

The End Karaoke Privacy Statement

The End Karaoke collects personal data and / or information about you (hereinafter: "Personal data") via The End Karaoke branches, website (s), application (s), promotions, its savings program and other services. The End Karaoke is convinced that the protection of Personal Data is essential.

In the context of transparency, to which we attach great importance, we think it is important that you know exactly which Personal Data The End Karaoke collects, for which purposes we use this Personal Data, to which third parties this Personal Data is provided and how you exercise your rights with can exercise with regard to this Personal Data. In this The End Karaoke Privacy Statement (hereinafter: "Privacy Statement") we describe that in a well-arranged manner. The End Karaoke guarantees in any case that Personal Data is collected, used and disposed of in a careful manner and in accordance with legislation and regulations.

This Privacy Statement can of course change if new developments give cause for this. You can always find the most current Privacy Statement on www.TheEndKaraoke.nl. If the Privacy Statement is changed, The End Karaoke will communicate this via its website.

Questions

If you have questions about our Privacy Statement, you can address this to:

Daga Beheer

Department of The End Karaoke Customer Service

Industrieweg 73

1115 AD Duivendrecht

or via www.theendkaraoke.nl/contact

What is covered by The End Karaoke?

The End Karaoke is legally responsible for processing all Personal Data of our (potential) customers, visitors and users of The End Karaoke affiliates, websites (including www.theendkaraoke.nl, amsterdamkaraoke.nl, [groningenkaraoke.nl](http:// groningenkaraoke.nl), tilburgkaraoke.nl and other services, such as The End Karaoke app (hereinafter: "The End Karaoke App").

By The End Karaoke is meant:

Daga Events; The End Karaoke Amsterdam

Daga Groningen; The End Karaoke Groningen

Daga Tilburg; The End Karaoke Tilburg

- ❑ **For what purposes does The End Karaoke collect and process personal data?**
- ❑ **Access to and adaptation of Personal Data**
- ❑ **Which third parties have access to your data?**
- ❑ **Security of Personal Data**
- ❑ **How long will your Personal Data be stored**
- ❑ **The End Karaoke and third-party websites**

- ❑ **For what purposes does The End Karaoke collect and process personal data?**

1. The End Karaoke collects and processes Personal Data for the following purposes: Executing orders for products and services from the webshop, The End Karaoke affiliates or The End Karaoke App and creating and maintaining the (personal) The End Karaoke account (hereafter : "The End Karaoke Account") of the person concerned;
2. **Username (displayName)** - A name chosen by the user to identify their account to the karaoke screens/ staff on the computer, can be changed by the user and does not have to reflect their real name. We store this in database, and is searchable by a systemAdmin for the purpose of adding song credits, or adding a note to the user (e.g."doesn't want people to join them on stage")
3. **Unique Identifier (uid)** - A unique identification generated by us for their account. Used to reference them in the database. **Email Address (email)** - Their account is authenticated via email with (Firebase Authentication), we store the email address in the database, so again it is searchable by a systemAdmin. (note, searching for an email address will not show a username/uid and visa versa).
4. **Playlists (playlists)** - lists of songs chosen and name by the user, private to them and can't be accessed by anyone else (unless the user specifically shares their playlist with a third party, were a copy of this playlist is given to said 3rd party, and this copy is then private to them). While we will not access a playlist of an individual user, all playlists will be read together to get marketing information on the favourite type of music, genres etc...
5. **Drinks (drinks)** - list of favourite drinks, or commonly ordered drinks, again for marketing purposes.
6. **Orders (pastOrders)** - If a user scans their receipt we can store the order that they made, for marketing purposes, but also for other things such as tailored offers/rewards.
7. **Location (not a variable on the user)** - location information of a user is not stored in relation to their personal information. The database will log that a user has "check in" but it won't store which user is where, therefor A system admin/anyone can not see where a user is based on their location, just that an unknown user was at a location. The location logs is so we can see busyness and peak usage times of the application, and it is used by the app to assert they are at one of our locations when they want to order a song.
8. **Song Credits (songCredits)** - A user will use a song credit to order a song to the system, credits can be retrieved by scanning a receipt or a staff member crediting an

account (e.g. ripped receipt). Credits cannot be redeemed for money, sold or transferred. Credits lose their value at the end of the night and are converted into loyalty points.

