



#### RECOMMENDED APPS FOR EDITING

*We recommend using the following apps to edit and complete the details of this document: [ **Microsoft Word, Google Docs, Adobe Acrobat Reader, or DocHub** ]. Please complete the signature block fields, sign, and return the signed document to the organiser.*

#### ACKNOWLEDGEMENT

# GDPR / Data Protection Acknowledgement

## Amsterdam Tea Festival 2027

Amsterdam Tea Festival respects your privacy and is committed to protecting your personal data in accordance with the General Data Protection Regulation (EU) 2016/679, the GDPR, and applicable Dutch data protection laws.

This Privacy Policy explains how we collect, use, store, share, and protect personal data in connection with Amsterdam Tea Festival 2027, including our website, ticket sales, vendor participation, workshops, sponsorships, partnerships, newsletters, communications, and event organisation.

### 1. Who We Are

Amsterdam Tea Festival is the organiser of Amsterdam Tea Festival 2027, held in Amsterdam, the Netherlands.

For the purposes of the GDPR, Amsterdam Tea Festival acts as the **data controller** for the personal data it collects and processes in connection with the festival, unless otherwise stated.

For privacy questions or GDPR requests, you can contact us at:

**[amsterdamteafestival@gmail.com](mailto:amsterdamteafestival@gmail.com)**



## 2. Who This Policy Applies To

This Privacy Policy applies to personal data relating to:

1. visitors and attendees;
2. ticket buyers;
3. vendors and exhibitors;
4. workshop hosts, speakers, teachers, performers, and presenters;
5. partners, sponsors, collaborators, press contacts, and professional contacts;
6. newsletter subscribers;
7. website users;
8. volunteers, staff, contractors, and other persons involved in the organisation of the festival;
9. persons who contact us by email, social media, contact form, registration form, or other communication channels.

## 3. What Personal Data We Collect

Depending on your relationship with the festival, we may collect and process the following categories of personal data:

### **(A) Visitors and Ticket Buyers**

We may collect your name, email address, ticket details, order number, payment status, payment-related information, invoice information where applicable, communication preferences, accessibility information if voluntarily provided, and any information you provide when contacting us.

Payment information is usually processed by our payment and ticketing providers, such as Pretix, or other service providers used for ticketing and payment processing.

### **(B) Vendors, Exhibitors, Workshop Hosts, and Professional Participants**

We may collect your name, company name, brand name, trading name, business registration details, VAT or tax details where applicable, billing details, contact details, website, social media handles, product or service information, staff/helper names, workshop information, submitted photos, logos, brand materials, descriptions, contracts, invoices, payment information, dietary or accessibility information if voluntarily provided, and correspondence with us.



### **(C) Partners and Sponsors**

We may collect contact names, job titles, company details, brand information, billing details, contract information, sponsorship materials, logos, marketing assets, communication records, payment information, and information needed to perform the partnership or sponsorship arrangement.

### **(D) Newsletter Subscribers**

We may collect your email address, name if provided, subscription preferences, consent records, and newsletter engagement data where available.

### **(E) Website Users**

We may collect technical and usage information such as IP address, browser type, device type, operating system, approximate location, pages visited, time spent on the website, referral links, and cookie preferences. Analytics data may be anonymised or aggregated where possible.

### **(F) Event Safety, Security, and Incident Information**

Where necessary, we may process information related to incidents, complaints, safety reports, access control, emergency situations, disputes, lost property, damage, injuries, misconduct, or communications with authorities, emergency services, insurers, legal advisers, or the venue.

## **4. How We Use Personal Data**

We process personal data for the following purposes:

1. to sell, manage, and deliver tickets;
2. to send e-tickets, confirmations, reminders, updates, and practical event information;
3. to manage visitor access, registration, check-in, capacity, and event safety;
4. to review, approve, and manage vendor, exhibitor, workshop host, partner, and sponsor participation;
5. to allocate tables, booths, workshop rooms, add-ons, electricity, kitchen access, water services, signage, and other event facilities;
6. to issue invoices, process payments, manage accounts, and comply with tax and accounting obligations;
7. to communicate with participants before, during, and after the festival;



8. to promote the festival and participating vendors, sponsors, partners, and workshop hosts;
9. to publish public-facing event information such as exhibitor lists, workshop schedules, speaker names, brand names, logos, product descriptions, social media handles, and promotional materials;
10. to operate and improve our website, ticketing, registration, communications, and event services;
11. to send newsletters and marketing communications where permitted;
12. to respond to questions, complaints, requests, disputes, and incidents;
13. to protect the safety, security, reputation, and lawful operation of the festival;
14. to comply with legal obligations, venue requirements, permit conditions, insurance requirements, and requests from competent authorities;
15. to establish, exercise, or defend legal claims.

## 5. Legal Basis for Processing

We process personal data only where we have a lawful basis under the GDPR.

