

PRIVACY POLICY

Paradise Garden GmbH

1. INTRODUCTION

1.1. This Privacy Policy of Paradise Garden Festival ("Policy") describes how Paradise Garden GmbH located at Praterstraße 54/10A in AT-1020 Vienna, Austria (hereinafter also referred to as "Paradise Garden GmbH," "we," "us," "our") collects and processes data about you when you visit our website ("Website"). By the continuous use of this website, you agree to the processing of your data in accordance with this Policy.

2. THE PERSONAL DATA WE COLLECT AND HOW WE USE IT

2.1. Data you share with us. When you visit our website, correspond with us, participate in one of our promotions or surveys, you may be providing us with information about yourself. This may include information that allows us to draw conclusions about your person ("personal data"). If we ask you to provide specific data, we collect the data that is listed in the respective forms or on the respective pages. In addition, you may also provide us with further information at your own request when you contact us or interact with us in any other way.

2.2. If you decide to purchase apps or other goods/products, or services on our website, we may also collect your shipping address, billing address, and payment information. Please note that we do not store your payment data; this is done by an external payment service provider. If you decide to subscribe to one of our newsletters, we will collect your name and email address.

2.3. The personal information you provide will be used to enable you to use our website and make purchases through the website. We also use this information for administration and troubleshooting purposes and to send you marketing materials (if you have consented to receive marketing materials from us). As explained in Section 2.8 below, we may use this data for other purposes when combined with other data we collect about you.

2.4. Data that is collected automatically. When you visit our website, we may automatically collect the following data: IP address, log-in data, location, browser plug-in types and versions, operating system and operating platform, information about your visit, including URL clickstream (sequence of page views) to, through and from our site, products you view or search for, download errors, length of visit to certain pages, and interactions between pages. Automatic data collection is conducted using various technologies, including "cookies."

2.5. We use the information that is automatically collected from us (1) to administer our site for internal activities, including troubleshooting purposes; (2) to ensure that content on our sites is presented as effectively as possible for you and your end devices; (3) as part of our efforts to ensure the protection and security of our site; (4) to measure and understand the effectiveness of the advertising we deliver to you and others and to provide you with relevant advertising; and (5) to make suggestions and recommendations to you and other users of our website about goods and services that may be of interest to you or them.

2.6. Data that we receive from other sources. We may receive information about you when you use one of the other services we offer on this website or when you have provided information to other affiliates. We also work closely with third parties (including, for example, business partners, sub-contractors for technical services, payment services, and delivery services, advertising networks,

analysis service providers, search engine operators, credit inquiry agencies) and may obtain personal data about you from them (including publicly available data).

2.7.If you order tickets via our website for events that are organized by Paradise Garden GmbH or for which Paradise Garden GmbH holds the ticketing rights, personal data will be collected by See Tickets GmbH on behalf of Paradise Garden GmbH. Paradise Garden GmbH processes and transmits this data as described in the Privacy Policy available at https://termsconditionsprivacypolicy.s3-eu-west-1.amazonaws.com/GER_Privacy+Statement+See+Tickets+GmbH+September+2019.pdf.

2.8.As permitted by law, we may combine this data from other sources, including social media sites, with data provided by you and collected by us, including data obtained through cookies. We may use this information and the aggregated data to learn more about your preferences as our customer, to improve your user experience on our site, and to provide you with information, content, and offerings that are customized for you.

3. TRANSFER AND DISCLOSURE OF DATA

3.1.We may share your information with companies affiliated with Paradise Garden GmbH and third parties specified in this Policy for the purposes specified in this Policy. Where appropriate, we may also share your information with third parties if: (1) it is necessary to involve an external service provider to facilitate or enhance our services; (2) it is expressly requested by you (e.g., social networking sites); (3) it is required by court order or legal or regulatory requirement; (4) it is in connection with the sale or transfer of a business; (5) it is necessary to enforce our Terms of Service; (6) it is necessary to protect the privacy and security of our users, consumers, and third parties; and (7) it is necessary to protect our rights and property and the rights and property of our guests and third parties.

4. OPT-IN OR OPT-OUT OF DIRECT MARKETING

4.1.We and selected third parties may use the information you give us on our website for direct marketing purposes, to send you updates, newsletters, event notifications, or any other information that we think may interest you. Where required by law, we will obtain your consent before sending direct marketing material. In any event, we will provide you with the opportunity to opt-out of any communications we send you.

