

PRIVACY POLICY



VEKOMA

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VEKOMA RIDES PRIVACY POLICY

1. Introduction

Vekoma Rides is a group of companies operating both inside and outside the EU. At Vekoma Rides we are committed to maintaining the accuracy, confidentiality and security of the Personal Data of individuals. This policy describes how Vekoma Rides Processes, protects and to whom Vekoma Rides discloses your Personal Data and what your rights are in respect thereof. For clarity sake we've defined some of the specific terms used in the General Data Protection Regulation (GDPR) also in this document.

2. Definitions

2.1. **"Data Subject"** means an identified or identifiable natural person whose Personal Data is being collected, held or Processed.

2.2. **"Data Controller"** means a natural person or legal person which, alone or jointly with others, determines the purposes and means of Processing of Personal Data.

2.3. **"Vekoma Rides"** means the Vekoma Rides group of companies consisting of Vekoma Rides B.V. and its direct and indirect subsidiaries registered in the Netherlands. All references in this privacy policy to "Vekoma Rides", "we", "us", "our" and like terms should be interpreted accordingly.

2.4. **"Personal Data"** means all information of a person who can be identified, directly or indirectly, in particular by reference to an identifier, such as name, identification number, location data, network identifier or to one or more factors specific to his or her physical, physiological, mental, economic, cultural or social identity.

2.5. **"Process(ing)"** means any operation or set of operations which is performed to Personal Data or sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, erasure or destruction.

3. What Personal Data do we collect?

3.1. Vekoma Rides is Data Controller of Personal Data of visitors, candidates, (potential) clients, suppliers, business contacts, business partners and other people the organisation has a relationship with or may need to contact. We will always try to give individuals appropriate notices of what data is collected and how it will be used. Whatever happens, we will only Process Personal Data if we consider it fair and when it is lawful to do so.

Vekoma Rides may collect the following Personal Data:

- name;
- email address;
- telephone number;
- picture;
- IP address;
- business address;
- name and address of the company you work for; and (other)
- personal details that may come up in the scope of the business relationship, e.g. your hobbies or age.

We do not systematically store sensitive personal data, as defined by the GDPR.

3.2. In addition, we may collect Personal Data via cookies on Vekoma Rides' website or similar techniques, including, but not limited to:

- cookie ID;
- web browser;
- location; and
- the web pages you visit on our websites;

3.3. The legal basis for Processing the Personal Data is Vekoma Rides' legitimate interest to use this Personal Data for doing business with, or contacting visitors, (potential) clients, suppliers, business contacts, business partners. For additional information on how Vekoma Rides uses cookies, please click [here](#).

4. Where does Vekoma Rides keep your Personal Data?

Personal Data will be stored in the physical files and in the digital IT environment of Vekoma Rides.

5. Who can access your Personal Data?

5.1. Vekoma Rides may share your Personal Data with designated employees, contractors, consultants and other parties (including other members of the Vekoma Rides group) who require such information to assist Vekoma Rides with its commercial endeavours, including: parties that provide products or services to us or on our behalf and parties that collaborate with us in the provision of products or services to you. In some instances, such parties may also provide certain information technology and data Processing services to us so that we may operate our business.

5.2. When we share Personal Data we typically require that the person who it is shared with only uses or discloses such Personal Data in a manner consistent with the use and disclosure provisions of this privacy policy. In addition, Personal Data may be disclosed or transferred to another party in the event of a change in ownership of, or a grant of a security interest in, all or a part of Vekoma Rides through, for example, an asset or share sale, or some other form of business combination, merger or joint venture, provided that such party is bound by appropriate agreements or obligations and required to use or disclose your Personal Data in a manner consistent with the use and disclosure provisions of this privacy policy, unless you consent otherwise.

5.3. Your Personal Data may also be disclosed:

- as permitted or required by applicable law or regulatory requirements. In such a case, we will endeavour to not disclose more Personal Data than is required under the circumstances;
- to comply with valid legal Processes such as search warrants, subpoenas or court orders;
- as part of Vekoma Rides' regular reporting activities to other members of the Vekoma Rides group;
- to protect the rights and property of Vekoma Rides;
- during emergency situations or where necessary to protect the safety of a person or group of persons; or
- with your consent where such consent is required by law.