Depending on the situation, we rely on one or more of the following legal bases:

1. **Performance of a contract**  
For example, when we process personal data to sell tickets, register vendors, manage workshop participation, perform sponsorship agreements, or provide agreed event services.
2. **Consent**  
For example, when you subscribe to our newsletter, accept optional cookies, or agree to certain optional promotional uses. You may withdraw consent at any time.
3. **Legal obligation**  
For example, when we keep invoices, accounting records, tax records, or information required by law.
4. **Legitimate interests**  
For example, when we organise and secure the festival, communicate with participants, prevent misuse, manage incidents, promote the festival, handle disputes, improve our services, and protect our legal position.
5. **Vital interests**  
In exceptional cases, we may process data where necessary to protect someone's life or physical safety, for example during a medical or emergency situation.



Under the GDPR, individuals have rights in relation to their personal data, and controllers must facilitate those rights where applicable.

## 6. Public-Facing Event Information

If you are a vendor, exhibitor, workshop host, sponsor, partner, speaker, performer, collaborator, or other public-facing participant, we may publish certain information that you provide to us for event promotion and organisation.

This may include:

1. brand name;
2. company name;
3. personal name, where relevant to your role;
4. logo;
5. photos;
6. product or service descriptions;
7. workshop title and description;
8. biography or professional profile;
9. website and social media handles;
10. sponsor or partner information;
11. stand, table, or workshop schedule information.

This information may be used on our website, ticketing pages, social media, newsletters, printed materials, event signage, floor plans, press materials, sponsor materials, partner communications, and archived festival materials.

You are responsible for ensuring that any logos, photos, text, trademarks, names, or other materials you provide to us may lawfully be used for these purposes.

## 7. Newsletter and Marketing Communications

If you subscribe to our newsletter, we may use your email address to send you updates about Amsterdam Tea Festival, future editions, programme announcements, ticket information, vendor announcements, workshops, partners, sponsors, and related festival news.

You can unsubscribe at any time by using the unsubscribe link in the email or by contacting us at:

**[amsterdamteafestival@gmail.com](mailto:amsterdamteafestival@gmail.com)**



If we send marketing communications based on consent, you may withdraw your consent at any time.

## 8. Cookies and Website Analytics

Our website may use cookies and similar technologies.

We may use:

1. **necessary cookies**, which are required for the website or ticketing functions to work;
2. **analytics cookies**, which help us understand how visitors use the website;
3. **marketing or social media cookies**, only where used and where legally permitted.

Where required, we ask for your consent before placing non-essential cookies. You can change or withdraw your cookie consent through the cookie settings available on our website, where applicable.

Analytics data may be anonymised or aggregated where possible.

## 9. Data Sharing

We do not sell personal data.

We may share personal data only where necessary with:

1. ticketing and registration providers;
2. payment providers;
3. newsletter and email service providers;
4. website, hosting, IT, analytics, and cloud service providers;
5. the event venue;
6. event staff, volunteers, contractors, and operational service providers;
7. designers, printers, marketing service providers, and communication partners, where needed for event promotion;
8. sponsors or partners, only where relevant and lawful;
9. insurance providers, legal advisers, accountants, bookkeepers, and professional advisers;
10. police, ambulance, fire brigade, municipality, NVWA, tax authorities, immigration authorities, courts, regulators, or other competent public



authorities where required by law or necessary for safety, compliance, or legal protection.

Where we use external service providers to process personal data on our behalf, we take appropriate steps to ensure that they process personal data in accordance with GDPR requirements.

## 10. International Transfers

Where possible, we use service providers located in the European Economic Area.

If personal data is transferred outside the European Economic Area, we will take appropriate safeguards where required by the GDPR, such as using service providers with recognised transfer mechanisms, adequacy decisions, standard contractual clauses, or other lawful safeguards.

## 11. How Long We Keep Personal Data

We keep personal data only for as long as necessary for the purposes for which it was collected, including legal, tax, accounting, insurance, safety, dispute-resolution, and event administration purposes.

In general:

1. ticket, invoice, payment, accounting, and tax-related records may be kept for the legally required retention period;
2. in the Netherlands, business records must generally be kept for at least 7 years;
3. newsletter data is kept until you unsubscribe or until we no longer need it;
4. vendor, workshop host, sponsor, partner, and participant data is kept for the duration of the collaboration and thereafter where needed for administration, accounting, legal, insurance, or dispute purposes;
5. correspondence may be kept for as long as needed to deal with the relevant request, relationship, dispute, or legal obligation;
6. analytics data is kept for a limited period and may be anonymised or aggregated;



7. public promotional materials may remain visible in archived social media posts, websites, printed materials, press materials, and historical festival records unless removal is legally required and reasonably possible.

## 12. Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, disclosure, or destruction.

These measures may include secure service providers, access controls, password protection, SSL encryption, limited internal access, secure payment processing, and appropriate administrative procedures.

No system is completely secure. If we become aware of a personal data breach that creates a legal notification obligation, we will take appropriate steps in accordance with the GDPR.

