

## PRIVACY POLICY OF GOOD! BV

This Privacy Statement informs you about our policy regarding the collection, use, and disclosure of personal data when you use our services and the choices you have associated with that data.

GOOD! BV organizes trade fairs, conferences, meetings, and other activities (the Events) in the field of sustainable technologies. Examples include Solar Solutions International, Green Heating Solutions, Congress Future of Solar, Congress Necessity of Storage, and Congress Breakthrough of the Heat Pump. Additionally, GOOD! BV publishes reports on sustainable market sectors through its sister company Dutch New Energy Research and sends newsletters about current market developments and our events and services via our media platform 365Media, consisting of Solar365 and Warmte365 (the Service).

GOOD! BV collects personal data in the context of its services. This occurs, for example, when you participate in or visit a fair or conference, subscribe to one of our newsletters, express your interest, or otherwise engage with GOOD! BV (the Registration).

GOOD! BV treats and secures the data of customers and visitors with the utmost care. GOOD! BV adheres to the guidelines set by the GDPR (General Data Protection Regulation). This means, among other things, that:

- We clearly state the purposes for which we process personal data through this privacy statement;
- We limit our collection of personal data to only the personal data necessary for our purposes;
- We first ask for explicit permission to process your personal data in cases where your permission is required;
- We take appropriate security measures to protect your personal data and also require this from parties that process personal data on our behalf;
- We respect your right to request access to, correction of, or deletion of your personal data.

## PURPOSES

GOOD! BV uses the data for:

- The proper execution of its business operations;
- Providing and billing for services;
- Taking measures to improve services;
- Sending E-tickets;
- Informing you about news, market developments, products, and services.

## CATEGORIES OF PERSONS

This Privacy Statement applies to the following categories of individuals whose personal data we process:

- Exhibitors and potential future exhibitors of our Events;
- Visitors and potential future visitors of the Events;
- Subscribers, readers, advertisers, and prospects of our websites, newsletters, and mobile applications;
- Press and PR contacts and speakers;
- Business relations such as suppliers and other parties in contact with us.

## LIMITATION OF DATA COLLECTION

GOOD! BV records only data necessary for achieving its purposes. The data consists of two categories:

- General data, including (if relevant): Company name, address, contact details, salutation, job title, industry description.
- Specific data (if relevant): Visit data, correspondence, administration/invoice data, and expressed interests.

*We do not register sensitive data or data described as special categories of personal data under the GDPR.*

## DATA SHARING

GOOD! BV does not share General and Specific Data with third parties except with consent or as legally permitted in the following cases:

### Registering visitor data

When you register to visit an Event, your General and Specific Data are recorded. We use your General Data to send you an E-ticket and inform you. You must consent to this during the registration process. You can unsubscribe at any contact moment in accordance with the GDPR.

### Sharing General Data via VIP invitation from an exhibitor

Through our VIP invitation service, an exhibitor can invite a contact to visit an Event. When the contact accepts the invitation and registers for a visit, this is shared with the exhibitor.

### Sharing General Data via the scanning of the access badge with the Ydem app

Visitors who register for an event receive an E-ticket and visit information through the Your Digital Event Manager app (Ydem app). At the event entrance, the E-ticket is converted into a personal access badge. The barcode on the access badge is linked to the visitor's General Data. By scanning the barcode on the access badge with the Ydem app, exhibitors and visitors, and visitors among themselves, can exchange General Data (the digital business card). *Scanning an access badge can and may only take place with verbal consent.* The user of the Ydem app can also block the sharing of General Data in the app.

### Sharing General Data via product scanning with the Ydem app

With the app, visitors can scan products and save the product information (the digital visit report). Visitors' General Data are not shared with the manufacturer/supplier of the scanned product. The visitor can deviate from this by giving permission in the app to share General Data with the manufacturer/supplier after scanning a product.

#### Sharing Specific Data via the Ydem app

Through the Ydem app, we store scanned products and scanned visitors (the digital visit report). These data serve as a reference for the visitor and are not shared with third parties. These Specific Data are deleted no later than 60 days after the event.

#### Sharing exhibitor data with service providers and suppliers

We do not share exhibitor data with third parties. In certain circumstances, we share your company and contact details with service providers and suppliers associated with the Event. For example, if you order a service or product from a service provider or supplier through us. These companies may only use your data in accordance with the provisions of these Privacy Terms.

