



BASE Conference Privacy Policy

Who we are

BASE Conference and Community is a collective project of SPIN IDEAS, a Dutch company registered under KvK number 67809944 and VISIBLY ENGAGED, a Dutch company registered under KvK number 59022132. We organize each year in Amsterdam a Conference aimed at identifying key issues growing businesses are faced with and bringing in speakers that can provide innovative solutions and answers to our audience. For more details on our mission and current events you can reach us at: www.baseconference.amsterdam.

About this Policy

This Policy explains how we collect and use personal data from and about visitors to our website, our annual conference and related events, as well as all event attendees, speakers, exhibitors and sponsors and the press and media.

Please read this Policy together with our Terms and Conditions to get a clear idea of what we do and how we do it.

With this Policy we aim to make it easy to understand how we collect and use your data and we will keep you informed to any changes we make to this Policy in the future and explain how those changes affect your rights and interests.

To express any questions concerning this Policy or to exercise any of your privacy rights, email us at community@baseconference.amsterdam

What is personal data?

Personal data includes any information that identifies or can be used to identify a natural person. This information may include your name, telephone number, email address, physical address and it does not include data has been anonymized.

The data we collect about you

We collect data about you from multiple sources, which include:

1. Information from you - this is the information you fill in when using our Conference and Community website and platform, our forms for getting in contact with us, receiving our newsletter, purchasing your tickets for our conference, and related events and/or joining our mailing list. This information may include your name, e-mail address, user name, telephone number, age, date of birth, gender, content that you create and submit to us, any other information you provide voluntarily to us, etc.
2. Information from your use of the BASE and Community website and platform - we use cookies and similar technologies in order to collect information when you access and interact with our website and platform, or use our services, offerings and advertisements. This information may include technical details about your device, your IP address, the type of browser(s) you use, details on the pages, subpages, links and pop-ups you clicked on etc. For more information on cookies and cookie management options, please see our Cookie Policy.
3. Information from other sources - We may collect information from other sources if you have given permission for that information to be shared, such as public or private databases and aggregators, marketing companies or official records and statistics. This type of information may include your name, postal address, telephone number, e-mail address, company size, industry field, financial statements, household information, consumer and market research data, purchase behavior and preferences etc.

We do NOT collect any details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data, as well as any information about criminal convictions and offences.

Publishing photographs and videos

Taking and retaining photographs of people at events could potentially be considered as personal data under the General Data Protection Regulation (GDPR).

BASE Conference and Community uses photographs and videos taken at our conference and events, both in print and in digital media, for the purpose of making available knowledge and information on content, events, projects, and activities to our current and potential audience and community.

At BASE, we only publish harmless images of people, where the persons in the photographs or videos may not reasonably feel exploited, violated or exhibited based on a normal consideration.

By purchasing a ticket for, accepting a complimentary invitation to and/or attending any BASE conferences or events, you give consent for BASE to use photographs and videos taken at the event.

If you are attending a BASE conference or a BASE event and you do not wish to have your image recorded for distribution, please make your wishes known to the photographer and/or the event organizers as soon as you arrive at the event location, and/or contact BASE at community@baseconference.amsterdam in writing, to let us know of your intentions and include a photograph. BASE will use the photo for identification purposes only and will hold it in confidence. After processing of your request, the image(s) will be removed from the web as far as possible.

How we use your data

We collect your personal data:

1. To provide you with the information or the services you requested from us. For more details on the way we work, please read our Terms and Conditions.
2. When it is necessary for our legitimate interests or those of a third party, provided that those interests do not override your fundamental rights and interests.
3. Where we need to comply with a legal or regulatory obligation.

The following are examples of how we may use the personal data we collect:

1. Provide you with the services and products that you request from us, including, where applicable, sending invoices, instructions and other related information, and communicate regularly with you using the contact information you provided, to inform you about service updates, content, special offers and advertisements that may be of interest to you;
2. Contact you if this is required to perform our services.
3. Inform you about changes in our services and our website and platform;
4. Resolve consumer and/or product and services issues, complains or suggestions.
5. Improve your customer experience on our websites;
6. Perform research and analysis to maintain, protect, develop and improve our services and networks;
7. Deliver customized content or advertising such as personalized offers for products and services that may be of interest to you;
8. Participate in our online communities, including our social media channel/pages and blogs;
9. Store your preferences for future interactions and communications from us;
10. Create external marketing & analytics reports;
11. Prevent, combat and address illegal activities, suspected fraud and potential threats to our network;
12. Perform technical, marketing and business-related analysis on customer-related parameters in order to understand customer and market needs, to improve our existing products and services, to design new products and services, as well as for business development purposes.

Who we share your data with

We do NOT sell any personal data for commercial purposes. However, for the purpose of providing our services and products and/or running our conference and events, we will share your personal data:

With service providers including our hosting provider, email marketing platform provider, online survey provider, analytics providers, lead generation providers;

With tax authorities, as well as any other government or public authorities in the Netherlands when so required by the law;

When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others;

With any third parties to whom we may choose to sell, transfer or merge parts of our business or assets or third parties whom or with whom we may seek to acquire or merge. We would require the buyer or the acquired entity to treat your personal information in accordance to the rules set out in this Privacy Policy.

If you have consented to use sharing your details, with carefully selected third parties whose products and service may be of interest to you.

