

PRIVACY POLICY MR.BEAM

Last updated: October, 2023

1 | Why do I need to read this information?

We at Mr.Beam may collect personal data when providing our services. Our design studio and production house offer a variety of services, including concept development, content creation, projection mapping. We always handle the data received with care. This privacy policy applies to both the services of Mr.Beam B.V. and all services of Mr.Beam Production B.V., hereinafter collectively referred to as Mr.Beam.

In this privacy policy, we explain how we handle your personal data. For example, we explain when we collect which personal data and how long we keep the data.

This privacy policy applies the moment you visit our [website](#), use our services, collaborate with us, receive our newsletter or other marketing communications or apply for a job with us. In those cases, we are responsible for your personal data and will also be your point of contact.

For all questions, comments or complaints about this privacy policy or the processing of your personal data, please contact us:

Mr.Beam

privacy@mrbeam.com

This policy does not apply to third-party websites that are connected to our website by means of links. The cookie and privacy policies of third parties apply to these. We are neither responsible nor liable for the processing of personal data by third parties.

2 | What, how and why?

Below we explain, among other things, the purposes for which we process your personal data, the legal basis for processing your personal data and how long we may retain your personal data.

- **Visit to our website and contact requests**

Purposes, categories of personal data, categories of data subjects and legal basis

We use cookies and similar techniques to process personal data about your visiting behaviour and activities on our website. We refer to our cookie policy for more information on these cookies. This privacy policy applies to all personal data processing operations on the basis of cookies.

Insofar as we use anonymous data to improve our website, the data protection laws do not apply to this, nor do we need any legal basis for this.

When you approach us for specific inquiries via the [contact form](#) on our website or when you call or e-mail us, we process personal data from you. These personal data are needed to respond to your contact request and include the following:

(Personal) data	Data subjects		Legal basis
	Website visitor	Person requesting contact	
Name		x	Legitimate interest
Private or business phone number		x	Legitimate interest
Private or business email address		x	Legitimate interest
Company		x	Legitimate interest
Other personal data that you provide in your request or message to us		x	Legitimate interest
Data via cookies	x	x	Legitimate interest or consent

Explanation of legal basis

Your personal data are needed to process your contact requests, to improve our services and to maintain, develop and secure the operation of our IT-systems. We process these personal data on the basis of our legitimate interest, except when your interests or your fundamental rights and freedoms outweigh our interests. This legal basis is referred to below as 'legitimate interest'. When your interests or your fundamental rights and freedoms outweigh our interests, we will ask for your consent.

Retention periods

If you send us a message or contact us in any other way, we will retain your contact details for as long as necessary to comply with your request. After that, we will delete or anonymise your personal data.

- **Using our services and collaborating with Mr.Beam**

Purposes, categories of personal data, categories of data subjects and legal basis

If you wish to use our services or to collaborate with us, we need to register personal data of (contacts of) our customers, partners, vendors and freelancers. We may process your personal data in our systems for administrative purposes and to enable you to access our services or work environment.

We will process personal data from the following data subjects:

(Personal) data	Data subjects		Legal basis
	(Contact person of) customer, partner or vendor	Freelancers	

Name	x	x	Performance of the agreement
Private or business phone number	x	x	Performance of the agreement
Private or business email address	x	x	Performance of the agreement
Company name and function	x	x	Performance of the agreement
Private or business address details	x	x	Performance of the agreement
Preferred services or collaboration	x	x	Performance of the agreement
Company data, such as Chamber of Commerce number, VAT number, bank account number, visa		x	Performance of the agreement
Data on availability, leave, travel dates		x	Performance of the agreement

Explanation of legal basis

When you use our services or collaborate with us, you agree to our general terms and conditions and we enter into an agreement with you. To perform this agreement, we need to process your personal data. For example, we need your contact details to get in touch with you and discuss the preferred services or collaboration.

Retention periods

Your personal data will be retained for the duration of the agreement, unless we receive a request to delete your personal data sooner. We cannot (fully) comply with your request if we have to retain your personal data for certain purposes for a longer period due to a statutory retention period. We keep some data for 7 years for tax and administrative purposes. This statutory retention period starts, in principle, after the document in question loses its current value.

- **Receiving our newsletter and other forms of marketing**

Purposes, categories of personal data, categories of data subjects and legal basis

We wish to offer targeted services to our customers and prospects. For these marketing purposes, we process the following personal data of possibly the following data subjects:

(Personal) data	Data subjects		Legal basis
	(Contact person of) customer/partner	Prospect or those interested	

Name	x	x	Legitimate interest or consent
Private or business email address	x	x	Legitimate interest or consent
Company and function (optional)	x	x	Legitimate interest or consent
Subscription to newsletter	x	x	Legitimate interest or consent
Instagram account (optional)		x	Legitimate interest or consent
Last moment of contact		x	Legitimate interest or consent

Explanation of legal basis

We will not use your electronic contact details for marketing purposes, unless you are an existing customer or partner, or when we have obtained your consent to send direct marketing. For the underlying processing of the personal data of existing customers, we rely on our legitimate interest. For prospects or those interested, we always ask for consent first.

in some cases, we will only use your personal data to perform a (marketing) service to which you consent. For example, 'Kleur de Stad' as a community art installation by Mr.Beam Studio.