6. Security and data breach

6.1. Vekoma Rides endeavours to maintain physical, technical and procedural safeguards that are appropriate to the sensitivity of the Personal Data in question. These safeguards are designed to protect your Personal Data from loss and unauthorized access, copying, use, modification or disclosure.

6.2. Vekoma Rides recognizes and takes seriously our responsibility to protect your Personal Data from loss, misuse or unauthorized access. Vekoma Rides uses a variety of security technologies and organizational procedures to help protect your Personal Data. For example, we implement access controls, use firewalls and secure servers, and we encrypt certain types of data, such as financial information and other sensitive data.

6.3. Vekoma Rides will ensure that in respect of all Personal Data Processes it maintains security measures to a standard appropriate to:

- the risk to the rights and freedoms of the Data Subjects that might result from unlawful or unauthorised Processing or accidental loss, alteration, disclosure, damage or destruction of Personal Data; and
- the nature of the Personal Data.

6.4. Vekoma Rides will maintain data security by protecting the confidentiality, integrity and availability of the Personal Data. In particular Vekoma Rides shall do the following:

- ensure that appropriate security safeguards and virus protection are in place to protect the hardware and software which is used in Processing the Personal Data in accordance with good industry practice;
- prevent unauthorised access to the Personal Data;
- ensure its storage of Personal Data conforms with the good industry practice such that the media on which Personal Data is recorded (including paper records and records stored electronically) are stored in secure locations and access by personnel to Personal Data is monitored and controlled;
- have secure methods in place for the transfer of Personal Data whether in physical form (for instance, by using couriers rather than post) or electronic form (for instance, by using encryption or pseudonymisation);
- put password protection on computer systems on which Personal Data is stored and ensure that only authorised personnel are given details of the password;
- take reasonable steps to ensure the reliability of any employees or other individuals who have access to the Personal Data;
- ensure that any employees or other individuals that are required to access the Personal Data are informed of the confidential data nature of the Personal Data and comply with the obligations set out in this Agreement;
- ensure that none of the employees or other individuals who have access to the Personal Data publish or disclose any of the Personal Data to any third-party unless directed in writing to do so by the client;
- have in place methods for detecting and dealing with breaches of security (including loss, damage or destruction of Personal Data) including having a proper procedure in place for investigating and remedying breaches of the data protection principles contained in the legislation;
- have a secure procedure for backing up and storing back-ups separately from originals; and
- have an appropriate system in place to ensure that access to the Personal Data can be restored in a timely manner in the event of any physical or technical incident.

7. Your rights

7.1. Your principal rights under data protection law with regard to your Personal Data are:

- the right to access;
- the right to rectification;
- the right to restrict Processing;
- the right to complain to a supervisory authority; and
- the right to erase your information.

7.2. You may exercise any of your rights in relation to your Personal Data by written notice to us.

8. How long is your Personal Data retained?

8.1. Except as otherwise permitted or required by applicable law or regulatory requirements, Vekoma Rides endeavours to retain your Personal Data only for as long as it believes is necessary to fulfil the purposes for which the Personal Data was collected (including, for the purpose of meeting any legal, accounting or other reporting requirements or obligations). We may, instead of destroying or erasing your Personal Data, make it anonymous such that it cannot be associated with or tracked back to you.

9. Revisions

9.1. This privacy policy may change from time to time, so the Data Subjects to whom this policy is applicable should refer to this policy on a frequent basis. This policy will be posted on the Vekoma Rides website and / or other appropriate method of communication. Any changes to this privacy policy will be effective from the time they are communicated.

10. Miscellaneous

10.1. If you consider that Processing of your Personal Data infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

10.2. In case of any questions regarding this statement or any privacy related topics, please contact the Vekoma Rides Compliance Manager: compliance@vekoma.com.