



This Privacy Policy explains how LIFE I LIVE B.V. processes personal data through the public Embassy Festival website, contact channels, newsletter subscriptions and Activity Passport pre-registration.

We collect only the information reasonably necessary for these purposes. This policy should be read together with our Cookie Policy.

Controller

LIFE I LIVE B.V. | Noordeinde 59, 2514 GC The Hague, The Netherlands | Chamber of Commerce: 52430278
Website: www.embassyfestival.com | Privacy contact: privacy@prooost.nl

1. What data do we process, and why?

The data we process depends on how you interact with us:

Activity	Data	Purpose	Legal basis
Website operation and security	IP address, browser/device information, date and time, technical and security data, and cookie preferences.	Operate and secure the website, remember essential preferences and resolve technical problems.	Our legitimate interest in providing a secure and functioning website.
Website analytics	With your consent: general website-use data collected through Google Analytics 4, such as pages visited, traffic source, device type and approximate location.	Understand general website use and improve the website and communications.	Your consent. Analytics is not activated before consent.
Contact requests	Name, email address, telephone number or organisation if provided, message and other information you choose to include.	Answer your question, process your request and keep relevant correspondence.	Our legitimate interest in responding and communicating with you; where applicable, steps taken at your request before an agreement.
Newsletter	Email address; optionally name and language preference; subscription date, consent record, delivery status and unsubscribe status.	Send festival news, programme announcements and practical information.	Your consent.
Activity Passport pre-registration	Name, email address, number of participants and, only where needed, language preference or limited age-category information.	Measure interest, estimate expected participation, avoid duplicate registrations and send essential information about the pre-registration if necessary.	Our legitimate interest in planning the Activity Passport. The pre-registration is voluntary, is not a reservation and does not create a contract.

Please do not include sensitive personal information in free-text fields unless we specifically ask for it and it is necessary for the activity.

2. Newsletter and Activity Passport

Newsletter consent

You can unsubscribe at any time through the link in each newsletter. Withdrawing consent does not affect processing that took place before withdrawal.

Optional newsletter choice in the Activity Passport form

Activity Passport pre-registration does not automatically subscribe you to the newsletter. If a newsletter option is included in that form, it will be a separate, optional and not pre-selected checkbox. You can pre-register without subscribing.

Purpose of the Activity Passport pre-registration

The pre-registration is used to obtain an indication of interest and expected participation. It is not a reservation, does not guarantee participation and does not create a contract. We do not use these details for direct marketing unless you separately consent to the newsletter.

3. Cookies and website analytics

We currently use only:

- essential Wix cookies needed to operate and secure the website and remember cookie choices; and
- Google Analytics 4 cookies, only after you consent to analytics through the cookie banner.



We do not currently use marketing or advertising cookies. You can reject analytics and later change or withdraw your choice through the permanent Cookie Settings link in the website footer. The website remains available if you reject analytics.

The Cookie Policy and live Cookie Settings contain the current cookie names, providers, purposes and durations. Embedded content that uses non-essential cookies will only be activated after the relevant consent has been given.

4. Service providers and international transfers

We do not sell or rent personal data. We share data only where necessary with service providers that support the activities described above, including:

- Wix, for website hosting, security, forms, cookie preferences and subscriber administration;
- Google Analytics, after consent, for website analytics;
- our email/newsletter provider and IT or website administrators; and
- public authorities or professional advisers where required by law or necessary for a legal claim.

Where a provider processes data solely on our behalf, appropriate data-protection arrangements apply. Wix's applicable Data Processing Agreement governs processing carried out by Wix on our behalf.

Some providers or subprocessors may process data outside the European Economic Area. Where this happens, we use a legally recognised safeguard, such as an adequacy decision, the EU-US Data Privacy Framework where applicable, or European Commission Standard Contractual Clauses.

5. How long do we keep personal data?

Data category	General retention period
Contact requests	Normally up to 24 months after the request has been completed, unless longer retention is needed for a complaint, legal obligation or claim.
Newsletter	Until you unsubscribe. We may retain a limited suppression record to ensure your opt-out continues to be respected.
Activity Passport pre-registration	Deleted or anonymised no later than three months after the relevant festival edition. A separate newsletter subscription remains subject to the newsletter retention period.
Website and cookie data	According to the duration stated in the Cookie Policy or live Cookie Settings. Security logs are kept only as long as reasonably necessary for security purposes.

6. Security and children

Security

We take appropriate technical and organisational measures to protect personal data and limit access to people and service providers who need the information for their work. No digital system can be guaranteed to be completely secure. If you believe data is not adequately protected, contact privacy@prooost.nl.

Children

Embassy Festival is for visitors of all ages. If you are under 16, please ask a parent or legal guardian to submit an online request or Activity Passport pre-registration on your behalf. For family pre-registrations, we aim to collect the contact details of an adult and only limited information about the number or age categories of participants.

7. Your privacy rights

Depending on the circumstances, you may have the right to access, correct or delete your personal data, restrict or object to processing, receive certain data in a portable format, withdraw consent and lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Send requests to privacy@prooost.nl. We may ask for limited additional information if we reasonably need to verify your identity, but we do not request a copy of an identity document as a standard procedure.

We respond without undue delay and normally within one month. Taking into account the complexity and number of requests, this period may be extended by up to two additional months. We will inform you within the first month if an extension is needed.

You may also lodge a complaint directly with the Autoriteit Persoonsgegevens. We would appreciate the opportunity to address your concerns first, but this is not required.

8. Changes and contact

We may update this Privacy Policy if our website, forms, service providers or legal obligations change. The latest version will be published on embassyfestival.com. We will update this policy before introducing a new material use of personal data.