

## PRIVACY POLICY SUPERFAN B.V.

Superfan B.V. (“**Superfan**” or the “**Company**”) takes your privacy very seriously and treats all your personal information with great care. In order to guarantee your privacy, Superfan always acts in accordance with the applicable laws and privacy regulations. This document sets out Superfan’s Privacy Policy. It is recommended that you read this Privacy Policy carefully. The capitalized words are defined in the Terms of Use [<https://www.superfan.world/termsofuse>].

### 1. What is Superfan?

Superfan is Superfan B.V., a company with limited liability incorporated under the laws of The Netherlands (*besloten vennootschap met beperkte aansprakelijkheid*), having its registered seat in Waterland and its offices at De Ceuvel, Korte Papaverweg 2 B (Love Boat), (1032 KB) Amsterdam, the Netherlands, registered with the Chamber of Commerce under number 80373917.

The Company offers an online platform, accessible via the website [www.superfan.world](http://www.superfan.world) (hereafter the “**Platform**”). On the Platform, Brands can regularly share content and messages on their mission and products, enabling Superfans to go above and beyond to spread it via their own channels, such as messaging platforms and social media.

The Company is deemed the “controller” of the personal data collected and used for the purposes set out in this Privacy Policy. This means we determine the purposes and means of the processing of personal data. We are responsible for ensuring that the processing of your personal data is performed in accordance with the General Data Protection Regulation (GDPR).

Company has appointed Mr Michiel de Koning as Data Protection Officer (DPO) who has ultimate responsibility for data protection compliance within the business, ensuring your personal data is treated in accordance with our Privacy Policy and applicable law. Our DPO can be contacted by emailing [dpo@superfan.world](mailto:dpo@superfan.world).

### 2. What information does Company collect and process?

Company may collect your personal data in the following situations:

- *Brand and Brand Admin*: when you enter into a Subscription Agreement with the Company, communicate with the Company and use the Platform;
- *Supplier*: when you communicate with the Company or perform services for the Company;
- *Superfan*: when you create a Profile on the Platform, when you are visiting and using the Platform (e.g. using content and/or supporting Brands) and/ or when you subscribe to the Company’ updates;
- *Website visitor*: when you are visiting our website;
- *Brand and Superfan*: when you request technical and/or customer support;

In the course of the abovementioned situations, the Company may collect and process the following data about you: your first name, last name, email address, password, telephone number, IP-address, that you make available via the Platform.

#### Messaging platform and Social media social – channels

You can choose to support Brands via social media. For that, the Company requires access to certain personal information (your username and/or e-mail address) on your Facebook-, Twitter-, Google+ or LinkedIn-account, which information therefore already is in the public domain.

For the use of Facebook, Twitter, Google+ and LinkedIn, you are bound by the Terms of Use of these services. The Company cannot influence Twitter, Facebook, Google+ and/or LinkedIn and thus cannot guarantee that these social media services use your personal data in accordance with the law.

### Automatically generated data

The Company requires certain information in order for the Platform to work as optimally as possible (for example, to display content correctly and to keep the service secure). That is why the Company automatically collects generated data about your use of the Platform.

This information consists of your IP address (your computer's unique number, which makes it possible to recognize your computer), your browser type (the computer program you use to view internet pages), your operating system and the pages you visit on the Platform.

### Cookies

When using the Platform, various cookies are saved on your computer and/or mobile device (hereafter: "**Terminal Equipment**"), which can then be accessed. Cookies are small pieces of information (in the form of text) that a server sends to the browser (such as Internet Explorer, Chrome or Firefox) with the intention that the browser sends this information back to the server the next time a user makes use of the Platform. Cookies of the Company cannot damage your computer or the files saved on it.

### Company' Cookies

This paragraph applies to cookies that are stored and read by the Company itself. No third parties are involved in storing and reading these so-called first party cookies.

Firstly, the Company stores technical cookies. These cookies are necessary to provide the service. For instance, technical cookies are used by the Company to remember your login details, so that you can proceed through different pages on the Platform with a single login.

