

PRIVACY POLICY

UNTOLD FESTIVAL

EVENT	ORGANIZER	LOCATION	
UNTOLD FESTIVAL	UNTOLD EVENTS LLC	Expo City Dubai	

1. Introduction

1.1 Privacy of personal data represents one of the main concerns for UNTOLD EVENTS LLC. As such, we aspire to provide the highest standards of privacy and transparency for the personal data we're processing in our current activity.

1.2 Since for conducting our business we are required to process a series of personal data, especially in relation to the specifics of our line of business, we wish to provide assurances that the processing will take place in compliance with the principles of transparency and security of personal data. This privacy policy is meant to help you understand what data we're collecting, why we're collecting it and what we're doing with it.

2. Who are we?

2.1 UNTOLD EVENTS LLC (hereinafter referred to as "UNTOLD EVENTS") is a limited liability company, established in Dubai, with a registered office at Al-Barsha First, Al Khaimah Building II, Licence Number: 1102119, Tax Registration number: 104070408000003. UNTOLD EVENTS LLC acts as operator of personal data collected through the www.untold.ae website (the "website"), and the UNTOLD EVENTS App, the online and on-site check-in system, the means of video monitoring and photo and video image capture within the Festival by persons authorised by UNTOLD EVENTS.

2.2 The operator is required to manage safely and solely for specified purposes, the personal data that the users of the website are providing.

2.3 Individuals who utilise the UNTOLD EVENTS website and services, and are subject to the collection of personal data, will be addressed as ("you") and ("your") within the context of this privacy policy.

3. What kind of data is processed, the purpose of processing and the storage period for and the legal basis for processing for each category of data?

3.1	WHAT KIND OF DATA IS PROCESSED	THE PURPOSE OF PROCESSING	STORAGE PERIOD	LEGAL BASIS FOR PROCESSING
3.1.1	The e-mail address and set of cryptographic hash values (generated by applying the SHA-256 encryption algorithm) related to the password set by the users so that they	For the purpose of creating and accessing an account on the untold.ae website, in the UNTOLD EVENTS App and/or other external platforms of UNTOLD EVENTS.	We will store this data as long as you have an account on the UNTOLD EVENTS website / App. You may request to us, at any time, to delete certain information or to	a) Article 4 (9)- processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for

	can log into their accounts.		close the account and we will respond to these requests, subject to storing certain information, including after closing the account, in situations where the applicable law or our legitimate interests require it. ease take note of the fact that as long as there is no request to delete this data, it will be deleted within 3 years counting from the last use of the account.	concluding, amending or terminating a contract.
3.1.2	Last name, first name, gender, country, date of birth, nationality, profile photo and number of access ticket / bracelet for the festival;	For the purpose of ensuring access and services to which the participant is entitled based on the ticket, fraud prevention, abusive use and for verifying the validity of the ticket or the pass once the check-in process has been completed;	The profile photo and date of birth will be deleted in 20 days after the end of the Festival. Sex, country, year of birth and nationality will be anonymized in 20 days from the end of the Festival. The other data remain to be processed for 2 years from the last edition in which the person participated at the Festival, based on art. 6 (a) letter f.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or terminating a contract.
3.1.3	Name, surname, e-mail, telephone number and other information provided by email or on other platforms to describe the problem.	For the purpose of returning purchased products or solving a problem addressed to us.	Until the general limitation period of 3 years from the date on which the client can file an action in court is fulfilled.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding,

				amending or terminating a contract.
3.1.4	Contact details of the data subjects (e.g. e-mail and / or telephone)	<p>For the purpose of informing about aspects related to the organisation and conduct of the event or any other offers and announcements in close connection with the purchased product.</p> <p>For example, if a particular concert was canceled or rescheduled at another time, the data subjects could receive an informational message and / or any other offers, communications in this regard.</p>	2 years from the end of the Festival.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or terminating a contract.
3.1.5	<p>Last name, first name, email and telephone number.</p> <p>To the extent that surveys are conducted by telephone, the phone calls can be recorded with the person's prior consent.</p>	<p>For the purpose of promoting products provided by UNTOLD EVENTS and its partners, as well as conducting surveys to improve the quality of the services we provide.</p>	<p>Until the consent is withdrawn or maximum 5 years from the date on which the consent was granted.</p> <p>Registered calls will be deleted within one month from the registration.</p>	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or terminating a contract.
3.1.6	<p>Last name, first name, email and telephone number.</p> <p>To the extent that surveys are conducted by telephone, the phone calls can be</p>	<p>For the purpose of promoting products provided by UNTOLD EVENTS and its partners, as well as conducting surveys to improve the</p>	2 years from the last edition of the Festival in which the client took part or for which he has purchased a ticket.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject,

