

THE PRIVACY POLICY OF TALLINNA KONTSERDIMAJA AS Valid from 1 January 2021

INTRODUCTION

This Policy describes your rights as a visitor or customer of Alexela Concert Hall. The Policy provides you with information and informs you about your rights concerning your personal data, as well as how we collect, use, share, and publish your data.

Operated by Tallinna Kontserdimaja AS, the multifunctional Alexela Concert Hall is committed to compliance with all laws, including the 2018 Personal Data Protection Act and the principles of the EU General Data Protection Regulation (GDPR).

By using our website (www.kontserdimaja.ee) and its online pre-order platform (<https://www.kontserdimaja.ee/telli-ette/>) and visiting our venue, you agree to the collection and use of your personal data as described in this Policy. If we change our Policy, rules and/or procedures, we will post the changes to our website to keep you informed about what kinds of information we collect, how we use it and under what circumstances we can publish it. Your continued use of and interaction with the website after this Policy is modified will be considered as confirmation that you have accepted the changed terms and conditions. We recommend that you add our website to your bookmarks and review it regularly.

The purpose of personal data processing

Alexela Concert Hall processes data about its visitors and customers for the following purposes:

Pre-order platform (online shop – <https://www.kontserdimaja.ee/telli-ette/>)

We collect personal data on the page for booking a table at the cafés and restaurants operating in Alexela Concert Hall from the persons and companies who have given their consent to this when placing an order and paying for the order.

If you use the online shop, the following personal data concerning you will be processed:

- name, phone number and e-mail address;
- date, time and location of receiving the product and service at the Alexela Concert Hall;
- bank account number;
- cost of the products and services, and payment information (purchase history);
- customer support information.

The purpose of processing your personal data:

- Personal data are used to manage the customer's orders and issue and prepare the ordered products.
- Purchase history (purchase date, product, quantity, customer's information) is used to prepare overviews of the products and services purchased, provide feedback on the purchase experience and analyse customer preferences.
- Bank account number is used to refund any payments to the customer / make refunds if necessary.
- Personal data (e-mail, phone number, customer's name) are processed to resolve any issues in the provision of products and services ordered (customer support).
- The IP address or other online identifiers of a user of the online shop are processed to provide the online shop as an information society **service and for web use statistics**.

Legal basis:

Personal data are processed for the purpose of fulfilling the order and complying with the requirements. Personal data are processed in order to fulfil a legal obligation (e.g. accounting, banking transactions and consumer dispute resolution).

Recipients of personal data:

- Personal data are transmitted to the manager of the online shop, Alexela Concert Hall. Personal data are also transmitted to partners providing financial services for managing the purchases and purchase history and for resolving any issues customers may have.
- The accounting of the online shop is organised by Tallinna Kontserdimaja AS and the personal data are transmitted for accounting purposes.
- Personal data may be transmitted to information technology service providers if needed to ensure the functioning of the online shop or for data hosting.

Resolution of disputes:

- Disputes concerning personal data processing are resolved with the help of the customer service of Alexela Concert Hall (teenindus@kontserdimaja.ee). The supervisory authority is the Estonian Data Protection Inspectorate (info@aki.ee).

Newsletter

We collect personal data for sending the Alexela Concert Hall newsletter to persons who have given their consent and have provided the following information: their gender, language of communication and e-mail address. The consent given to subscribe to the newsletter can be withdrawn at any time using the link attached to the newsletter. We process the personal data related to the newsletter during the validity of the consent given by the person.

Promotions

We collect personal data from various campaigns organised by Alexela Concert Hall or by our contract partners in social media. Personal data will be used in these campaigns, with the consent of the person, only for the purpose of drawing lots for the products and services of Alexela Concert Hall and its partners and awarding prizes to winners. After these objectives are achieved, the personal data concerned will be deleted. However, we will store the data of a promotional campaign until the end of the campaign, but for a maximum of 3 months. In addition, we process personal data in our promotional activities for the purpose of increasing the visitor numbers at the events at Alexela Concert Hall. The processed personal data are stored as long as necessary for achieving the purpose of processing.