#### Sharing data due to legal requirements

In certain circumstances, GOOD! BV may be required to disclose your personal data if legally required or in response to valid requests from public authorities (e.g., law enforcement agencies, the tax authorities, or the courts).

#### Other special reasons

GOOD! BV may disclose your personal data if such action is necessary:

- To comply with a legal obligation;
- To protect and defend the rights or property of GOOD! BV;
- To prevent or investigate possible violations related to the Service;
- To protect the personal safety of users of the Service or the public;
- To protect against legal liability.

## ACCESS AND MODIFY DATA

GOOD! BV provides the ability to access and modify your data. Upon your request, your data will be deleted. If you want to be informed about the personal data we hold about you and if you want these to be corrected or deleted from our systems, you can contact us.

In certain circumstances, you have the right:

- To access and receive a copy of the personal data we hold about you;
- To correct any personal data about you that is inaccurate;
- To request the deletion of your personal data.

Please note that we may ask you to verify your identity before responding to a request.

## DATA RETENTION PERIOD

GOOD! BV maintains a standard data retention period of 5 years from the date of the last registration. However, we will retain and use your personal data as necessary to comply with our legal obligations (for example, to comply with tax retention requirements or if we are required to retain your data to comply with other applicable laws), resolve disputes, and enforce our legal agreements and policies. The General Data shared with an exhibitor through badge scanning remains accessible to the exhibitor for thirty days after the last day of the relevant Event. After this period, the exhibitor no longer has access to these data.

## WEBSITES AND DATA PROCESSING

On GOOD! BV websites, general visitor data is tracked without identifying the visitors. The purpose of this is to optimize the layout of the website. These data can also be used to place more targeted information on the site. This way, GOOD! BV can further optimize its services to you. To achieve this, GOOD! BV also uses your computer's IP address. This IP address is a number automatically assigned to your computer when you visit the internet. It can be used to see how the website is used and to create analyses and reports.

- Cookies; GOOD! BV websites do not use cookies.
- Hyperlinks; on GOOD! BV sites, you will find several hyperlinks to other websites. GOOD! BV is not responsible for how those parties handle your data. Please read the privacy statement, if available, of the site you visit.
- Google Analytics; Google can use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of making your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visit activity. Visit the Google Privacy Terms web page for more information about Google's privacy practices: <http://www.google.com/intl/en/policies/privacy/>

We are not responsible for the privacy policies and practices of other websites, even if you access them through links on our website. We recommend that you check the policy of each website you visit and contact the owner or operator of that website if you have any concerns or questions.

## IMAGE RIGHTS

Good! captures photos and videos and/or otherwise documents the Events. These images can be used to promote the Events in the form of sales brochures, newsletters, emailings, websites, or other promotional materials. By agreeing to the privacy terms, you agree to the use of your likeness by Good!.

## NEWSLETTERS, EMAILINGS

We may use your personal data to contact you with newsletters, marketing or promotional materials, and other information that may be of interest to you. You can opt out of receiving any communications from us by unsubscribing via the link provided in each communication or by contacting us.

## DATA SECURITY

GOOD! BV uses the services of Spinware Solutions BV (the Processor) for recording and processing data. The responsibilities of the Processor are laid down in the Processing Agreement. Regarding data security, this includes:

The Processor takes all appropriate technical and organizational measures to ensure a level of security appropriate to the risk. These measures will evolve with changes and developments in the market. They must include:

- Measures to ensure the confidentiality, availability, integrity, and resilience of processing systems in the event of a physical or technical (security) incident;
- measures to promptly restore the availability of and access to Personal Data in the event of a physical or technical (security) incident;
- measures to ensure that only authorized personnel have access to Personal Data;\*\*
- measures to identify vulnerabilities regarding the Processing of Personal Data in the systems used by the Processor and by third parties engaged by the Processor for providing services to the Controller;
- a procedure for periodically testing, assessing, and evaluating the effectiveness of security measures.

## PAYMENTS

We may provide paid products and/or services within the Service. In such cases, we use third-party services for payment processing. We do not collect or store your payment card details. This information is provided directly to the payment processors, whose use of your personal information is governed by their Privacy Policy. The payment processor we work with is Mollie BV, <https://www.mollie.com/nl/>. Mollie BV is fully PCI-DSS level 1 certified.

GOOD! BV reserves the right to make changes to this privacy statement. Therefore, check this privacy statement regularly for GOOD! BV's privacy policy.

Contact:

GOOD! BV

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