



# PRIVACY POLICY

How Amant V'Air collects, uses and protects your personal data —  
before, during and after the festival.

# PRIVACY POLICY

Last updated: 11 June 2026

Amant V'Air takes the protection of your personal data seriously. This privacy policy explains what data we collect when you visit our website or buy tickets for Amant V'Air, why we do so, and what rights you have. We process your data in accordance with the General Data Protection Regulation (GDPR) and Belgian privacy legislation.

## 01 WHO IS RESPONSIBLE FOR PROCESSING YOUR DATA?

The data controller is:

DATA CONTROLLER  
AMANT V'AIR  
Hombeeksesteenweg 254  
2800 Mechelen, Belgium  
Company number: 1040.145.549  
Email: [info@amantvair.be](mailto:info@amantvair.be)

For any questions about this privacy policy or about how we process your data, you can contact us at the email address above.

## 02 WHAT PERSONAL DATA DO WE COLLECT?

Depending on how you use our website and services, we process the following data:

- **When you buy a ticket:** first and last name, email address, phone number, billing/address details and payment data. Your payment details are processed directly by our payment provider; we do not have access to your full card or account details ourselves.
- **When you use a discount code:** the code used and its link to your order. Where a discount code was distributed through a specific campaign or partner, we may record which channel you received the code through, so we can measure how well our promotions perform.
- **When you enter a contest:** first and last name, email address, [phone number], your contest answer and, if you win, the details needed to deliver your prize. The specific conditions of each contest can be found in the corresponding contest rules.
- **During the event:** photos and video recordings in which you may be recognisable. More on this in Article 7 of this policy.
- **When you visit our website:** technical data such as IP address, browser type and browsing behaviour, via cookies and similar technologies. More information can be found in our [cookie policy] and in Article 8 of this policy.
- **When you contact us:** the data you provide yourself by email or contact form, such as your name, email address and the content of your message.

### 03 WHY AND ON WHAT LEGAL BASIS DO WE USE YOUR DATA?

| PURPOSE                                                                                             | DATA                                            | LEGAL BASIS                                                                        |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------|------------------------------------------------------------------------------------|
| Processing your ticket order, payment and admission to the event                                    | Identification, contact and payment data        | Performance of the contract                                                        |
| Communication about the event for which you bought a ticket (practical info, changes, cancellation) | Contact data                                    | Performance of the contract                                                        |
| Sending our newsletter and promotional communication                                                | Email address, first name                       | Consent (you can unsubscribe at any time via the link in every email)              |
| Issuing and processing discount codes and analysing promotional campaigns                           | Discount code, order data                       | Performance of the contract / legitimate interest                                  |
| Organising contests, contacting winners and delivering prizes                                       | Identification and contact data, contest answer | Consent / performance of the contest rules                                         |
| Creating and using general atmosphere footage of the event for reporting and promotion              | Image material                                  | Legitimate interest (see Article 7)                                                |
| Creating and using targeted images in which you appear centrally and recognisably                   | Image material                                  | Consent (see Article 7)                                                            |
| Accounting and tax obligations                                                                      | Invoicing and payment data                      | Legal obligation                                                                   |
| Analysing and improving our website                                                                 | Technical data, cookies                         | Consent (non-essential cookies) / legitimate interest (strictly necessary cookies) |
| Event safety and fraud prevention                                                                   | Identification data, ticket data                | Legitimate interest                                                                |

**No automated decisions.** We never use your data for automated decision-making and we never sell your data to third parties.

### 04 WHO DO WE SHARE YOUR DATA WITH?

We only share your personal data with parties who help us organise the event and manage our website, always on the basis of a data processing agreement:

- Wix.com Ltd. — hosting provider for our website and webshop
- Mollie / Stripe — processing of online payments
- Wix.com Ltd. — ticket issuing and scanning
- Wix Email Marketing — sending newsletters
- Assist Online — accounting services

Some of these service providers (including Wix) are established outside the European Economic Area or use servers located outside the EEA. In such cases, we ensure that the transfer takes place on the basis of appropriate safeguards, such as an adequacy decision of the European Commission or the European Commission's Standard Contractual Clauses.