Besides technical cookies, the Company stores cookies that are only stored on your Terminal Equipment temporarily. These cookies are automatically erased when you close your browser. These so called session cookies are used to map your online behavior during your use of the Platform. The Company can use this information to adjust the Platform to the needs of its users.

### Third party cookies

Apart from cookies that the Company stores itself, third parties can store cookies on your Terminal Equipment through the Platform.

### Google Analytics

In order to collect data on the usage of the Platform, the Company uses Google Analytics. Google Analytics stores a permanent cookie on your Terminal Equipment which is subsequently used to register your use of the Company. This data is then analyzed by Google and the results are given to the Company. This enables the Company to get more insight in the way in which the Platform is used and, based on this information, to make adjustments to the Platform.

Google can give this information to third parties, if it is legally obligated to do so and/or if third parties are processing the information on behalf of Google. Google can use this information for other Google services.

### Social plug ins

The Platform is linked to various social media, namely to Facebook, Twitter, Google+ and LinkedIn. Through the social plug ins, third party cookies are stored on your Terminal Equipment. These are cookies that are used to optimize your experience of the service. Also, tracking cookies may be stored that are used to track your online behavior when using various websites and to build a profile of your online behavior.

## Deleting cookies

The consent you have given to store and read first and third party cookies, can be withdrawn at any time by setting your browser to disable cookies and/or to remove all cookies from your browser.

### **3. For what purposes will Company use information about you?**

The Company may use your personal information for the following purposes:

- to allow you to use the Platform;
- to communicate and manage our relationship with you as a Superfan, our (prospective) client, supplier, subcontractor, consultant or freelancer;
- to receive services from you as a supplier, subcontractor, consultant or freelancer and/ or to provide services to you as our client;
- to send you information with regard to the Platform;
- to configure the Platform to your Brand Admins wishes and needs;
- to improve the Platform;
- to refer to (featured) Brands on the website;
- for protection purposes and to generate anonymous statistical data.

### **4. What is the legal basis for the processing?**

Your consent and/ or the legitimate interest to satisfy our contractual obligations towards the Superfans, our clients, suppliers, subcontractors, consultants and/ or freelancers.

### **5. How long do we retain the personal data?**

We retain the personal data processed by us for as long as is necessary for the purpose for which it was collected, or as required by applicable law. In order to determine if the processing is still necessary for the purpose for which the personal data is collected, the Company may from time to time notify you if necessary.

We may keep personal data in order to establish, exercise or defend our legal rights and the legal rights of our clients. Where there is a need to retain personal data, we may archive within a secure restricted access server.

The Company will not provide your personal data to third parties for commercial purposes without your explicit consent. If the Company provides data to third parties, this will always be in aggregated form.

The Company may provide your personal data to third parties if it is obliged to do so on account of national or international laws, case law and/or regulations, or if the Company considers it necessary to do so in defense of its own rights or if you have given permission to do so.

### **6. How does the Company protect your personal information?**

The Company takes appropriate technical and organizational measures to protect your (personal) information against loss or any form of unlawful use. Personal data is processed on our local servers in the Netherlands, Germany and Belgium.

### **7. Viewing, changing and deleting your data**

If you wish to know what information Company has collected about you or if you wish to change or delete data, then you can ask a question via [dpo@superfan.world](mailto:dpo@superfan.world). The Company will reply to your request within 4 (four) weeks.

### **8. Transfer of data to countries outside the EU**

For technical and operational reasons, it may be necessary for your (personal) data to be transferred to (the servers of) companies affiliated to the Company located in the United States or other countries outside of Europe. If this is to happen, the information contained in your Profile will also be saved in a foreign country. Since legislation concerning data protection may then not offer the same protection as in the European Union, you hereby agree that your (personal) information can be transferred to the United States or another country outside of Europe.

#### **9. Can this Privacy Policy be changed?**

It is possible for the Privacy Policy to be amended in the future. That would then be mentioned on this page, so it is recommended to regularly have a look at this page.

Questions about the Privacy Policy should be sent to [dpo@superfan.world](mailto:dpo@superfan.world).