

## Privacy Policy

The protection of your privacy is extremely important for GROOVE A.S.B.L. We want to inform you as much as possible, respect you and give you control over what happens to your personal data. Below you will find information about what data we collect, why we collect it, how long we keep it, what your privacy rights are and how you can exercise them.

We use your personal data in accordance with the General Data Protection Regulation 2016/679 of April 27th, 2016 (the “GDPR”) and its implementation into national law.

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**WHO IS PROTECTED BY THIS PRIVACY POLICY ?**

This privacy policy applies only to the personal data we process in our capacity of data controller.

It applies to the processing of personal data of our (private and business) customers in relation to our products and services (for example, when you register to an event/program).

This privacy policy also applies to those who visit our websites, use our apps and our online media channels, participate in a market research, survey or contest, action, join any of our events/programs or otherwise use our products and services.

For the sake of clarity, processing personal data of businesses is only relevant in the context of this privacy policy if the business represents is a natural person, or - if the business is a legal person - then this privacy policy only applies to the personal data of the natural persons which we process in the context of their relationship with such business (such as mandates, contact persons and/or end users).

**WHO IS RESPONSIBLE FOR PROCESSING YOUR PERSONAL DATA (THE DATA CONTROLLER) ?**

GROOVE A.S.B.L. is responsible for processing the personal data you provide to us in accordance with the applicable data protection law.

**GROOVE A.S.B.L.,**  
rue Lambert Lombard 3,  
4000 Liège,  
Belgium,  
VAT number : BE1006.189.908.

## PERSONAL DATA PROCESSED ABOUT YOU

### NAVIGATION ON OUR WEBSITE

You can visit our website, learn about our services, and stay updated on our latest news without having to provide any personal information. However, the use of certain cookies is necessary to navigate our website. For more information on this matter, we refer you to our [cookie policy](#).

### OUR SPEAKERS' DATA MANAGEMENT

**Purpose of collecting your data** – to negotiate the terms of the speaker contract, to manage the speakers on the day of their intervention, to organize the arrangements for accommodation, travel, etc during their trips for their intervention.

**Collected personal data** – surname, name, picture, language, address, phone number, mail address, bank account number, job title, job experiences.

**Legal grounds** – processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (art. 6.1, b) RGPD).

**Data recipients** – Groove's team, Moovizz (creator of content for media and digital platforms).

**Data retention** – your personal data is retained for 10 years after the end of our contractual relationship.

### OUR SPONSORS' DATA MANAGEMENT

**Purpose of collecting your data** – to negotiate the terms of the sponsorship, to implement the sponsorship.

**Collected personal data** – surname, name, picture, job title, mail address, and company name.

**Legal grounds** – processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (art. 6.1, b) RGPD).

**Data recipients** – Groove's team, Moovizz (creator of content for media and digital platforms).

**Data retention** – your personal data is retained for 10 years after the end of our contractual relationship.

### REGISTRATION AND PARTICIPATION IN AN EVENT

**Purpose of collecting your data** – to invite and register people to the events organized by Groove A.S.B.L.

**Collected personal data** – surname, name, address, phone number, mail address, job title, company name.

**Legal grounds** - processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (art. 6.1, b) RGPD).

**Data recipients** – your contact data may be shared with the email or ticketing service that partners with GROOVE A.S.B.L.

**Data retention** - your personal data is retained for 10 years after the end of our contractual relationship.

### PROMOTION OF OUR SERVICES

**Purpose of collecting your data** – If you are a client of GROOVE A.S.B.L. and/or if you have subscribed to our newsletter, we process your data to inform you about our products and services, news, events, etc

**Collected personal data** – Surname, name, picture, language, address, phone number, mail address, bank account number, job title, job experiences.

**Legal grounds** - Processing is necessary for the purposes of the **legitimate interests** pursued by the controller (art. 6.1, f) RGPD).

**Data recipients** - Your contact details will be shared with an electronic mailing service. We will keep your data for this purpose until you revoke your consent.

**Data retention** – your personal data will be retained until the withdrawal of your consent.

### MAINTENANCE OF OUR FACILITIES

**Purpose of collecting your data** – We process your data to ensure the maintenance of our IT facilities.

**Collected personal data** - timestamp, users' IP address, technical data relating to the equipment and browser used by users, cookies.