	recorded with the person's prior consent.	quality of the services we provide.		procedures for concluding, amending or terminating a contract.
3.1.7	Name, surname; E-mail Phone number; Country and nationality; Date of birth, sex:	Information collected in the Pre-register Campaign ; Name, surname, email The data subjects understand (and accept) that they register to be able to purchase tickets at a promotional price, at the pre-sale stage, for the Festival. Subsequently, UNTOLD EVENTS sends e-mails / text messages announcing the date on which the tickets for the campaign for which they have registered are put up for sale. Data regarding country, nationality, date of birth, sex - to facilitate the process of purchasing the ticket.	Last name, first name, e-mail, phone number - they are anonymized within 72 hours from the expiration of the Pre-register Campaign if the data subjects did not buy the product for which they registered. If the data subjects have purchased a Ticket in this campaign, their personal data will be processed from this step forward in order to ensure the purchased services and access to the Festival.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or terminating a contract.
3.1.8	Name, surname, e-mail, phone number, signature, photo and / or audio-video recordings that may include your image or voice in the event - "Activation in the Blood Network Caravan".	Information collected in order to carry out the " Enter into Blood Network " campaign. These categories of data are processed to be able to offer a one-day ticket for free to participants who join this campaign or a discount voucher to purchase a full-subscription.	Your name, first name, e-mail, telephone number, signature are deleted within 20 days after the Festival ends.	a) Article 4(9)-processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or

	Name and legal representative (in the case of minors).	The phone number in particular is processed so that the Organiser can contact the participants on the day of the campaign to inform them about the schedule. Photo / video images for journalistic, artistic or commercial purposes and in order to promote the event.	Photo/video images are stored for an indefinite period of time.	terminating a contract.
3.1.9	Last name, first name, certificate attesting the applicant has passed the Baccalaureate exam (name, surname, date of birth, general grade). The applicant has the obligation to delete any other information from the certificate or to make the data indecipherable to the Operator.	Information collected for the purpose of carrying out the "Bac de 10" campaign.	The data will be deleted within 20 days after the Festival ends.	a) Article 4(9)- processing is necessary to perform a contract to which the data subject is a party or to take, at the request of the data subject, procedures for concluding, amending or terminating a contract.
3.1.10	Inside the UNTOLD EVENTS Festival there are used video monitoring means through which the images of the data subjects, respectively of all the visitors of the Event will be processed.	a) For the purpose of ensuring the security of property, spaces and people. b) For the purpose of defending rights in court or for the purpose of a legal obligation.	20 days from the end of the event. Some data may be stored for a longer period, if storage is necessary to investigate a fraud, to defend in court the rights of either Party or in cases where compliance with requests from competent authorities is required.	a) Article 4(3)- the Processing is necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial or security procedures b) Article 4(7) the Processing is necessary to protect the interests of the Data Subject. c) Article 4 (9)- necessary to perform a

				contract to which the Data Subject is a party or to take, at the request of the Data Subject, procedures for concluding, amending or terminating a contract.
3.1.11	Photographs or footage taken during the Event.	<p>For journalistic, informational, artistic, commercial purposes, for marketing and promotional purposes of the event, UNTOLD EVENTS products and services or related products and services, in its own name by UNTOLD EVENTS or by any partner or sponsor of the UNTOLD EVENTS Festival.</p> <p>Images or videos can also be used to make NFTs (Non-fungible tokens) and trading them on the relevant market.</p>	Indefinitely.	a) Article 4(3)-the Processing is necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial or security procedures
3.1.12	IBAN and account holder name	The customer is asked if we need to make a refund on a ticket purchased more than 6 months ago.	The period provided by law in order to fulfil the obligations.	a) Article 4(3)-the Processing is necessary to initiate or defend against any actions to claim rights or legal proceedings, or related to judicial or security procedures

3.1.13	Name, Surname, e-mail within the campaigns organised in partnerships with Companies/Organizations	The purpose of requesting the data is to send tickets / subscriptions to the 2022 UNTOLD EVENTS Festival for individuals within the company / organisation with which UNTOLD EVENTS has a partnership.	60 days from when the prize was sent to the email address. The 60-day storage period is justified by the fact that there are situations where you, after receiving the prize, contact us again about the same issues and we can thus use the previous correspondence with you. Experience has shown that after this period of 60 days it is highly unlikely that additional questions will arise related to our answers.	a) Article 4 (9)- Processing is necessary to perform a contract to which the Data Subject is a party or to take, at the request of the Data Subject, procedures for concluding, amending or terminating a contract.
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3.3 In addition to the aforementioned purposes, UNTOLD EVENTS LLC may process the personal data collected for the following purposes:

