

Privacy Policy SIXTIX NL

Last Updated: 24-07-2025

These clauses are implemented in the SixTix service communication and adhere to the SixTix Terms of Service.

1. Introduction

This Privacy Policy ("Policy") explains how Sixtix NL B.V. ("SixTix", "we", "us") collects, uses, discloses, and protects the personal data of end users ("you") when you interact with or use our website (sixtix.nl), associated websites, mobile apps, platform, and associated features or related services (collectively, the "SixTix Service") in compliance with the General Data Protection Regulation (GDPR), the ePrivacy Directive, and other relevant European and national data protection laws. The SixTix Service is operated by SixTix NL ("we," "us," or "our"). This Policy applies to all users who access or use the SixTix Services in the Benelux, including visitors, registered account holders, event organizers, promoters, affiliates and ticket purchasers. By accessing or using the SixTix Service, you agree to be bound by these Policy and any applicable policies referenced herein and in the Terms of Use Client and/or the Terms of Service stated on the website here.

2. Local Law Compliance

We comply with the relevant data protection laws and regulations in the Benelux and EU. If local law imposes stricter requirements than this Policy, we will follow those stricter requirements.

3. Who We Are?

We-Sell B.V., located at Antje Breijerstraat 205, 3721 ZT at Hoofddorp, is the data controller responsible for the collection and processing of personal data through the SixTix platform as a licensor and IP owner of the SixTix software.

Sixtix NL B.V., located at Vlierweg 12, 1032 LG Amsterdam, the Netherlands, acts as a processor on behalf of We-Sell B.V. and is responsible for the operational and support services related to the SixTix Service as a licensee of We-Sell B.V. For data privacy inquiries, please contact us at support@sixtix.nl

4. When Does This Privacy Policy Apply?

This Privacy Policy applies to the personal data collected when you:

- Visit our website or use our mobile application.
- Purchase tickets through SixTix.
- Contact our customer support team.

- Interact with us through social media or email.

In certain cases, we may receive personal data from third parties, such as event organizers or affiliates. In these cases, we will inform you at the latest within one month, in compliance with Article 14 GDPR

5. What Personal Data do we Collect?

- **Account Information:** Name, address, email address, phone number, date of birth, password (or hashed equivalent), and other contact details provided when registering or creating an account.
- **Transaction & Payment Data:** Where relevant, we collect ticket purchase details, payment information (card details, billing address), and transaction IDs to process event tickets or other paid services via SixTix service.
- **Event & Ticketing Data:**
 - Information about your participation in events and event preferences (e.g., event name, attendance, seat selection).
 - Communication preferences, coupon/loyalty codes, or other promotional data if you choose to provide them.
- **Technical/Usage Data:** IP address, browser type, device information, unique user IDs, logs of your interactions with SixTix service, and cookies or similar technologies for session management and analytics.
- **Customer Support Data:** Records of communication (emails, social media messages, phone calls).
- **Social Media Data:** Information shared with us via linked accounts (e.g., Facebook, Google, Instagram, LinkedIn, LSTD).
- **Optional/Voluntary Data:** Any additional data you choose to provide (e.g., reviews, user-submitted photos or profiles) subject to the relevant disclaimers and consent mechanisms.

6. How We Use Your Personal Data

- **Provision of Services:** We use your personal data to enable the core functionalities of SixTix service, such as creating event listings, processing ticket purchases, managing user accounts, and facilitating event attendance.
- **Customer Support & Communications:** We use contact details and transaction data to respond to inquiries, provide customer support, send confirmations or updates, and notify you of service-related information.
- **Analytics & Improvements:** We analyze usage patterns (e.g., event booking trends, user behavior) to improve SixTix's performance, user experience, and feature offerings. Wherever possible, data is aggregated or pseudonymized for analytics.
- **Marketing & Promotions:** With your consent or as otherwise permitted by law, we may send you promotional communications about new events, offers, or updates to SixTix. You can opt out of receiving such communications at any time.

- **Fraud Prevention:** To protect against unauthorized or fraudulent transactions.
- **Legal Compliance & Enforcement:** We may process personal data to comply with applicable laws, respond to lawful requests by public authorities, enforce our Terms of Service, or protect our rights and interests.

7. Legal Basis for Processing Your Data

Where required under the data protection laws of the Netherlands, Benelux or the EU (if applicable), we rely on one or more of the following legal bases:

- **Contract Performance:** Processing is necessary for the performance of a contract with you.
- **Legitimate Interests:** For analytics, improvements, enhance user experience and limited marketing and market products (with opt-out options), provided that such interests are not overridden by your fundamental rights and freedoms.
- **Consent:** Where you have freely given your informed consent for processing sensitive data or sending direct marketing messages or marketing communications (you can withdraw consent at any time).
- **Legal Obligation:** Where processing is necessary to comply with a legal or regulatory requirement under the laws in the Netherlands, Belgium or Luxembourg (e.g., tax laws and other regulatory requirements).
- **Legitimate Interests:** In some cases, we process personal data based on our legitimate interests, such as improving our services, fraud prevention, or sending limited promotional communications. We conduct a balancing test as required by GDPR, carefully assessing whether our interests outweigh the privacy rights of the data subjects. More information about this can be found at the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).
- Any data processed by Sixtix NL B.V. is handled on behalf of We-Sell B.V., based on a valid processing agreement pursuant to Article 28 GDPR.

