



## Cookie Policy See Tickets GmbH

A cookie, also known as an HTTP cookie, web cookie, or browser cookie, is usually a small piece of data sent from a website and stored in your web browser while you are browsing a website. When you are browsing the same website in the future, the data stored in the cookie can be retrieved by the website to notify the website of your previous activity.

(Source: Wikipedia)

### How are cookies used at See Tickets

See Tickets GmbH (hereinafter “**See Tickets**”) uses cookies to provide its services to you and event organisers. The cookies enable you to buy tickets for events of the organisers, provide insight into how our services are used, provide support, integrate with social media and improve our service to our customers (the event organisers).

Without cookies we would not be able to provide the high quality service and the Paylogic platform would not work optimally. Besides the cookies we use in order to make our software work, we use third party software like Google Analytics to gain insight in how our services are used and provide valuable analytical data for marketing purposes to event organisers. This policy describes all the services that use cookies, which we offer to event organisers that use See Tickets for ticket sales. It is up to the event organiser to decide which of these services are used. Your privacy is very important to us and therefore we take this to heart when using cookies. Our use of cookies is completely in line with the applicable laws and regulations.

Some of these services enable the event organiser to use targeted advertisements and create profiles. When they do and you are located in the European Union we will not enable these services until you accepted these cookies explicitly.

### What type of cookies are used at See Tickets

#### Functional cookies

Functional cookies are cookies that make our service work. They enable you to buy tickets in our shop, store preferences like language and currency and to remember you so you don't have to login every time you visit See Tickets . These cookies are always set by See Tickets and third parties do not have access to these cookies and the data stored in them.

#### Analytics cookies

See Tickets makes use of third parties to measure the use of its services. We also enable event organisers to use these services to measure traffic such as website visits and measure the effectiveness of marketing campaigns. No personal data is shared with these services and no profiles are created. These services may place cookies on your computer for example to measure if you have visited our website before.

The following services are used by See Tickets and event organisers for analytics purposes.

Service	Use
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#### Google Analytics

Google Analytics is used to measure the use of our services. You can read more about how Adwords uses cookies and data in these policies.

<http://www.google.com/intl/en/policies/technologies/ads/> and  
<http://www.google.com/intl/en/policies/technologies/cookies/>

#### Google Adwords

Adwords is used by event organisers to advertise their event. We offer event organisers the possibility to track the results of their advertising campaigns. Adwords can also be used for remarketing. When the event organiser makes use of this and you are in the European Union we will ask your permission to set cookies and pass along data to Adwords.

You can read more about how Adwords uses cookies and data in these policies.

<http://www.google.com/intl/en/policies/technologies/ads/> and  
<http://www.google.com/intl/en/policies/technologies/cookies/>

#### AddThis

We use AddThis to enable you to share events on social media like Facebook and Twitter. AddThis is used for the share buttons you will see in our ticket shop. We don't share any personal data with AddThis and no profiles are created.

You can read more about how AddThis handles data in their privacy policy.

#### Facebook

Event Organisers use Facebook to advertise their event. We enable event organisers to track the results of their advertisement campaigns and shares on Facebook. No personal data is shared and no profiles are created.

You can read more about how Facebook handles data in their privacy policy.

#### Twitter

Event Organisers use Twitter to advertise their event. We enable event organisers to track the results of their advertisement campaigns and shares on Twitter. No personal data is shared and no profiles are created.

You can read more about how Twitter handles data in their privacy policy.

### **Marketing cookies**

The following services can be used by event organisers to track the results of their marketing campaigns and some are used to serve you advertisements based on your shopping behaviour. For each service we describe what they are used for and if you are identified as an individual and can be tracked on the internet. When you are in the European Union we will always ask for explicit acceptance before we allow cookies that can identify you as an individual to be set on your computer. We will never share your personal data with these services.

Service	Use
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#### Adwords

Adwords is used by event organisers to advertise their event. We offer event organisers the possibility to track the results of their advertising campaigns and to use Adwords for showing advertisements to visitors of their website (remarketing).

When you are in the European Union you will have to give permission before event organisers can serve you advertisements using remarketing.

You can read more about how Adwords uses cookies and data in these policies.

<http://www.google.com/intl/en/policies/technologies/ads/> and

<http://www.google.com/intl/en/policies/technologies/cookies/>

#### Adroll

Adroll is used by event organisers to serve ads that are useful to consumers. They do this by using a technique called remarketing. A cookie is placed on your computer that makes it that Adroll knows you visited the shop of an event organiser. The event organiser is then able to serve you ads based on your shopping behaviour.

When you are in the European Union Adroll cookies are never placed on your computer without your permission. You can read more about how Adroll uses cookies in their privacy policy.

#### Daisycon

The Daisycon cookies and data are only used in order to measure which partner website (of a publisher affiliated to Daisycon) has referred a visitor to the website of an advertiser. In this way web shops and other Daisycon clients are able to carry out 'performance based' promotion. Performance based promotion is a fair form of promotion since the advertiser only pays for actual and measurable results.

You can read more about how Daisycon uses cookies in their privacy policy.

### LinkTrackr

LinkTrackr is used by event organisers to measure the results of marketing and affiliate campaigns. LinkTrackr gathers personal information to build profiles. This helps event organisers to build better marketing campaigns.

When you are in the European Union we only share your information and place LinkTrackr cookies when you have accepted these.

You can read more about how LinkTrackr uses your data in their privacy policy.

### **What happens if I do not accept Cookies, when explicitly acceptance is needed?**

You will still be able to buy tickets. However if you choose not to accept cookies, it is possible that certain services or features of our site will not function optimally.

### **Removal and rejection of cookies**

After you have accepted cookies it is possible to revoke this permission. When you visit our ticket shop, clicking on cookie settings will give you the option to revoke the permission. This will however not delete all the cookies the services mentioned above have already placed on your computer due to technical limitations. You can delete these cookies via your browser. Please consult the documentation of your browser (try pressing F1) on how to delete these cookies.

### **Alterations to the Cookie Policy**

See Tickets reserves the right to amend this Cookie Policy. Any changes will be published on this page. We recommend that you consult regularly to this Cookie Statement so you are always aware of the contents of the applicable Cookie Policy.