

# Backstage Global ApS - Privacy policy

## 1. Introduction

Protection of personal data is very important for Backstage and we take it very seriously. This Privacy Policy, the principles of which Backstage follows, provides detailed information on the personal data collected by Backstage about you, the purposes this data will be used for and who has access to the data. Please take the time to read this Privacy Policy and feel free to contact Backstage directly with any questions or suggestions concerning the Policy.

Please read this Privacy Policy carefully and contact us by email if you have any questions. By using the Website and/or Application, by receiving Services on the <http://backstage.global> website or by checking the appropriate box (e.g. by clicking on "Agree") you agree to all the terms of this Privacy Policy, confirm that you have read the terms set out herein and give us your free and explicit consent to use your Personal Data following the terms of this Privacy Policy.

Like most of companies, Backstage collects data when you visit our website(<https://backstage.global/>). It is possible to visit our site without leaving any identifying personal data for us. However, please be aware that we do use cookies on our websites that provide us statistical information. It helps us to analyse the behavioural patterns of the visitors of our websites and to improve user experience. If you want to buy our service from our websites or to get more information about it, then sharing your personal data with us is necessary.

We process personal data in compliance with applicable personal data protection laws, including the Regulation of the European Parliament and the Council (EU) 2016/679 ("GDPR") as well as the Personal Data Protection Act of Denmark.

Backstage respects your right to control your privacy. It is important for us that you would be able to exercise your rights. Below you will find details on how to do this.

Please be aware that we can update our Privacy Policy. You can always find the current version of our Privacy Policy on our website.

## 2. Terms and definitions

The Privacy Policy of Backstage (legal name Backstage Global ApS, Company nr. 44565706) is based on GDPR/General Data Protection Rules. The Privacy Policy we apply must be clear and understandable to the visitors of our websites as well as to our contractual customers and partners. In order to ensure that all the parties understand their rights in the same way, we shall explain the most important terms here.

"Data subject": Identified or identifiable natural person whose data is processed;

"Merchant": legal person who will be using Backstage's platform as merchants for the marketing and selling of Smart Tickets and Additional Products;

"Personal Data": Any information concerning an identified or identifiable natural person ("data subject"); identifiable natural person means a person who can be identified directly or indirectly, in particular on the basis of identifying attribute, including name, personal identification code, location information, network identifier, or on the basis of one or more physical, physiological, genetic, mental, economic, cultural or social characteristics of the natural person; (For the sake of clarity this is a general listing not the personal data we collect).

"Processing of Personal Data": Automated or non-automated operation or set of operations, including collection, documentation, organizing, structuring, storing, customizing and modifying, querying, reading, using, transferring, distributing, or making otherwise available, joining or combining, restricting, deleting or destructing of personal data or set of them;

"Profile analysis": Any automated processing of personal data involving the use of personal data for the assessment of certain personal aspects of the natural person. In particular, for analyzing or forecasting aspects related to the performance, financial situation, health, personal preferences, interests, reliability, behaviour, location or movement of the natural person concerned;

"Controller": Natural or legal person, public entity, agency or other body which alone or in cooperation with others determines the objectives and means of the processing of personal data; if the objectives and means of such processing are determined in the law of the Union or the Member State, the specific criteria for the Responsible Processor or for assigning the one may be established in the law of the Union or the Member State;

"Processor": Natural or legal person, public entity, agency or other body processing personal data on behalf of the controller;

"Recipient": Natural or legal person, public entity, agency or other body to whom personal data is disclosed, whether or not it is a third party. The public entities which can obtain personal data as a result of specific inquiry in accordance with the law of the Union or the Member State, are not deemed to be recipients; these public entities process such data in accordance with applicable data protection standards in the basis of the processing purposes;

"Third Party": Natural or legal person, public entity, agency or body, excluding the Data Subject, Controller, Processor and persons who can process personal data under the direct responsibility of the Controller or Processor;

"User": a natural or legal person using Backstage's platform and the services provided on the platform;

"Consent" of the Data Subject: Voluntary, specific, conscious and unambiguous statement by which the Data Subject in the form of an application or by explicit consent, agrees with the processing of his/her personal data.

