



## **PRIVACY STATEMENT STICHTING INNOVATION:LAB**

In this privacy statement, we explain what personal data we collect, how we use it, and for what purposes. We also inform you about your privacy rights. We recommend that you read this statement carefully and contact us if you have any questions.

### Who We Are and What We Do

Stichting Innovation:Lab is a non-profit foundation with the goal of creating conditions for artistic innovation and cultural development. Our mission is to explore, promote, and integrate emerging technologies in the arts and culture sector, both independently and in collaboration with partners. We aim to support all initiatives that directly or indirectly contribute to this goal. As a non-profit organization, we focus on building a future where technology and creativity thrive together.

### Our Contact Details

If you wish to contact us, you can do so using the following details:

Stichting Innovation:Lab  
(Visiting) Address:  
Gietijzerstraat 10  
3534 AV Utrecht

RSIN Number: 866901929  
KVK Number: 94817251

### ANBI Information

As Stichting Innovation:Lab was recently established, we currently do not have an annual report available.

### To Whom Does This Privacy Statement Apply?

This privacy statement applies to all individuals whose personal data is processed by Stichting Innovation:Lab, with the exception of individuals employed by the foundation.

This privacy statement applies to:

- Clients and other relations of Stichting Innovation:Lab;
- Visitors to our websites;
- Recipients of our newsletters and emails;
- Attendees of events and meetings organized by Stichting Innovation:Lab; and
- All other individuals who contact Stichting Innovation:Lab or whose personal data we process.

This privacy statement does not apply to employees, temporary workers, interns, applicants, or members of the Board of Directors. A separate privacy statement applies to these individuals.

### Minors

Our websites are not intended for minors (in this case, children aged 16 or younger). A minor may only use our websites under the supervision of their parents or legal guardians.

### Links to Third Parties

Our websites may contain links to third-party websites, plug-ins, and applications. If you use these links, third parties may collect or share information about you. We have no control over this and are not responsible for it. When you leave our website, we recommend that you read the privacy statement of each website you visit.

#### What Personal Data Do We Collect?

Depending on the services and functionalities used, we process the following personal data:

##### Personal Data Provided by You:

- Via contact forms or other web forms;
- In written correspondence with us;
- By phone;
- During meetings, events, or conversations (e.g., data on business cards).

##### Personal Data Obtained Through or Generated by Our Website, Newsletters, Emails, or Similar Methods:

- Technical data such as IP address, login details, browser type and version, time zone settings, location, browser plug-ins, operating system, and platform;
- Usage data, including information about how you use our website, products, and services.

##### Personal Data Obtained from Other Sources:

- Public business social media platforms (e.g., LinkedIn);
- The Trade Register of the Chamber of Commerce;
- Public business websites.

This may include the following data:

- Identification data: First name, last name, nickname, marital status, title, date of birth, and gender.
- Contact details: Address, email address, and phone numbers.
- Financial data: Bank account number and payment card details.
- Transaction data: Information about payments to and from you and any products or services you have purchased from us.
- Profile data: Your interests, preferences, feedback, and survey responses.
- Marketing and communication data: Your preferences regarding receiving marketing from us and your communication preferences.

We do not store special categories of personal data, such as data about religion, race, political views, health, sexual orientation, union membership, criminal record, or the Citizen Service Number (BSN).

#### Legal Bases for Processing

We will only use your data on one or more of the following legal bases:

- a) To perform a contract with you;
- b) To comply with legal obligations (e.g., tax obligations);
- c) To protect your vital interests or those of another person;
- d) To perform a task carried out in the public interest;
- e) For our legitimate interests or those of a third party, unless your interests or fundamental rights and freedoms override these interests.

We may also process your personal data with your consent, but only when the processing does not fall under one of the other legal bases mentioned above. You have the right to withdraw your consent at any time. Please contact us if you wish to do so.

## Purposes of Processing

Below, we outline the purposes for which we use your personal data and the legal basis for each purpose.

