

PRIVACY STATEMENT
SPORTS ENTERTAINMENT GROUP INTERNATIONAL B.V.

1 Introduction

- 1.1 We are Sports Entertainment Group International B.V. incorporated in and with offices at (1114 BC) the MediArena 12, Amsterdam-Duivendrecht, the Netherlands (“**SEG**” or “**we**”). Unless explicitly stated otherwise, we are the ‘controller’ for the processing of Personal Data as detailed in this Privacy Statement (“**Privacy Statement**”). SEG can be reached by e-mail at info@seginternational.com.
- 1.2 While receiving our newsletter, browsing our website <https://seginternational.com/> (“**Website**”), partnering with us or applying for a job with us (“**Services**”), we will receive personal data about you. You may give this to us intentionally (e.g. via forms) or we may collect this automatically (e.g. via page browsing).
- 1.3 SEG is processing information that relates to identified or identifiable natural persons (“**Personal Data**”). To such processing of Personal Data, various laws and legislation possibly apply, such as but not limited to the General Data Protection Regulation (“**GDPR**”). In this Privacy Statement, we set out why and how we process Personal Data.
- 1.4 In addition to this Privacy Statement, the following documents govern our Services:
- 1.4.1 Our Customer Privacy Statement with respect to customers of SEG, which customers will receive prior to the provision of our services.

2 PROCESSING OF PERSONAL DATA

- 2.1 **Personal Data** – We collect personal data from users of our website and services, from partners that help us supply our services to you, from our suppliers, and from our job applicants.
- 2.2 The categories of personal data we collect are:
- 2.2.1 **Website usage and browser information**, such as the pages you visit and the links you click on plus the time, frequency and duration of your visits, location data, search history for our website, and your IP address;
- 2.2.2 **Contact details**, such as your name, phone number, email address and information you provide to us during your communications to us;
- 2.2.3 **Job application information**, in case you apply for a job with us, such as your educational background, interests, skills and work experience, and other information listed on your resume;
- 2.3 **Purpose** – The Personal Data as mentioned in paragraph 2.2 is processed for the following purposes:
- 2.3.1 To analyze the use of our Website and to optimize the contents thereof;
- 2.3.2 To provide you with information or assistance that you request from us and to let you know about important changes or developments in our services; and

2.3.3 To be able to review and evaluate your job application.

2.4 **Legal grounds** – The legal grounds for the processing of Personal Data as mentioned in paragraph 2.2 are:

2.4.1 Your consent with regard to the Personal Data processed;

2.4.2 Our legitimate interest to process your Personal Data, for example to optimize the contents of our Website; and

2.4.3 As necessary for the performance of a contract to which data subjects are a party or in order to take steps at data subjects' requests prior to entering into a contract.

2.5 **Retention** – The retention period of your Personal Data depends on the nature and the purpose of the Personal Data processed. We will not retain applicants' Personal Data for longer than four weeks, unless you have given us permission to retain your Personal Data for one year. With regard to other types Personal Data, we will not retain your Personal Data longer than necessary for the specific purpose, unless SEG is required by law to store the Personal Data for a longer period of time.

3 **THIRD PARTIES, RECIPIENTS AND TRANSFERS**

3.1 We may share the Personal Data with third parties ('recipients') if this is necessary for one or more of the purposes mentioned above. The following categories of recipients may have access to data subject's Personal Data:

3.1.1 **Affiliated group-companies**, if this is necessary for compliance, internal reports, audit or security purposes, or for the execution of an agreement with data subjects;

3.1.2 **Our accountant, legal advisers and other professional service providers** engaged by us for compliance reasons;

3.1.3 **Governmental bodies, courts, supervisory authorities, law enforcement or intelligence agencies**, if we have a legal obligation to provide them with Personal Data; and

3.1.4 **Providers of IT services** we use for our systems.

3.2 When we transfer Personal Data to our partners, we aim to transfer as less Personal Data as possible.

3.3 The third parties receiving or accessing your data might be located outside the European Economic Area (EEA). When transferring data for which we are responsible to countries outside of the EEA (so-called 'third countries'), we ensure 'appropriate safeguards'. More specifically, we contractually bind recipients of Personal Data to protect your data using the Standard Contractual Clauses (SCC's) as approved by the European Commission. We will assess in advance (where necessary, with the help of the recipients in third countries) on a case-by-case basis if the law or practice of the third country diminishes the effectiveness of the SCC's. In those cases, we will implement supplementary measures that fill the gaps in the protection and bring it up to the level required by EU law.

4 YOUR RIGHTS

- 4.1 The GDPR, depending on the circumstances, provides data subjects with the following rights:
 - 4.1.1 The right to **access** to Personal Data;
 - 4.1.2 The right to **rectification** of Personal Data;
 - 4.1.3 The right to request from SEG the **erasure** of Personal Data, under certain conditions;
 - 4.1.4 The right to request SEG whether the processing of the Personal Data may be **restricted**;
 - 4.1.5 The right to **object** to processing;
 - 4.1.6 The right to **data portability**;
 - 4.1.7 Where the processing is based on consent: the right to **withdraw** such **consent** at any time, without such withdrawal having effect on the legitimacy of the processing prior to withdrawal; and
 - 4.1.8 The right to **lodge a complaint** at a supervisory authority, for example the Autoriteit Persoonsgegevens (<https://autoriteitpersoonsgegevens.nl/>).
- 4.2 SEG does not conduct automated decision-making, including profiling as referred to in articles 22(1) and (4) of the GDPR.

5 SAFEGUARDING YOUR PERSONAL DATA

- 5.1 SEG highly values the secure processing of Personal Data. Therefore, we may implement security measures, such as but not limited to:
 - 5.1.1 The pseudonymization and encryption of Personal Data;
 - 5.1.2 The ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;
 - 5.1.3 The ability to restore the availability and access to Personal Data in a timely manner in the event of a physical or technical incident; and
 - 5.1.4 A process for regularly testing, assessing and evaluating the effectiveness of technical and organizational measures for ensuring the security of the processing.

6 AMENDMENTS

- 6.1 SEG may amend this Privacy Statement from time to time. Please consult the Website to review any updates and always read our most recent Privacy Statement before providing Personal Data to SEG.

7 QUESTIONS

- 7.1 Any questions, concerns or comments on this Privacy Statement, the processing of Personal Data or the Services of SEG? Please contact info@seginternational.com.