**Legal grounds** – Our legitimate interest in maintaining our systems to ensure their proper functioning.

**Data Recipients** – To the extent necessary for their required tasks, our subcontractors responsible for IT infrastructure, our management program, and the development and maintenance of our website and extranet may access your data.

**Data retention** – Data is processed only for the duration necessary to carry out the intended maintenance operation.

### WALLIFORNIA MUSICTECH COMMUNITY

**Purpose of collecting your data** – to create and manage a Musictech Community.

**Collected personal data** – surname, name, phone number, mail address, profile picture.

**Legal grounds** – your consent (art. 6.1, a) RGPD).

**Data recipients** - This data is also processed by the provider of the social network.

**Data retention** – until the withdrawal of your consent.

### THIRD-PARTY SOCIAL MEDIA PLATFORMS

**Purpose of collecting your data** – The data you provide when visiting our pages on social media may be processed jointly by the social network and the page administrator for the following purposes:

1. Collecting certain data through cookies;
2. Improving the social network's advertising system;
3. Obtaining audience statistics for the page.

**Collected personal data** – Data related to your account, data related to content sharing, or communications you have with other people.

**Legal grounds** - This data will only be processed by the page administrator as part of their legitimate interest in obtaining statistics about the visitors to their page in order to adequately promote it. The

audience statistics generated by the social network are only provided to the page administrator in an anonymized form.

**Data recipients** - This data is also processed by the provider of the relevant social network.

**Data retention** – This data is or may be processed for as long as the page exists, and you visit it. The privacy policies of each social network can be found by clicking on the following links:

- [Facebook et Instagram](#),
- [Youtube](#),
- [TikTok](#),
- [Linkedin](#).

## **PROCESSING OF PERSONAL DATA INSIDE / OUTSIDE THE EER**

The information that you provide to us will be held in the systems located in the European Union or in those of an appointed third party (mentioned above).

We may also allow access to your information by other third parties who act for us for some of the purposes described in this privacy policy or for other purposes explicitly approved by you.

To the extent that personal data is processed outside the European Union, we will ensure through contractual or other measures that such data enjoy an adequate level of protection there, comparable to that which they would enjoy in the European Union, in accordance with the European regulations.

## **WHAT ARE YOUR RIGHTS ?**

### **Right to be informed**

This right is exercised through this document.

### **Right to withdraw your consent**

When data is processed based on your consent, you can withdraw your consent at any time. The withdrawal will not affect the lawfulness of the processing carried out before you have withdrawn the consent.

### **Right of access**

You have the right to request information about the personal data we hold about you at any time. You can contact us at [c.doyen@walliforniaventures.com](mailto:c.doyen@walliforniaventures.com) so that we can send you your personal data by e-mail.

### **Right of rectification**

You have the right to request the rectification of your personal data if they are incorrect and to have them completed if they are incomplete.

### **Right of erasure (right to be forgotten)**

You have the right to erase all your personal data at any time or to request that it be used in a limited way in the future.

### **Right to data portability**

Where your personal data is processed by automated means following your consent or agreement, you have the right to obtain a copy of your data transferred to you or to another party in a structured, commonly used and machine-readable format. This applies only to personal data that you have provided to us. Generally, we do not use automated decision-making, but if we do use such decision-making, we will make this clear to you.

### **Right to object to processing**

You have the right to object to the processing of your personal data.

## **MODIFICATION**

This policy may be subject to corrections, additions, or modifications at any time for various reasons. The most current version can be permanently accessed on our website (il n'y a pas à proprement parler de site Groove, mais des sites dédiés aux événements proposés par Groove. Je ne sais pas si c'est important à préciser.). We encourage you to check it regularly.

**WHERE TO OBTAIN MORE INFORMATION AND/OR FILE A COMPLAINT?**

The data controller (contact email at : [c.doyen@walliforniaventures.com](mailto:c.doyen@walliforniaventures.com)) is available for any questions and, upon verification of your identity, for any requests related to the rights outlined above.

For more information, or if you wish to file a complaint, you can also contact the Belgian Data Protection Authority at the following address:

**DATA PROTECTION AUTHORITY**

1000 Brussels, Rue de la Presse 35

Tel. +32 2 274 48 00 – Fax +32 2 274 48 35

<https://www.autoriteprotectiondonnees.be/citoyen/agir/introduire-une-plainte>

**APPLICABLE LAW**

This policy is governed by Belgian law. Any dispute relating to the interpretation or execution of this policy will be subject to Belgian law