8. Data Sharing & Disclosures

- **Service Providers & Partners:** We may share personal data with trusted third-party service providers (e.g., payment processors, hosting providers, analytics platforms, IT support, marketing agencies) who assist in delivering SixTix's features. These providers are contractually bound to process data solely as instructed by us and in compliance with relevant data protection laws.
- **Wessel ECO Platform:** In certain instances, Wessel ECO Platform or its subsidiaries may act as a processor or joint controller for data necessary to maintain or improve SixTix service. Such data transfers are governed by a Data Processing Agreement and any local legal requirements.
- **Event Organizers:** When you purchase tickets or register for an event, relevant personal data (e.g., name, contact details) may be shared with the event organizer to facilitate entry, manage seating, or provide event updates. Event Organizers act as independent data controllers for the personal data shared with them.

- **Legal & Regulatory Compliance:** We may disclose personal data to government authorities or other parties if required by law, court order, or to protect our rights in legal disputes.
- **Business Transfers:** In the event of a merger, acquisition, or other corporate transaction, personal data may be transferred to the successor entity. We will notify users or post a prominent notice if their data is subject to a different privacy regime post-transaction.

9. Data Transfers

- **Data Sharing & Disclosures**

- **Data Controller and Processing Structure**

- All personal data collected via the SixTix Service is processed under the responsibility of We-Sell B.V., the owner and licensor of the SixTix software.

- Sixtix NL B.V. acts solely as a data processor under a Data Processing Agreement with We-Sell B.V., and processes data only in accordance with instructions from We-Sell B.V.

- **Use of External Processors:**

- To provide our services, we utilize external service providers (processors). We have entered into processor agreements with these parties specifying the handling of personal data.

- The main processors are:

- DigitalOcean LLC (cloud hosting): For secure storage and operation of our platform, including user accounts and ticket information. Data is stored within the EU, although subprocessors may operate outside the EU (US).
 - Pay.nl B.V. (payment processing): For processing payments, refunds, and fraud prevention. Personal and payment data are shared to ensure secure and accurate payment processing.
 - Mailchimp (Intuit Inc.): For sending transactional emails and service notifications related to tickets, accounts, or updates. Mailchimp is based in the US and operates under the Standard Contractual Clauses approved by the European Commission.

- These parties have been carefully selected and adhere to appropriate security measures. Data is processed solely for purposes agreed upon.

- **International Data Transfers**

- If processors engage subprocessors outside the European Economic Area (EEA), transfers occur based on Standard Contractual Clauses approved by the European Commission or other appropriate safeguards.

10. Data Retention

- **Retention Periods:** We retain personal data only for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer period is required by legal, regulatory, or contractual obligations in the Benelux.

- **Anonymization:** Where feasible, we may pseudonymize or fully anonymize personal data once it is no longer needed, retaining only aggregate or statistical information for legitimate business purposes.

11. Data Subject Rights

- **Your Rights:**
 - Access your personal data.
 - Rectify inaccurate or incomplete data.
 - Erase your personal data (“right to be forgotten”).
 - Restrict or object to processing.
 - Data portability
 - Withdraw consent at any time without affecting the lawfulness of processing based on consent prior to withdrawal.
- **How to Exercise Rights:** If you wish to exercise these rights, or have any questions about this Policy, please contact us at:
SixTix NL B.V.
Email: support@SixTix.nl
Address: Vlierweg 12, 1032 LG, Amsterdam, the Netherlands.
We will respond to your request within one month. Exercising your rights is free of charge, unless requests are unfounded or excessive.
- **Complaints:** You have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) at www.autoriteitpersoonsgegevens.nl if you believe we have improperly handled your personal data.

12. Security Measures

- We implement appropriate technical and organizational measures to protect personal data against unauthorized or unlawful processing, accidental loss, destruction, or damage. These measures include encryption, access controls, secure data storage, and data minimization.

13. Cookies & Tracking Technologies

- **Use of Cookies:** SixTix may use cookies, web beacons, and similar technologies to enhance user experience, analyze site traffic, and facilitate certain functionalities (login sessions). SixTix uses a Consent Management Platform (CMP) in accordance with the ePrivacy Directive and GDPR for non-essential cookies. Users can adjust their preferences anytime through the cookie settings panel.
- **Types of Cookies:**
 - **Necessary Cookies:** These cookies are essential for the operation of our website, allowing you to browse and use its features.

- **Functional Cookies:** These cookies help us remember your preferences and enhance your experience.
- **Performance Cookies:** These cookies collect information about how you use our website, such as pages visited, and links clicked. This helps us optimize our website's performance.
- **Marketing and Tracking Cookies:** We use these cookies to deliver ads relevant to you and measure the effectiveness of our marketing campaigns.
- **Cookie Consent:** Where local law requires, we will seek your consent before placing non-essential cookies. You can adjust your browser settings or use in-app cookie controls to refuse or remove cookies, though this may affect certain functionalities.

14. Automated Decision-Making and Profiling

- SixTix does not make decisions about users based solely on automated processing, including profiling, which produces legal effects or similarly significantly affects them. Any analysis or personalization (e.g., recommendations) is not used for binding decision-making.

15. Changes to this Policy

- We reserve the right to update or modify this Privacy Policy to reflect changes in our practices, the SixTix Service, or relevant legal obligations. If we make material changes, we will provide notice (e.g., via email or prominent in-app notice) prior to the changes taking effect. We use a CMP in accordance with the ePrivacy Directive and GDPR for non-essential cookies.