

PRIVACY POLICY | MU HYBRID ART HOUSE

MU Hybrid Art House (hereinafter known as 'MU') processes your personal data to provide its services. This privacy policy describes how we deal with your personal data and how we gather, process and use this information. Your privacy is very important to MU and we will always process your data in accordance to the General Data Protection Regulation (Implementation) Act.

This privacy policy is updated from time to time. Last updated: December 2021.

CONTACT INFORMATION

Stichting MU

Address:

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mu@mu.nl

www.mu.nl

PERSONAL DATA PROCESSED BY MU

MU processes your personal data because you make use of our services and / or because you provided us with this information. You can find a list of the personal data MU processes below. MU uses your personal data according to the services that you use or the products that you purchase.

- First and last name
- Address
- (Mobile) telephone number
- Email address
- Other personal data you actively provided in your communication with MU, for example by email or by phone, or when you share personal data with us to participate in a MU project, exhibition, or open call (an open request for proposal).

THE AIM OF PROCESSING PERSONAL DATA

MU processes your personal data on a legal basis with the following purposes:

- The data subject has given consent to the processing.

To send newsletters, press releases, invitations (digitally or by post), solely with your explicit permission: you can unsubscribe from these services at any given time. When you provide us with personal data to participate in a MU project, exhibition or open call.

- Processing is necessary for performance of a contract between the two parties.

To sell tickets for exhibitions, events or other programs. Or to deliver goods and services you bought / requested, for example products from MU's online shop.

- Processing is necessary for compliance with a legal obligation.

MU processes personal data to comply with applicable laws, to comply with requests from public and government agencies, or to cooperate with law enforcement.

PROCESSING OF SENSITIVE PERSONAL DATA

Mu.nl, websites managed by MU (badaward.nl and theselfdesignacademy.nl) and / or services provided by MU do not intend to collect data about visitors under the age of 16 without the consent of parents or legal representatives. However, MU cannot verify the age of an online visitor. If you suspect that MU has collected personal data about a minor without permission, please contact us.

PERIOD THAT PERSONAL DATA ARE KEPT

MU does not keep the processed personal data any longer than it is necessary for the purpose of data processing. The period that personal data are kept depends on the purpose. This is described in MU's GDPR processing register.

THE EXCHANGE OF DATA

MU shares information with third parties 1) if there is a lawful basis for this as described in the General Data Protection Regulation (Implementation) Act 2) to perform its services. Third parties may view data and / or are data processors, but they are never data controllers. With third parties, MU arranges Data Processing Agreements (DPA) to ensure the same level of security and confidentiality of your data as described in this privacy policy.

MU solely uses the personal data in its possession via third parties for the purposes described in this privacy policy. MU never sells your personal data to third parties.

Mailchimp

MU makes use of the services provided by Mailchimp in order to send newsletters, press releases and invitations. MU has access to your email address and optionally (if you add this) your first name, last name and address. Your address information is only used when you gave explicit permission to receive mail by post. Via the link in the footer of all emails MU sends via Mailchimp, you can permanently delete your data or change your preferences. Read more about the [Privacy Policy of Mailchimp](#).

Eventbrite

MU makes use of the services provided by Eventbrite for online ticket sales. In Eventbrite, you create your own account where you add your first name, last name, email address and bank details. MU only has access to the last 3 digits of your bank account. At any given time you can change or permanently delete your account. Read more about [Privacy Policy of Eventbrite](#).

SumUp

MU makes use of the services provided by SumUp for all transactions by card. Read more about [Privacy Policy of SumUp](#).

Partners Bio Art & Design (BAD) Award

For the annual Bio Art & Design (BAD) Award, MU cooperates with several partners. These partners have access to the personal data of those who have applied for the award, like data provided by the applicants, on their own initiative, through the application and contact forms. The partners can solely view personal data via a secured online environment that is managed by MU: they are not authorized to manage or process the personal data.

AUTOMATED DECISION-MAKING

MU does not make solely automated decisions, meaning without any human involvement.

INSPECT, CHANGE OR REMOVE PERSONAL DATA

You have the right to inspect your personal data and correct or remove them. At your request, we will provide you with information concerning your personal data we possess. We will send this information in a computer file to you or a designated organization. You can withdraw your consent at any time for the future processing of your personal data. It is not permitted to inspect the data of others.

If you would like to inspect, correct or remove your personal data, or if you would like to receive your personal data we possess, you can send us an email or letter by post. Include a copy of your identity card. To protect your privacy, we ask you to make sure your photo, MRZ, passport number and Social Security Number are not visible. MU will respond to your request within 4 weeks.

Finally, you have the right to submit a complaint to the supervisory authority if you think your personal data are being processed in violation of this Privacy declaration.

SECURITY OF PERSONAL DATA

MU ensures suitable security for the personal data that it has in its possession, in line with the applicable legal requirements and directives for this. MU takes appropriate technical and organizational measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changing of information. If, despite the security measures, there is a security incident that is likely to have adverse consequences for your privacy, MU will inform you as soon as possible. If you feel that your personal data are not properly secured, please contact us.

PHOTOGRAPHY AND FILMING IN MU

During exhibitions and events, on a regular basis photographs are taken and films are made. If you don't want to be captured on photo or video, please notify the staff. You will receive a colored sticker that you can stick visibly on your clothing, so the photographer / videographer can clearly see who should not be on camera.

SOCIAL MEDIA BUTTONS

Mu.nl and websites managed by MU (badaward.nl and theselfdesignacademy.nl) include buttons to 'like' web pages via Facebook and 'tweet' them via Twitter. These buttons work by means of pieces of code which come from Facebook and Twitter respectively. MU does not have any influence on this. Please read the [Privacy Policy of Facebook](#) and the [Privacy Policy of Twitter](#).

LINKS TO OTHER WEBSITES

You can also find links to other websites on mu.nl and websites managed by MU. These websites may deal with privacy and cookies in a different way. Read about their policies on the relevant websites.