## 13. Your GDPR Rights

Subject to the conditions and limits under the GDPR, you may have the right to:

1. request access to your personal data;
2. request correction of inaccurate or incomplete personal data;
3. request deletion of your personal data;
4. request restriction of processing;
5. object to certain processing activities;
6. request data portability;
7. withdraw consent where processing is based on consent;
8. lodge a complaint with a data protection authority.

The European Data Protection Board explains that controllers must facilitate the exercise of data subject rights, although not all rights apply in every situation.

To exercise your rights, contact us at:

**[amsterdamteafestival@gmail.com](mailto:amsterdamteafestival@gmail.com)**

We may ask you to verify your identity before responding to a request. We will respond within the period required by law.



We may not always be able to fully comply with a request, for example where we must keep certain data for legal, tax, accounting, safety, insurance, dispute-resolution, or freedom of expression reasons. If this applies, we will explain why.

## 14. Personal Data Collected by Vendors, Sponsors, Partners, or Workshop Hosts

Vendors, sponsors, partners, workshop hosts, and other participants may independently collect personal data from visitors or other participants, for example through:

1. sales transactions;
2. mailing list sign-ups;
3. QR codes;
4. competitions or giveaways;
5. booking forms;
6. surveys;
7. customer accounts;
8. payment systems;
9. social media interactions;
10. product orders or service requests.

Where they do so, they act as independent data controllers for that data and are responsible for complying with the GDPR, including providing their own privacy notice, obtaining valid consent where required, securing the data, and handling GDPR requests.

Amsterdam Tea Festival is not responsible for the independent data processing activities of vendors, sponsors, partners, workshop hosts, or other third parties.

## 15. Misuse of Personal Data

Visitors, vendors, sponsors, partners, workshop hosts, volunteers, staff, and other participants must not misuse personal data obtained through or in connection with the festival.

Personal data must not be used to harass, shame, threaten, spam, defame, publicly expose, discriminate against, or otherwise harm any person.



Any misuse of personal data may result in removal from the festival, refusal of future participation, reporting to competent authorities, or legal action.

## 16. Children

Amsterdam Tea Festival is not intended to collect personal data directly from children without appropriate parental or guardian involvement where required.

If we become aware that we have collected personal data from a child without the required consent or legal basis, we will take appropriate steps to delete or limit that data.

## 17. Complaints

If you are dissatisfied with how we process your personal data, please contact us first at:

**[amsterdamteafestival@gmail.com](mailto:amsterdamteafestival@gmail.com)**

You also have the right to lodge a complaint with the Dutch Data Protection Authority, the **Autoriteit Persoonsgegevens**. The Autoriteit Persoonsgegevens accepts complaints and tip-offs concerning the handling of personal data.

## 18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time, for example if our event organisation, service providers, legal obligations, or data processing activities change.

The latest version will be made available on our website or otherwise communicated where appropriate.

**Last updated:** 20 May 2026



#### DISCLAIMER

*By signing below, the Participant confirms that they have received, read, understood, and accepted the Venue Rules, the Amsterdam Tea Festival Data Protection and Privacy Policy, the Amsterdam Tea Festival Participant Rules, the Exhibitor Guide, and any additional written instructions communicated by the organiser or the venue.*

*The Participant agrees to comply with all applicable rules, instructions, safety requirements, permit conditions, and Dutch and EU laws and regulations.*

*The Participant understands that breach of these rules may result in corrective measures, refusal of access, suspension of activities, removal of products, materials, equipment, or persons, closure of the stand, exclusion from the event without refund, refusal of future participation, and/or liability for damages, cleaning costs, venue charges, authority fines, emergency costs, operational losses, or other costs caused by the breach, where such breach is attributable to the Participant or persons acting under their responsibility.*

*The Participant acknowledges that, in case of unlawful conduct, safety risks, emergencies, data protection breaches, permit breaches, or other serious issues, the organiser or venue may contact the relevant competent authorities, and such authorities may take independent action in accordance with applicable law.*

#### FOR THE PARTICIPANT

Legal company / organisation name: \_\_\_\_\_

Brand / trading name (if applicable): \_\_\_\_\_

Name of authorised representative: \_\_\_\_\_

Position / role: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

KvK number (if applicable): \_\_\_\_\_

VAT number: \_\_\_\_\_

VIIES number (if applicable): \_\_\_\_\_

Registered business address: \_\_\_\_\_

#### Participant category:

Vendor / Exhibitor

Workshop Host

Sponsor

Partner

Speaker / Performer

Volunteer

Other: \_\_\_\_\_

Date: \_\_\_\_\_



---

*Signature*

*By signing, the Participant confirms that they are authorised to sign on behalf of the company, brand, organisation, activity, or role they represent.*

### **FOR THE ORGANISER**

**Organiser name:** Moychay Nederland B.V., operating as Amsterdam Tea Festival.

**Name of authorised representative:** Sergey Shevelev

**Position / role:** Founder

**Email address:** [amsterdamteafestival@gmail.com](mailto:amsterdamteafestival@gmail.com)

**Date:** 20.05.2026

---

*Signature*

S Shevelev