



Privacy statement De VR Arcade B.V.

On behalf of the VR Arcade we offer VR experiences. Our goal is to offer you an optimal VR experience. To be able to offer you this, some personal details of you are necessary. With the advent of the GDPR (General Data Protection Regulation) our privacy statement has been tightened on 25 May 2018. Nothing has changed for us in terms of content, as we always handle your data carefully. We have, however, worked hard to give you sufficient insight into how we handle your personal data, in accordance with the GDPR. We continuously work on improving our VR experience, but also on our privacy statement.

Main points

- we only use your personal information for the purpose for which it was shared with us;
- we only share personal data with external parties to offer our VR experiences and enable our operational activities, or when we are legally obliged to do so. In all other cases we always ask for your permission;
- you may always ask us what personal data we hold about you and request that we correct or delete incorrect personal information from our systems and those of third parties.

We use your personal data exclusively to manage your account, deliver our VR experiences and to inform you via our newsletter, to the extent that you have given permission for this. We attach great importance to the protection, confidentiality and integrity of your personal data. In this privacy statement we explain which personal data we collect when you experience a VR experience with us, why we need this information and how we use it.

Collection of personal data

We need certain personal data to be able to offer you the best possible VR experience and to inform you via our newsletter. Some of these data are collected immediately, for example when you create an account via our website www.vrarcade.nl. In addition, we receive certain personal data indirectly through your devices, through the interaction with our website (among other things via cookies). This allows us to personalise and improve our services. This mainly concerns:

- filling in information when making a reservation;
- use of e-mail address for the team system and your account;
- security cameras (and future in-game images);
- final scores of the VR game for on the website;
- team photo that comes on Facebook and your digital team page.

We also use your name and email address details from the team system / check-in system and our Wifi network for our mailing list (if you have only given permission in advance). When you create an account at VR Arcade or make a reservation, we process the following information from you:

- first and last name;
- salutation (Mr./Mrs. Etc.);
- e-mail address;
- mobile number;
- residential address (if applicable);
- location data;
- IP address;
- payment and billing information, such as bank account number;
- company name (if applicable);
- company registration number (if applicable).

Cookies

When using our website www.vrarcade.nl we collect data via cookies. Cookies are text files that are placed on your device to collect and analyse standard internet log information and information about visitor behaviour. This information is used to evaluate visitor behaviour on the website and to compile statistical reports on online activities, such as via Google Analytics. We register your interaction with our website in order to improve our VR content and services. We use the data collected with the help of cookies only aggregated and we cannot trace it back to a PC or individual. You can always manage your cookie preferences yourself via your browser settings.



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On our website www.vrarcade.nl we use strictly necessary cookies. These cookies are necessary for the website to function and cannot be disabled in our systems. They are usually only set up in response to a response from you, such as setting your privacy preferences, logging in or completing a form. You can set your browser to block these cookies or to warn you of these cookies, but some parts of the website may not work.

Disabling cookies only affects the computer and browser on which you perform this operation. If you use multiple PCs and/or browsers, you must repeat this operation as often as necessary.

Pixel tags

We also use pixel tags. A pixel tag is a small image or script placed on a website that is not visible to the user. With these pixel tags we can recognize a user and place cookies so that we can measure the effectiveness of campaigns, optimize campaign performance and offer more relevant advertisements. With pixel tags, we can also create and identify consumer segments and select the right ad based on the consumer segment. We use the following pixel tag:

- Facebook Pixel: [here](#) you will find more information.