- a. For the fulfilment of the obligations that incube on us, as a result of the services provided (e.g. accounting, fiscal, audit, etc.), these are always compatible with the main purposes, for which the data was collected.
- b. To the extent that the data subject has given their consent for the processing of their personal data for one or more specific purposes;
- c. For any other purpose auxiliary to the above, or for any other purpose for which we have been provided with personal data, in compliance with the relevant legislation

3.4 In the situations in which we will use your data for purposes other than those mentioned in this Policy, we undertake to obtain your consent, unless we have a legal obligation or have a different legal basis for processing the data.

3.5 The operator does not create individual profiles for those who participate at the UNTOLD EVENTS Festival.

3.6. In order to gain access, as Organizers of the event, we might have the obligation to verify the documents required by the state authorities in order to prevent and combat the effects of the Covid-19 pandemic (eg verification through the Al Hosn Application which includes proof of vaccination, test result negative RT-PCR, proof of the infection, verification of the negative result of the rapid antigen test). This data shall be neither processed, nor stored on the scanner, but only verified at the location in order to ensure access to the Festival.

3.7 As the organisers of the event, we reserve the right to implement additional security, health, or local regulations as deemed necessary or as required by relevant authorities. This could include, but

is not limited to, additional screenings, checks, or verifications to ensure the safety and security of the festival attendees. We may require further documentation or compliance with additional processes beyond those stated herein. Please note that such additional measures are instituted for the collective wellbeing of all attendees and to ensure a smooth and secure event experience. No additional data collected in this process will be stored or processed beyond what is necessary for the immediate implementation and enforcement of these regulations.

4. How are we collecting your personal data?

4.1 We are collecting your personal data either **directly** from you, e.g. when you're creating an account on our website/App, you're sending us an e-mail at ask@untold.ae, in which you're requesting us an offer / information, and you're giving your consent for communication of commercial messages, , etc., or **indirectly**, e.g. when you're sending this information to the platforms of other collaborators for our company in the process of purchasing the ticket/pass.

4.3 We collect your personal data **automatically**, when you use our services from the website or the UNTOLD EVENTS application, we collect information through cookies and by logging your activity. For more information on the use of cookies, please refer to Art. 6 of this Policy.

4.4. If you choose to provide us with the personal data of others, such as when you purchase tickets on behalf of others, you are responsible for how you obtained these data and that you have a legal basis for processing them. We cannot be held liable for the violation of the rights of the respective persons.

5. How are we storing the personal data?

5.1 For storing the personal data you're providing as a user of our website / App, a cloud service provided by Amazon Web Services EMEA S.A.R.L. is used.

6. COOKIES

6.1 The website contains cookies (very small files UNTOLD EVENTS is sending to the computers of website users or to other access devices).

6.2 There are two types of these cookies:

- **Functionality cookies:** These types of cookies improve the users' website navigation experience and allow them to benefit from various features;
- **Performance Cookies:** These types of cookies are used to measure and analyze how UNTOLD EVENTS customers are using the Website. These cookies can continually improve the functionality of the website and the user experience.

6.3 Accessing the website implies the agreement of the users regarding placing these types of cookies on their device and access them on their next visit to the site.

6.4 Information on deleting and controlling cookies is available at www.aboutcookies.org. Deleting or blocking the cookies may prevent access to certain areas or features of the site.

6.5 For more information, please consult our Cookie Policy.

7. To whom we're disclosing your personal data?

7.1 For fulfilling the processing purposes, UNTOLD EVENTS LLC may disclose your personal data to partners, third parties or entities supporting UNTOLD EVENTS LLC in the conduct of their business, or to central / local public authorities, in the following cases listed as examples:

1. To our service providers and contractual partners, for example: marketing and advertising service providers; to our partner in charge of ensuring access to the UNTOLD Festival venue; to IT service provider; to courier services, payment services, banking services, etc. This data will be provided to the extent necessary and only on the basis of a confidentiality agreement from the contractual partners, which guarantees that this data is kept safe and that its processing is done according to the legislation in force;
2. To the accountants, auditors, lawyers, insurers or other such external advisers Operator might employ. This data will be provided to the extent necessary and only on the basis of a confidentiality agreement from the contractual partners, which guarantees that this data is kept safe and that its processing is done according to the legislation in force;
3. Authorities, institutions and public bodies, if there is a legal request from them or to the extent that there is a legal obligation from us;
4. The operator will be able to disclose this data whenever the law requires it, or in the case in which this action is necessary to allow the exercise of the rights provided by the law and / or to be able to take legal action against any illegal activity;

8. How long do we store your personal information?

8.1 As a matter of principle, UNTOLD EVENTS LLC will process your personal information only to the extent necessary to achieve the processing purposes mentioned above. Please note that for most processing purposes, data about the Participants at the festival will be deleted within 20 days from the end of the Festival, unless the Participant has an account on our website or has given us the consent to retain the data in order to be contacted for certain, clearly defined, purposes.