9. **Loyalty Points (loyaltyPoints)** - Generated automatically at the end of the night (or on command of the user), they cannot be transferred, sold or redeemed for money. They can be redeemed for a set offer (e.g. 1000lp = 1 hour private room, actual figures/conversions will be different and will not be at a set/linear scale), it is also possible that loyalty points will not be redeemable for an offer instead, offers will be given on reaching a milestone.
10. Sending offers, news and promotions via e-mail, The End Karaoke App and mail;
11. Analyzes for process improvement, product and service development and market research;
12. Preventing and combating theft or other forms of fraud;
13. To support communication and campaigns via social media;
14. Handling complaints and requests for information.

-The End Karaoke Account

To be able to make full use of all the services and functionalities that The End Karaoke offers via the website and The End Karaoke App, you must create a personal The End Karaoke Account. When you create a The End Karaoke Account, you will be asked to provide certain Personal Data. Providing a valid e-mail address, password, first and last name, salutation, zip code, house number and telephone number is required. You can always change the Personal Data that you provide. The information you provide enables us to better tailor our services to you. In addition to the purposes specified further in this Privacy Statement, we use the Personal Data provided to create the The End Karaoke Account and the associated functionalities. You can delete your The End Karaoke Account at any time. If you delete your Account, your data will no longer be saved.

The processing of Personal Data for the purpose of creating a The End Karaoke Account is necessary for the implementation of the agreement between you and The End Karaoke.

-Sending offers, news and promotions via e-mail, and the The End Karaoke app.

If you have given your permission, your e-mail address will be used for sending newsletters with current offers, specific promotions and information about, for example, (new) products and services. If you have installed The End Karaoke App and have agreed to receive push notifications, you will receive push notifications from The End Karaoke with current offers, specific promotions and information about (new) products and services, for example. You can always withdraw the permission for this by turning off the push notifications at the settings of your phone. By using the The End Karaoke App you also agree to receive messages in the inbox of the The End Karaoke App and you can give permission to share your location. Finally, The End Karaoke can also send you offers, specific promotions and information about (new) products and services by post. For this you can also unsubscribe via The End Karaoke Customer Service, see this Privacy Statement at the top or via the unsubscribe option included in the mail item.

As indicated above, we process your Personal Data for sending offers, news, promotions via e-mail, and the The End Karaoke App based on your permission. You can always withdraw your permission to send e-mail newsletters by using the unsubscribe link in the e-mail message sent. If you withdraw your consent to send e-mail newsletters, we will remove your information.

-Analyzes for process improvement, product/service development and market research

The End Karaoke strives to deliver the highest quality websites, apps and services and to tailor the range and services as well as possible to the wishes and needs of our customers and visitors. For this it is necessary that The End Karaoke performs statistical research so that it can make adjustments where necessary. The End Karaoke can use customer data for this statistical research. Research results are always reported on an aggregated basis and can in no way be traced back to individual customers.

- By analyzing your behavior on our marketing communications and websites, we can better tailor our website and offers to your personal preferences. This involves profiling: this is any form of automated data processing in which we analyze certain personal aspects of you in order to predict your personal preferences, interests and behavior, among other things. For this we use cookie data and account data (and with your permission data from other parties). Consider: Last purchased items
- Pages viewed on our websites
- Order of articles on article overview pages
- Discount codes
- We analyze how effective our campaigns are based on your behavior. For this we look at your (re) action.

This processing of Personal Data for this purpose is necessary to protect legitimate interests in order to be able to provide you with the best possible service and to give you the best customer experience.

-Preventing and combating theft or other forms of fraud

Camera security

We protect our The End Karaoke affiliates with cameras to protect our employees, customers and property. These cameras are placed in a clearly visible position and upon entering one of our stores you will be notified of the presence of camera surveillance. We save the captured video images for a maximum of 1 week afterwards, we destroy these images, unless there are good reasons to keep the images longer (for example, when these are important for a police investigation). We consider the processing of the Personal Data involved in camera security to be necessary to protect legitimate interests that we have a safe store for our customers and employees and to prevent fraud. Our camera systems are always positioned and arranged in such a way that this has the least possible impact on your privacy.