We may also share data where legally required, for example at the request of judicial or tax authorities.

## 05 HOW LONG DO WE KEEP YOUR DATA?

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We do not keep your data longer than necessary:

- **Order and invoicing data:** 7 years, in line with the statutory accounting retention obligation
- **Newsletter data:** until you unsubscribe, or up to 3 years after our last contact with you
- **Contest data:** up to 12 months after the contest ends and the prize has been awarded, unless you consented to us keeping your data longer (e.g. for the newsletter)
- **Image material:** for as long as it remains relevant to promoting Amant V'Air, with a maximum of 5 years, unless you request removal
- **Contact form and email data:** up to 2 years after your request has been handled
- **Cookie data:** according to the retention periods stated in our cookie policy

Once these periods have passed, your data is deleted or anonymised.

## 06 HOW DO WE SECURE YOUR DATA?

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We take appropriate technical and organisational measures to protect your personal data against loss, misuse and unauthorised access. Our website runs over a secure connection (HTTPS/SSL), payments are processed through certified payment providers, and access to personal data within the vzw is limited to those who need it to carry out their role.

## 07 PHOTOS AND OTHER IMAGE MATERIAL AT THE EVENT

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During Amant V'Air, photos and video recordings are made by, or on behalf of, Amant V'Air vzw, among other things for reporting, promoting future editions, and use on our website and social media. In doing so, we apply the distinction required under Belgian rules on the right to one's own image:

- **General atmosphere footage** is general, non-targeted imagery of the crowd, the venue and the performances, in which no individual is placed centrally in frame. Because of the public nature of the event, we are entitled to make and use this footage on the basis of our legitimate interest. You are informed of this at the entrance to the event through clear signage, and this information is also included in our ticket terms.
- **Targeted images** are images in which you individually and recognisably appear centrally, such as a portrait or close-up. Our photographers ask for your consent before making and publishing targeted images. That consent can also follow from your behaviour — for example, if you consciously pose for the camera. You may withdraw your consent for future use at any time.

If you appear in a published image and would like it removed or made unrecognisable, send an email to [info@amantvair.be](mailto:info@amantvair.be) referencing the image in question. We will handle your request as soon as possible, and no later than within one month. Please note that we cannot control images taken and shared by visitors themselves or by the press; for those, please contact the photographer or publication concerned.

We handle images of minors with extra care: for targeted images of children under 16, we ask for the consent of a parent or guardian.

## 08 COOKIES

Our website uses cookies. Strictly necessary cookies are placed so the website functions correctly. We only place analytical and marketing cookies once you have given consent via the cookie banner.

## 09 WHAT ARE YOUR RIGHTS?

Under the General Data Protection Regulation, you have the following rights:

- **Access**  
you may request which data we process about you.
- **Rectification**  
you may have inaccurate or incomplete data corrected.
- **Erase**  
you may request that your data be deleted, insofar as no legal retention obligation applies.
- **Restriction**  
you may request that we restrict the processing of your data.
- **Portability**  
you may request your data in a commonly used format.
- **Objection**  
you may object to processing based on our legitimate interest and to direct marketing.
- **Withdrawing consent**  
where processing is based on consent, you may withdraw it at any time, without affecting the lawfulness of processing before the withdrawal.

To exercise your rights, send an email to [privacy@yourfestival.be]. To prevent misuse, we may ask you to verify your identity. We respond to your request within one month.

**Note:** the source document lists a placeholder request address ([privacy@jouwfestival.be]) that doesn't match info@amantvair.be used elsewhere — worth confirming which inbox this should point to before publishing.

## 10 COMPLAINTS

Not happy with how we handle your data? Please contact us first at info@amantvair.be — we're happy to find a solution together. You also always have the right to lodge a complaint with the Belgian Data Protection Authority:

BELGIAN DATA PROTECTION AUTHORITY  
Drukpersstraat 35, 1000 Brussels, Belgium  
+32 (0)2 274 48 00  
contact@apd-gba.be — www.dataprotectionauthority.be

## 11 CHANGES TO THIS PRIVACY POLICY

We may amend this privacy policy, for example following changes to our operations or to the law. The most recent version is always available on this page. We will communicate any material changes via our website or by email.