Video surveillance

In order to protect public security and the property of visitors and customers, Alexela Concert Hall and its partner providing security services have a legitimate interest to carry out video surveillance at Alexela Concert Hall, which is monitored in real time by an employee of the company providing the security services to Alexela Concert Hall. Video materials are stored in closed access archives for 30 calendar days. Video recordings of incidents at Alexela Concert Hall (e.g. loss events, breach of public order, etc.) are stored and processed on a case-by-case basis according to the legitimate interests of our contract partners and/or the visitors, cooperation partners and customers of Alexela Concert Hall or according to the law. The video recordings related to these cases are stored for a maximum of 3 years after the completion of the incident procedure.

Business relationships and cooperation

Alexela Concert Hall collects and processes the data of the natural persons associated with the legal persons in business relationship with it for the purpose of performing or ensuring the performance of the contract between them.

Personal data processors

Alexela Concert Hall processes your personal data in accordance with the requirements of the Personal Data Protection Act. Data processing is primarily based on the consent given by you to the processing of the data you have published. By using the services of Alexela Concert Hall, you authorise the latter to process all the data entered to the extent and for the purposes described in this Privacy Policy. The personal data processed by Alexela Concert Hall are accessible to our IT-service provider and website administration service provider. The data from video surveillance are processed by the security company AS G4S Eesti.

Rights of the data subject

The data subject has the right to make queries about the processing of the personal data concerning him or her and request the rectification or erasure of the personal data or the restriction of processing of the personal data. The data subject also has the right to object to the processing of his or her personal data and, where technically possible, request the transfer of the personal data. The consent given to the processing of personal data may be withdrawn at any time without prejudice to the lawfulness of the processing based on consent before its withdrawal. The data subject has the right to lodge a complaint about the processing of his or her personal data with the Estonian Data Protection Inspectorate (www.aki.ee).

To exercise your rights related to the processing of personal data or to receive additional information, please contact Alexela Concert Hall by the e-mail info@kontserdimaja.ee.

Ensuring the security of personal data

Personal data are stored and processed at Alexela Concert Hall in cooperation with the contract partners in digital secure environments. Access to personal data is only guaranteed to the employees of Alexela Concert Hall and the contract partners who need to process the personal data due to the obligations arising from the contracts concluded with Alexela Concert Hall. The contract partners have a duty to comply with the legislation on the protection of personal data. Alexela Concert Hall, for its own part, has established requirements to ensure the security of personal data processing through both organisational and technical measures. The security measures for the processing of personal data are kept relevant and up-to-date and, where necessary, updated and supplemented.

Cookies

For the proper functioning of the website, the website of Alexela Concert Hall and the pre-order platform sometimes store small data files – “cookies” – on the user's device. Most of the large websites do so as well.

What are cookies? A cookie is a small text file stored by a website on your computer or mobile device during your visit. This allows the website to remember the user's actions and preferences (such as user name, language, font size, and other display preferences) for a certain period of time. This way, you don't have to re-select them every time you return.

How do we use cookies? We may use cookies and other similar tools to analyse web traffic and improve and personalise user experience. Cookies may also be used by third parties whose services are used by the service provider. By using the website of Alexela Concert Hall and the pre-order platform, you agree to the use of cookies on the website.

How can I check cookies on my device? You can check and/or delete cookies as you wish (see aboutcookies.org). You can delete all cookies on your computer and disable other cookies at any time by changing your web browser settings (if allowed by the browser) or by stopping the use of the website of Alexela Concert Hall. Certain features can only be provided by allowing cookies and if you choose to disable cookies, these features may not be available to you.

Google Analytics and cookies. Alexela Concert Hall may use Google Analytics, an online analysis service provided by Google, Inc. (1600 Amphitheatre Parkway, Mountain view, CA 94043, USA; “Google”). Google Analytics uses cookies and creates reports based on the cookies stored by Google. Google Privacy Policy is available at <http://www.google.com/privacypolicy.html>. You can disable the transfer of the data collected by cookies (including IP address) to Google and the further processing of such data on Google's servers. Instructions for this are available at: tools.google.com/dlpage/gaoptout?hl=en.

The controller of the website and online shop of Alexela Concert Hall as well as all personal data is Tallinna Kontsert AS (registry code 11514334), located in Tallinn, Estonia pst 9, phone 6155111 and e-mail address info@kontserdimaja.ee