Purpose	Type of Personal Data	Legal Basis / Legitimate Interest
Registration as a client, donor, event participant, or interested party	Identification, Contact	Performance of a contract
Processing and delivery of goods and services (e.g., accounting, debt collection)	Identification, Contact, Financial, Transaction, Marketing	Performance of a contract, Legitimate interest (debt collection), Legal obligation
Relationship management (e.g., informing about changes to terms or privacy policy, feedback)	Identification, Contact, Profile, Marketing	Performance of a contract, Legal obligation, Legitimate interest (updating records, studying product/service usage)
Customer research	Identification, Contact, Profile, Usage, Marketing	Performance of a contract, Legitimate interest (studying product/service usage, product development, promoting activities)
Managing and protecting our organization, activities, and websites (e.g., troubleshooting, data analysis, testing, system maintenance, support, reporting, hosting)	Identification, Contact, Technical	Legitimate interest (business operations, IT services, network security, fraud prevention), Legal obligation
Providing relevant information about our policies and activities, and measuring effectiveness	Identification, Contact, Profile, Usage, Marketing, Technical	Performance of a contract, Legitimate interest (studying product/service usage, product development, marketing strategy)
Data analysis to improve our websites, products, services, marketing, customer relationships, and experiences	Technical, Usage	Legitimate interest (distinguishing customer types, updating websites, developing activities, marketing strategy)
Making suggestions and recommendations about products and services that may interest you	Identification, Contact, Technical, Usage, Profile	Performance of a contract, Legitimate interest (product development, promoting activities)
Responding to your requests for information or advice and measuring effectiveness	Identification, Contact, Profile, Usage, Marketing, Technical	Performance of a contract, Legitimate interest (studying product/service usage, product development, marketing strategy), Legal obligation

## Marketing and Opting Out

We may use your data to understand what you might want or need, or what interests you. This helps us decide which products, services, and offers may be relevant to you (marketing). You may occasionally receive marketing messages from us without prior consent, unless you have indicated that you do not wish to receive them. If we share your personal data with third parties for marketing purposes, we will ask for your explicit consent beforehand. You can always opt out of receiving marketing messages.

## Change of Purposes

We will only use your personal data for the purposes for which it was collected, unless we reasonably consider that we can use it for another compatible purpose. If this is not the case, we will contact you to explain the new purpose.

## Cookies

Stichting Innovation:Lab uses only technical and functional cookies. A cookie is a small text file stored on your computer, tablet, or smartphone during your first visit to our websites. These cookies are necessary for the technical functioning of the website and your convenience. They ensure that the website works properly and remember your preferences. We also use cookies to optimize our website. You can set your browser to

refuse all cookies or to alert you when a website tries to place a cookie. However, some parts of our website may not function properly if you do so.

#### International Transfer of Personal Data

Your personal data will generally remain within the European Economic Area (EEA). In some cases, we may transfer data outside the EEA, for example, if a data center or supplier is located there. We will only do so under the conditions set by law, such as by using EU Model Clauses or ensuring the recipient is certified under the EU-US Privacy Shield.

#### Security

We take appropriate security measures to prevent misuse, loss, unauthorized access, and other unwanted actions regarding your personal data. We ensure that only necessary personnel have access to the data, that access is restricted, and that our security measures are regularly reviewed. In the event of a security incident that may affect your privacy, we will inform you as soon as possible and take measures to limit the impact and prevent recurrence.

#### Access to Your Data

Your personal data is only accessible to and shared with individuals and parties who need to know it. This includes our employees, board members, and supervisors.

#### Sharing with Third Parties

We may share your personal data with third parties to achieve the purposes mentioned above. This includes IT companies, professional advisors (e.g., lawyers, accountants, insurers), and tax authorities. We ensure that third parties use your data only for the intended purposes and handle it securely and in compliance with applicable laws. In some cases, we will enter into a data processing agreement with third parties to guarantee this.

#### Retention Period

We do not retain data longer than necessary for the purposes for which it was collected, except when required by law (e.g., tax records must be kept for at least six years after you cease to be a client). For specific information about our retention periods, please contact us.

#### Your Rights

You have the following rights regarding the processing of your personal data:

- Right to access: You can request information about the personal data we process and how we use it.
- Right to rectification: You can request correction of inaccurate or incomplete data.
- Right to erasure: You can request deletion of your data in certain circumstances (e.g., if the data is no longer necessary or if you withdraw consent).
- Right to data portability: You can request a copy of your data in a reusable format.
- Right to restrict processing: You can request suspension of processing in certain cases (e.g., to verify data accuracy).
- Right to object: You can object to processing based on legitimate interests or for direct marketing.
- Right to withdraw consent: You can withdraw consent at any time, without affecting prior processing.

To exercise these rights, please contact us. We will respond within one month, unless your request is complex or excessive. In such cases, we may charge a reasonable fee or refuse the request.

#### Complaints and Data Protection Authority

If you have complaints about how we process your personal data, please contact us so we can resolve the issue. If we cannot resolve it, you have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens):

[<https://autoriteitpersoonsgegevens.nl/nl>](<https://autoriteitpersoonsgegevens.nl/nl>).

#### Changes to This Privacy Statement

We may update this privacy statement to reflect changes in the data we collect, how we use it, or applicable laws. Changes will be published on our website. We recommend that you check this statement regularly to stay informed.