Use of your personal data

We only use your personal information for the purposes for which it was collected, and where applicable, to comply with legal obligations. We use your personal data for the following purposes:

- contact and communication: we use your email address to communicate with you (if you have given permission for this). In this way we can communicate with you to confirm your reservation and account, send newsletters and possibly send invoices;
- marketing: we would like to keep you informed of our VR experiences via e-mail or other electronic media (such as Facebook) (insofar as you have given permission for this). You have the right to unsubscribe at any time for this information provision. Depending on your preferences you can unsubscribe, change your account settings directly online, or contact us to do this for you;
- improvement of our VR experience: we use your personal data to improve our products and services. Insight into click behaviour and search results on our website can help us, for example, to optimize your VR experience;
- safety: in connection with safety and order in and around our arcades, visible and non-visible cameras have been set up in various places. The recordings made with these cameras will not be shared with third parties and will be kept for a limited period of time, except to the extent that the recordings are necessary for the detection of possible disturbances, violations of law or other undesirable behaviour;
- execution of general business processes, internal management and management reporting: in order to be able to carry out our internal business activities, we use your personal data for general business processes, such as insurance, management reports, audits and other administrative purposes;
- legal obligation: the processing is necessary to comply with a legal obligation, such as the retention obligation for administrative data or to share certain information after a police order for criminal investigation;
- social media: when you have explicitly given us permission for a processing, for example for sharing data and photos on social media (such as Facebook).

If the operation is based on permission, you have the right to withdraw your permission at any time. In that case, we will terminate the relevant processing of your data. Withdrawal of consent does not change the legality of the processing on the basis of consent prior to its withdrawal.

Sharing your personal data with third parties

We are very conserved in sharing your personal data to third parties. Below is an indication of the situation in which we share your data. In this respect, all third parties to whom we share your personal data are professional parties with whom we have signed processing agreements, so that your personal data are treated safely and carefully:

- in cases where you have given us explicit permission to do so;
- if we are lawfully requested to do so in the context of law enforcement;



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- to maintain our agreement with you, if applicable. For example, if you have not paid for a VR experience, we can share your information with a collection agency;
- to enforce our rights to third parties or to defend ourselves against claims or assertions from third parties;
- to guarantee the safety, integrity and protection of our VR experiences.

The VR Arcade B.V. is part of the VR arcades Group. In order to deliver our services to you, we use a number of overlapping group facilities, for example for database management, administration and marketing. In this context, certain personal data are shared with other entities of the VR arcades Group. The sharing of data within the company only takes place for the benefit of our business activities, our services to you and as described in this privacy statement.

Location of your stored personal data

Your personal data is stored in the European Union for the hosting of our website. Your personal data will only be processed by our staff in the Netherlands. As described above, we can also share data with affiliated group companies. These are all located in the Netherlands. If, in an exceptional situation, we transfer your personal data to a country outside the European Union or an international organization, we will ensure that this only takes place to those countries and organizations that ensure adequate protection of your data and rights in accordance with the GDPR, or if this is otherwise permitted under the GDPR.

Security and storage period

The VR Arcade will ensure that your data is adequately secured so that your data is protected against unauthorized use, unauthorized access, modification and unlawful destruction. Your data will be retained for as long as necessary for the purposes indicated above or insofar as this is necessary for compliance with legal obligations and for resolving any disputes.

Management of your personal data and access to them

Through your personal account on our website you can view and edit your personal data directly. For example, you can choose whether or not you wish to receive newsletters from us. If you cannot view, correct or delete certain personal data, if you want a copy of your personal data or if you wish to submit a request for the limitation of processing, please contact us. We respond as soon as possible (our aim is within 48 hours) after receiving such requests.

Questions and complaints

If you have questions about the way in which we use your personal data, you can contact us by phone, website, e-mail or old-fashioned access to one of our arcades (you can play a VR experience right away if there is room).

If you still have a complaint on the basis of mutual contact, you can submit this complaint to the Dutch Data Protection Authority.

VR Arcade is a brand of De VR Arcade B.V. established at Westzanerdijk 133 in (1507 AD) Zaandam and registered with the Trade Register under number 67324444. The VR Arcade B.V. is part of the VR arcades Group (VR arcades Group BV), located at (9641 JV) Veendam at the address Boven Oosterdiep 142. The decisions regarding the goals and means of the processing of personal data take place centrally at VR arcades Group BV, who acts as controller for the processing of these personal data.