-To support online marketing communication and campaigns

The End Karaoke likes to talk to customers, visitors to the website, users of the The End Karaoke App about its organization, products and / or services via the web and (own) social media channels. The goal is to provide useful and relevant information and / or answer questions. The End Karaoke actively follows the internet and social media channels, such as Facebook, Twitter and blogs. The End Karaoke follows discussions on these channels, participates in them and answers individual, relevant questions. The End Karaoke explicitly reserves the right not to respond to every question or comment. Therefore, no rights can be derived from responding or not responding to content.

When you communicate with us via our social media pages (for example when you post a comment or follow us by clicking on the "Like" button) we may be able to see Personal Information about you. This Privacy Statement then applies to the personal data that The End Karaoke processes. If you choose to share the The End Karaoke Website or other The End Karaoke (online) services via social media, then your Personal Information (such as your name and the fact that you are interested in our products and services) may also be visible to all visitors to your personal social media pages. The conditions, privacy policy and cookie statement of the relevant social media websites apply to the use of such social media websites.

The processing of Personal Data that takes place when we follow the internet and social media channels, when you communicate with us through those channels, are necessary to represent legitimate interests in order to provide you with the best possible service and behavior and possible preferences better understanding of customers of The End Karaoke. We match your Personal Data with data from social media or search engines based on your consent.

-Handling complaints and requests for information

If you contact The End Karaoke customer service because you have questions or complaints about The End Karaoke services, we will save your contact details and your question or complaint. The End Karaoke may ask you to provide more Personal Information if we consider it necessary to answer the question or handle the complaint. The provided Personal Data is used to handle the question or complaint. The Personal Data that we process for this purpose may occur because you have purchased products from The End Karaoke or have purchased services or are planning to do so. The data processing is then necessary for the implementation of the agreement that you have entered into or wish to conclude with us. In addition, these data processing may be necessary to represent legitimate interests in order to provide you with the best possible service and to give you the best The End Karaoke experience.

❑ Access to and adaptation of Personal Data

You can make a request to provide your Personal Data in a common file format. You can also make a request to have your Personal Data corrected, supplemented, deleted or to limit the use of your Personal Data and you can object to the (further) processing of your Personal Data.

You can send your request to The End Karaoke Customer Service. The End Karaoke will then request that you send in a copy of a proof of identity. The End Karaoke will in principle respond to your request in writing within (1) month via the specified e-mail address. If your request is complicated, this period can be extended by another (2) months. We will then let you know within (1) month of receiving your request.

You can also always view your Personal Data and, if necessary, change it in your own The End Karaoke Account.

For the sake of completeness, we again provide the details of The End Karaoke Customer Service below.

Daga Beheer
Department of The End Karaoke Customer Service
Industrieweg 73
1115 AD Duivendrecht
or via www.theendkaraoke.nl/contact

❑ Which third parties have access to your data?

The End Karaoke engages third parties in the execution of its services. Personal data will only be made available to third parties if this data is required for the third party to perform the relevant services.

These may be third parties that The End Karaoke uses for example for the execution of payments (payment service providers), marketing activities (such as printing, e-mail, mail processors, social media and search engines), booking system, for example <http://onlineafspraak.nl>, for IT activities (IT service providers) and for its customer service. To the extent that these third parties process Personal Data when performing the services in question, they do so as a processor for The End Karaoke and The End Karaoke has taken the necessary technical and organizational measures to ensure that your data is only processed for the above purposes.

Only if The End Karaoke is legally obliged to do so, Personal Data will be provided to regulators, tax authorities and investigative authorities.

❑ How long will your Personal Data be stored

Your Personal Data will be deleted or made anonymous when it is no longer necessary for the purposes for which The End Karaoke processes it.

❑ The End Karaoke and third-party websites

On the website of The End Karaoke you will find links to other websites of third parties. The End Karaoke is not responsible for the handling of personal data by those parties. Read the relevant privacy statement of those websites for this.

Disclaimer: This is originally a Dutch text and Dutch legislation. This is how well it was possible translated into German. The End Karaoke acknowledges that there is no liability for errors in the translation of the text.