Retention periods

We retain your data for marketing purposes for up to 5 years from the time the data were created or from the time of your consent. After that, we will delete or anonymise your personal data, unless we need certain personal data for a longer period for another purpose. If we process your personal data on the basis of your consent, you may easily withdraw this consent at any time. You can submit your request using the e-mail address stated at the beginning of this policy.

- **Applying for a job with Mr.Beam**

Purposes, categories of personal data, categories of data subjects and legal basis

If you apply for a job with us, we need personal data to assess your application and to contact you about it. You must therefore provide us with the following personal data:

(Personal) data	Data subjects	Legal basis
	Job applicants	
Name	x	Legitimate interest or pre-contractual phase
Address details	x	Legitimate interest or pre-contractual phase

Date of birth	x	Legitimate interest or pre-contractual phase
Phone number	x	Legitimate interest or pre-contractual phase
Email address		
Motivation letter and CV	x	Legitimate interest or pre-contractual phase
Date you are available to start work	x	Legitimate interest or pre-contractual phase
Other personal data you provide to us in connection with your application	x	Legitimate interest or pre-contractual phase

Explanation of legal basis

The legal basis for collecting your personal data at the beginning of your application is our legitimate interest. If we get further into the application process, your personal data will be necessary for us to draw up and perform the employment contract.

Retention periods

If you have applied for a job with us, your personal data will be deleted when you ask us to do so, or 4 weeks following completion of the application process, unless you have consented to us retaining your personal data for a period of 1 year after completion.

3 | With whom do we share personal data?

In order to provide our services, we cooperate with third parties.

We engage third parties to assist us in using or improving the website, such as web hosting, payment processing and marketing. Insofar as third parties process your personal data on our behalf, they do so as processors.

In situations involving a controller and a processor, we conclude a data processing agreement. The data processing agreement regulates, among other things, data security, confidentiality and your rights. Also, our data locations are only within the European Union.

Furthermore, Mr.Beam may share personal data with:

- affiliated companies, group companies, subsidiaries or other recipients, if and to the extent that this is necessary for the purposes described in this privacy policy;
- its employees if and to the extent necessary for the performance of their duties, but the employee is bound by an obligation of confidentiality;
- if and to the extent required by law, a court order or (other) legal proceedings to establish and exercise our rights and/or in connection with a transaction, such as a merger, acquisition or sale of assets or in the event of bankruptcy.

4 | Security of your personal data

We take the protection of your personal data seriously and implement appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and improper changes.

In order to safely store and secure your personal data, we use security software and take the necessary and appropriate measures to this end. If you discover a personal data breach or suspect one, please contact us.

5 | Your rights

As a data subject, you have certain rights with regard to your personal data. We explain these rights and how you can invoke them below.

- **Right of information and access:** you may access the personal data we process about you. We will be happy to tell you more about how and why we process your data.
- **Right of rectification:** do you feel we have incorrect data on you? Please let us know and we will update it.
- **Right to erasure:** at your request, we may delete personal data about you. We may not always delete your personal data. Sometimes the processing is still necessary, for example, for complying with statutory obligations. Therefore, we always weigh up the pros and cons when such a request is made.
- **Right to restriction of processing:** if you feel that we are processing your personal data unlawfully or incorrectly, you can also have that processing restricted.
- **Notification of rectification, deletion or restriction:** unless it is impossible or involves a disproportionate effort, we will inform the recipients of your personal data about rectification, deletion or restriction of processing.
- **Right to data portability:** under certain circumstances, you may request us to transfer your personal data to another party.
- **Right of objection:** under certain circumstances you may object to the processing of your personal data by us. For example, you may object to the use of your personal data for marketing purposes. For example, you can click on 'unsubscribe' at the bottom of our marketing e-mails or e-mail us at info@mrbeam.com with an unsubscribe request.
- **Withdrawal of consent:** if we have requested your consent for data processing, you have the right to withdraw your consent at any time.
- **Right of complaint:** if you believe that the processing of your personal data violates applicable laws and regulations, please contact us. You also have the right to lodge a complaint with the Dutch Data Protection Authority, or any other competent authority in the European Union, or to take legal action.

You can submit your requests for exercising these rights to us via the contact details described at the beginning of this policy. We may ask you for additional information to confirm your identity.

We will respond to your request as soon as possible, and within one month of receipt of your request. In doing so, we will also assess whether, and if so to what extent, we can or must comply with your request under the law. If a longer period is needed, we will inform you.

6 | Changes to the policy

We reserve the right to amend our privacy policy. Therefore, please check this website regularly for the latest version. You hereby declare that you have read this policy. Continued use of our services implies that you have also read the amended policy.

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