup	Interaction	- Entertainment	No	Only when requested by user	No	Partnership agreement period

For clients and other collaborative partners

If you are a collaborative partner of us, such as a client, an ambassador or an employee, we will likely collect and process some personal data of you. What data we might collect, for what reason and how long we keep it is listed below:

Field	Category	Reason for gathering / usage	May be shared with third parties?	Retention Period
Name	Personalia	For clients: - For communication For collaborative partners: - For communication	Only with explicit consent	2 years or longer if we are legally required to.

		- For records of agreements		
Email	Personalia	For clients: - For communication For collaborative partners: - For communication	Only with explicit consent	2 years or longer if we are legally required to.
Mobile Number	Personalia	For clients: - For communication For collaborative partners: - For communication	Only with explicit consent	2 years or longer if we are legally required to.
Date of birth	Personalia	For collaborative partners: - Legal obligation (e.g. employee contract)	No	Till two years after ending of the collaboration.
Payment details + tax details	Payment	For clients: - Corrections for invoices For collaborative partners: - For payment of fees such as salaries etc.	No	Till two years after ending of the collaboration.
CV	Personalia	For collaborative partners: - For job applicants	Only with explicit consent	Till two years after ending of the collaboration.
Personnel file (such as data in employee contract)	Personalia	For collaborative partners (specifically employees): - Necessary for personnel administration	No	Till two years after ending of the collaboration.

What we do to protect your data

Tactile is a technology focused company and we try hard to keep up with advancements in cyber security to make sure that we are resilient to possible attacks that may be a risk for the protection of your personal data. Specifically, we take the following measures to enforce the protection of your data:

- We will only send your data over secured connections;
- data will be stored on secured servers that are only accessible through multi factor authorization;
- direct communication with our servers are only possible via SSH;
- Tactile domains are only accessible via HTTPS;
- we collaborate with (former) students of the Master program System Engineering at the University of Amsterdam to prepare red teaming attacks to identify possible vulnerabilities of the Tactile platform.

Where we store your data

Most of our servers are located in Amsterdam. We will not store your personal data on servers outside of the European Union.

Contact

We try our best to make legal documents such as our privacy policy as readable as possible. However, the privacy matter is quite complex and we would understand if you still have questions after reading this document. If that is the case, please contact us via: privacy@tactile.events.