For further details about our Data Retention Policy for certain specific data processing please review column 3 of the Table in Art. 3.

9. Your rights related to personal data processing:

9.1 If you have consented to processing activities, you may withdraw this consent at any time. This withdrawal will only take effect for the future and will not affect the legality of the processing prior to its withdrawal.

9.2 To the extent that your consent is withdrawn, UNTOLD EVENTS LLC will prohibit the processing of your personal data and will take all actions to delete all records containing this data.

9.3 However, if processing is compulsory for the provision of services by UNTOLD EVENTS LLC and this can be performed on the basis of other legal provisions, UNTOLD EVENTS will carry out such processing and will notify you in this regard.

9.4 In accordance with the data protection legislation, **you have the following rights:**

1) Right to obtain information

This right provides you with the ability to ask a company for information about what personal data (about you) is being processed and the rationale for such processing.

2) Right to request personal data transfer

This right provides the data subject with the ability to get access to his or her personal data that is being processed as long as the processing is based on your consent or is necessary for the fulfilment of a contractual obligation and is made by automated means.

3) Right to correction or erasure of personal data

This right provides you with the ability to ask for modifications to your personal data in case you believe that this personal data is not up to date or accurate. It is important to note that erasure is not an absolute right, and depends on your retention schedule and retention period in line with other applicable laws. We will not fulfil data deletion requests under the following circumstances:

- a) If it pertains to public health data that we hold;
- b) if it interferes with legal proceedings or investigations; and
- c) if it conflicts with other legislative requirements.

4) Right to restrict processing

This right provides you with the ability to withdraw a previously given consent for processing of their personal data for a purpose. The request would then require the company to stop the processing of the personal data that was based on the consent provided earlier.

5) Right to stop processing

This right provides you with the ability to object to the processing of their personal data.

6) Right to processing and automated processing

This right provides you with the ability to object to a decision based on automated processing.

9.5 If you wish to exercise the rights mentioned above, please contact the person responsible for the protection of personal data using the following contact details:

- E-mail: dpo@untold.ae

10. Information security

10.1 We are working hard to protect our website, App and users, as well as all personal data collected in accordance with this Policy, from any unauthorised access or from the modification, unauthorised disclosure or destruction of the information we hold.

10.2 In this regard:

- a. UNTOLD EVENTS certifies that it meets the minimum requirements for the security of personal data, the data being processed in a way that provides protection against unauthorised or illegal processing and against accidental loss, destruction or damage, by taking appropriate technical or organisational measures;
- b. these measures are based on the best international standards and practices and involve the encryption and pseudonymization of personal data, safety and validity of processing systems, timely retrieval and access of personal data in the event of failures, and regular testing and evaluation of these security measures;
- c. for the data collected through the website and the App, in order to ensure access to the festival, UNTOLD EVENTS uses a cloud service provided by Amazon Web Services EMEA SARL. Therefore, the security settings provided by Amazon are used. Access to data is done in a whitelist of security groups, which means that data can only be accessed from certain predefined IP addresses. Access is based on username and

- password, and within UNTOLD EVENTS access to the database is allowed to a limited number of persons.
- d. our data storage systems have implemented back-up mechanisms to ensure the redundancy of the stored data.
 - e. We are regularly reviewing the practices for collecting, storing and processing information, including physical information, as well as security measures, to prevent unauthorised access to the systems.
 - f. Access to your personal data by our employees and contractors is strictly regulated. Our contractual agreements contain stringent confidentiality obligations, and violations could lead to termination of contracts.

11. When does this Privacy Policy apply?

Our privacy policy applies to all services provided by our company and excludes services that have separate privacy policies and do not contain the provisions of this privacy policy.

12. Amendments

12.1 Our privacy policy may change, but we promise not to reduce your rights under these changes without your explicit consent. We will publish any amendment to the privacy policy on our webpage, amendment which will come into effect within one day and, if the changes are significant, we will provide more prominent notification (including, for some services, email notification of privacy policy changes). We will also store earlier versions of this Privacy Policy in the archive so that it can be reviewed by you at any time.

12.2 The latest update of this policy was made on the 15th of June 2023.