

Privacy Policy - Sprints & Sneakers Festival 2025

Last updated: 02-06-2025

Welcome to the Sprints & Sneakers Festival! Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal data in compliance with the General Data Protection Regulation (GDPR).

1. Who we are

The Sprints & Sneakers Festival is organized by Sprints & Sneakers, Duivendrechtsekade 80b, Amsterdam. If you have any privacy-related questions, please contact us at:

Email: accounts@sprintsandsneakers.com

2. What personal data we collect

We may collect and process the following personal data:

- Ticket Information: Name, email address, phone number and payment details, collected via third-party ticketing platforms.
- Website Analytics: IP address, browser type, pages visited and other technical data collected through Google Analytics.
- Photos and Videos: Images taken during the festival, which may include identifiable individuals, used for promotional purposes on our social media and website.

3. Purpose of data processing

We process your data for the following purposes:

- To provide you with information about the festival
- To process ticket purchases and manage entry
- To analyze website traffic and improve our digital presence
- To share photos from the event on our social media channels and website for promotional purposes

4. Lawful basis for processing

- Ticketing and Communication: Necessary for the performance of a contract.
- Analytics: Based on your consent, which you provide through cookie preferences.
- Photography and Social Media Use: Based on our legitimate interest in promoting the festival. However, we respect your rights, see below.

5. Event photography and your rights

During the Sprints & Sneakers Festival, we will take photographs and video recordings that may include images of individuals. These images may be used on our social media channels and promotional materials.

Your Rights:

- If you do not wish to appear in any media, you can notify us in advance by emailing accounts@sprintsandsneakers.com.
- You may also request removal of a photo where you are clearly identifiable.

We will make reasonable efforts to respect these requests.

6. Data sharing with third parties

We work with third-party services to operate our website and ticketing system:

- Ticketing Platforms: To manage ticket purchases.
- Google Analytics: To understand how our website is used. You can manage your cookie preferences to opt out of tracking.

These third parties are GDPR-compliant and process data on our behalf under appropriate data protection agreements.

7. Data retention

We retain your personal data only as long as necessary for the purposes mentioned above. Event photos may be retained for historical and promotional archives unless removal is requested.

8. Your rights under GDPR

You have the right to:

- Access your personal data
- Request correction or deletion of your data
- Object to certain types of processing (including promotional photo use)
- Withdraw your consent where processing is based on consent
- File a complaint with your national data protection authority

To exercise these rights, contact us at accounts@sprintsandsneakers.com

9. Updates to this Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last updated" date at the top. Please check this page periodically for changes.

Thank you for trusting us with your data, and we hope you enjoy the Sprints & Sneakers Festival!