5. ANALYSIS AND ADS

5.1.We use third-party programs to make the ads we show you on our site or our affiliates' sites more relevant and interesting to you. For this purpose, we use cookies, web beacons, or similar technologies to collect data about your usage patterns and to provide you with interest-based advertising.

5.2.We also use third-party tools, including Facebook Custom Audience and similar tools provided by Facebook, to advertise on other sites (including social networking sites such as Facebook). Facebook Custom Audience is a tool offered by Facebook that assigns a customer/visitor of Paradise Garden to a Facebook user to advertise on the Facebook platform. For this purpose, we share your data with the relevant providers (e.g., Facebook) and use cookies or similar technologies on our website to analyze the effectiveness of our advertising on other websites. You can find more information about how Facebook uses data by clicking on the following link: <https://www.facebook.com/privacy/explanation>.

You may withdraw your consent to the use of your information for these purposes at any time by contacting us by email: info@paradiesgartenfestival.at

6. COOKIES AND OTHER TECHNOLOGIES

6.1. We collect data automatically using “cookies.” A cookie is a text file containing a small amount of data that a website can send to your browser and which is then stored on your computer as an anonymous tag to identify your computer but not you. Some of the pages of our website use cookies to provide you with a better service when you return to the website. You can set your browser to notify you before you receive a cookie, giving you the opportunity to decide whether to accept it. You can also set your browser to turn off cookies. If you do so, some services on our website may not function properly.

7. LINKS TO OTHER WEBSITES AND SOCIAL MEDIA

7.1. Links to other websites are provided for information purposes only. Other websites are beyond our control and are not covered by this Policy. If you visit other websites via the links provided, the operators of those websites may collect information about you, which may be used by the operators in accordance with their Privacy Policy in a manner that may differ from our Policy.

7.2. Certain hypertext links within the online service www.paradiesgartenfestival.at lead to websites that are not under the control of Paradise Garden GmbH. Paradise Garden GmbH has not reviewed any of the websites linked to the Service and is therefore not responsible for the nature, content, or compliance with the Privacy Policy of any website that is not part of the Service. Paradise Garden GmbH assumes no responsibility or liability whatsoever for the content of websites outside the Service that are accessible via a link within the Service. Visiting such a website is the sole responsibility of the user.

7.3. Some pages on our website may contain third-party content, applications, or plug-ins that track your use of content, applications, or plug-ins and/or that optimize your use of content, applications, or plug-ins. For example, if you share an article on our site using a social media share button (such as Facebook, Twitter, or Google Plus), the social network that created the button will record the activity.

8. DATA STORAGE

8.1. We will not store your data longer than necessary for our business purposes or as required by law. However, please note that we may retain some data when necessary to comply with our legal obligations, such as for tax and accounting purposes.

9. YOUR RIGHTS

9.1. If you would like a copy of any personal information we hold about you or to correct or amend any inaccurate information or have it deleted, please contact us at the address below. Before we can respond to your request, we may ask you to verify your identity and provide further details about your request. We will attempt to process your request within a reasonable time and in any event within the period required by law.

9.2. It is your responsibility to ensure that the information you provide is true, correct, complete, and up to date. You can also have us update your personal information by contacting us at the address below.

10. DATA SECURITY

10.1. We use appropriate security measures to protect your personal data stored by us against unauthorized access, unauthorized collection, use, publication, duplication, modification, or deletion. All data that you provide us with is stored on secure servers.

10.2. If you have a password to access our website, you are responsible for keeping your password safe and confidential.

11. TRANSMISSION VIA THE INTERNET

11.1. Since the Internet offers a global environment, the collection and processing of personal data via the Internet necessarily involves the international transfer of data. Although we usually store personal data that we collect about you through our website in your region (for example, in the European Economic Area for European visitors), your personal data may also be transferred to parties outside your region (where different data protection laws apply). In this case, we will ensure that the transfer is carried out in compliance with contractual or other measures to protect the data.

12. USE OF THE WEBSITE BY MINORS

12.1. If you are 14 years of age or younger, please obtain the consent of your parents/legal guardian before submitting information to us through our website. Without this consent, it is forbidden to provide data. If you do provide us with data, we will stop processing this data as soon as we become aware of it.

13. QUESTIONS CONCERNING THE POLICY

13.1. This website is maintained by Paradise Garden GmbH. If you have any questions, concerns, or complaints regarding this Policy or our handling of your information, please email us at info@paradiesgartenfestival.at