Your personal data may be transferred, stored and processed in the Netherlands or any other country in which BASE (or its affiliates, subcontractors or agents) maintains facilities and we will ensure that your data is treated securely and in accordance with this Privacy Statement.

Minimum age

We understand the importance of protecting children's privacy and do not intend for our website, platform, products and services to be used by anyone under the age of 18. If you are under 18 (eighteen) years old and you wish to use our Platform in any way that requires you to submit your personal data, please get your parent or legal guardian to do so on your behalf.

If you are a parent or legal guardian and believe we may have collected personal data about a child, please contact us as described in this Privacy Statement.

Where your data is stored

Many of the service providers that we use in connection with our website and the services provided through it are based outside the European Economic Area (EEA), which means that certain personal data will be transferred outside the EEA. Whenever we transfer your personal data outside the EEA, we ensure that a similar degree of protection applies to your personal data in one or more of the following ways:

- a) The country to which your personal data is transferred is deemed by the European Commission to provide a similar degree of protection for your personal data;
- b) We have entered into a specific contract with our service providers that has been approved by the European Commission as providing a similar degree of protection for your personal data; OR
- c) The service provider is based in the US and they have self-certified under the EU-US Privacy Shield Framework, which requires them to provide a similar degree of protection for your personal data.

How we protect your personal data

The collection, use and disclosure of personal data collected through our website and platform is safeguarded by technological and organizational security measures, to ensure that your personal data is protected against loss, unauthorized access, alteration, disclosure or destruction. We are committed to continually upgrade and review our security measures, policies and safeguards.

We will not retain your personal data for a period longer than necessary to fulfill the purposes for which it was collected for, unless we have to keep it for legitimate business, tax or legal purposes.

How long we keep your data

We will only keep your personal data for as long as necessary in connection with the purposes we collected it for and to comply with any legal, accounting or reporting requirements. To determine how long we keep your personal data for, we take into consideration the nature of the personal data, the purposes for which it was collected and the potential risk of harm from us continuing to keep it.

If you have paid to attend the annual BASE conference or a related event, we will retain details of your order for a period of six years from the date of your order for tax purposes.

We will retain personal data relating to email marketing data (as described below) until you unsubscribe by following the unsubscribe link or instructions provided in any email we send or until your email address has become permanently unavailable.

We will retain the analytical data collected about your use of our website for a period of 14 months.

We may retain any data that does not identify you indefinitely.

Email marketing

Our email marketing campaigns have the capability of tracking the links contained in our emails that you clicked on, as well as other actions such as: whether you opened an email, where in the world the device used to open the email was located (based on your device's IP address), whether you shared the email on any social media platforms, whether you marked the email as spam, the type of email client used to open the email, your overall level of engagement with our email marketing campaigns.

This helps us understand what content is interesting to our users and that allows us in turn to tailor the content of emails that we may send to you in the future in order to provide you with pertinent and valuable content.

You have the right to withdraw your consent to marketing at any time either by contacting us or clicking the unsubscribe link in any of our emails.

Your privacy rights

You have a number of rights in relation to the personal data we hold about you:

1. The right to request access to and be provided with a copy of the personal data held about you together with certain information about the processing of such personal data to check that we are holding it lawfully
2. The right to ask us to correct any inaccurate or incomplete personal data held about you
3. The right to ask us to delete or remove any personal data held about you where there is no good reason for us to continue holding it or where you have exercised your right to object
4. The right to ask us to restrict how we hold your personal data, for example, to confirm its accuracy or our reasons for holding it
5. The right to object to our holding of any personal data about you, which is based on our legitimate interests or those of a third party based on your particular circumstances. You also have the right to object to our holding your personal data for direct marketing purposes
6. The right to receive or request that we transfer a copy of the personal data we hold about you in an electronic format where the basis of our holding such information is your consent or the performance of a contract and the information is processed by automated means
7. The right to complain to the Dutch DPA in relation to how we collect and use your personal data.

You will not have to pay any fee to exercise any of the above rights, however we may charge a reasonable fee or refuse to comply with your request if any request is clearly unfounded or excessive. Should that be the case, we will communicate that clearly to you in writing.

To protect the confidentiality of your personal data we may ask you to verify your identity before fulfilling any request in relation to your personal data.

If you have any questions about this policy or your personal information, please contact us by emailing community@baseconference.amsterdam

Newsletter

You can sign up to receive our newsletter via the website and/or platform. If you do not wish to receive the newsletter any longer, you can use the unsubscribe link in every newsletter.

Links to other websites

Our website and platform may contain links to other websites. Please note that we are not responsible for the privacy practices of other websites. This Privacy Statement applies solely to

personal data collected, used and restored in connection with the use of our BASE Conference and Community website and platform.

Changes of the Privacy Statement

This Privacy Statement may be changed from time to time. If we make any substantial changes to this Privacy Statement and the way we use your personal data, we will provide appropriate notice to you. Please check our Privacy Statement frequently to stay informed about how we use your personal data.

The new Privacy Statement will be effective immediately upon posting. By continuing to access our websites or to make use of our products and services, you agree to be bound by the revised Privacy Statement.

This Privacy Statement was last updated on March 19th, 2019.

Contact us

If you have any questions regarding this Privacy Statement or your privacy, you can contact us at: community@baseconference.amsterdam