### **3. Data controller**

Company name: Backstage Global ApS,  
Address: Gothersgade 103, 3, 1123 Copenhagen K, Company no, 44565706  
Website: <https://Backstage.global/>  
We can be contacted by e-mail at [support@backstage.global](mailto:support@backstage.global)

### **4. Purposes of processing and types of personal data**

#### **Queries**

If you want to use the services of Backstage or get more information about them, then sharing your personal data with us is necessary. Queries can be submitted by sending us an email. The legal basis for such processing of the personal data is either Article 6(1)(b) in the GDPR or Article 6(1)(f) in the GDPR (the legitimate interest of Backstage to ensure swift communication with potential clients).

#### **Setting up an account**

To be able to use the services offered by Backstage, you must set up an account.

When you are setting up an account as an End User, Backstage will ask you to provide the following personal data: Surname, First Name, e-mail address, mobile nr, country of Location.

The legal basis for the processing of personal data in this case is Article 6(1)(b) in the GDPR.

Providing services to the customers.

When dealing with professional Merchants, this including handling of data is regulated by separate agreements.

The legal basis for the processing of personal data in such case is Article 6(1)(f) in the GDPR (the legitimate interest of Backstage to manage its business relationships).

When you are using our services, Backstage will process the personal data associated with your account. In addition, to ensure the on-going provision of the services, Backstage may need to process any relevant personal information provided by you (for example, by contacting Backstage to inquire about the service).

The legal basis for the processing of personal data in this case is Article(6)(1)(b) in the GDPR.

AML procedures

Backstage needs to comply with certain requirements, based on applicable anti money laundering and terrorist financing prevention related legal acts. To fulfil these obligations, Backstage needs to process certain personal data about its customers. These personal data include your name as a natural person, identity code, date of birth, place of residence or registered office, as well as other types of personal data which can be used for identification according to the applicable AML related legal act.

The legal basis for the processing of personal data in this case is Article 6(1)(c) in the GDPR.

### **5. Recipients of personal data**

Backstage discloses data subjects' personal data to its employees, contractors, management board members and other members of the organization, on a need-to-know basis. Backstage discloses personal data to the aforementioned person only when access to the personal data is necessary for the fulfilment of the person's assignments and/or statutory or employment related obligations.

In certain cases, it may be necessary for Backstage to disclose personal data to public authorities, when this is required by the law.

### **6. Storage of personal data**

If you stop using the services by deleting your account on the website and/or application, your personal data will also be automatically deleted (unless we are obliged to store such data to comply with statutory obligations).

### **7. Safety of personal data**

Backstage has implemented appropriate technical and organizational measures pursuant to Article 32 in the GDPR to ensure the safety of the personal data. Among other measures, Backstage has ensured that all of its employees, contractors as well as other members of the organization, who may have access to personal data, are legally bound with a confidentiality obligation. In addition, Backstage has implemented appropriate information security measures to ensure the resilience of the information systems which are used for the processing of the personal data. Backstage carries out regular audits in respect of the information systems.

### **8. Children**

We understand how important it is to take additional measures to protect the privacy and safety of children using the Site. Children under the age of 18 years are not allowed to use our Website and/or Application and receive our Services unless their parents have given their consent, which must be supported by appropriate evidence. We do not purposefully collect Personal Data from children under the age of 18 years. If we learn that we have received Personal Data of a child under the age of 18 years, other than in the above circumstances, we will take all necessary steps to delete such information as soon as possible, only if we are not required to store such information to comply with legal requirements.

### **9. Updating this Privacy Policy**

Each time we make changes to this Privacy Policy the new version will be available on the Website and in the Application marked "New Version of ...".

You will have access to the revised Privacy Policy from the day it takes effect, so you will have time to decide whether to continue using the site and to raise objections to changes in the processing of your Personal Data. A draft of a new Privacy Policy may be published in advance.

## **10. Your rights as a data subject**

By contacting Backstage by email, you can exercise the following rights:

In certain cases, you have the right to demand restriction for processing of your personal data and the right to object processing of your personal data.

You can exercise your rights in accordance with the terms and conditions based on GDPR and other local regulations.

If you believe that your privacy has been compromised, please contact us by the email address below. You also have the right to file a complaint to the data protection supervisory authority of the country of your residence. In Denmark, this is the Danish Data Protection Agency.

With any questions, please feel free to contact us at [stage@Backstage.global](mailto:stage@Backstage.global)

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