

Privacy Statement

Last Updated: Monday, April 14th, 2025

1. Introduction

STIXS Exhibition Services (“we”, “us”, or “our”) is committed to protecting your privacy and handling your personal data with care and integrity. This Privacy Statement explains how we collect, use, disclose, and safeguard your personal data when you interact with our services, including through our website (<https://www.stixs.nl>) and during exhibition and event management activities. We process your data in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

2. Personal Data We Collect

We may collect and process the following types of personal data:

- **Contact Information:**
Name, email address, telephone number, company name, job title, and other similar identifiers provided directly by you when inquiring about or contracting our services.
- **Exhibition/Event-Related Data:**
Details such as booth preferences, project requirements, payment information, and event participation data that help us deliver tailored exhibition stand solutions.
- **Website and Usage Data:**
Information automatically collected when you visit our website, including IP address, browser type, device information, pages visited, and cookie data. This data is used to improve our online services.
- **Other Information:**
Any additional data you may provide (for example, via forms, surveys, or email communications) that is necessary for fulfilling our services or for enhancing your overall experience.

We only collect data that is necessary to fulfil our contractual and legal obligations, as well as to provide and continuously improve our services.

3. How We Use Your Personal Data

Your personal data will be used for the following purposes:

- **Service Delivery:**
To design, plan, and execute custom exhibition stand solutions and manage your participation in events.
- **Communication:**
To respond to inquiries, send updates regarding your projects, notify you about changes to our services, and provide ongoing support.
- **Marketing (with Consent):**
To inform you about our services, upcoming events, and industry-related news. You will always have the option to opt out of such communications.

- **Website Improvement:**
To analyse user behaviour and improve website functionality, ensuring an optimal online experience.
- **Legal and Regulatory Compliance:**
To meet contractual obligations and comply with legal, tax, and regulatory requirements.

Processing of your personal data is based on the necessity for contractual performance, our legitimate interests (such as service improvement and operational security), or your explicit consent (where required).

4. Sharing and Disclosure of Your Data

We do not sell your personal data. However, we may share your data under the following circumstances:

- **With Trusted Partners:**
We may disclose your information to third-party service providers – including stand builders, event organizers, logistics providers, and IT or marketing agencies – under strict confidentiality agreements. Such partners assist us in delivering our services.
- **Legal Requirements:**
We may share your data when required by law or to enforce our legal rights, including providing information to regulatory authorities or complying with judicial orders.
- **Business Transfers:**
In the event of a merger, acquisition, or sale of assets, your personal data may be transferred to a successor entity. In such cases, we ensure that the privacy and security of your data remains protected under binding contractual provisions.

5. Data Security

We implement robust technical and organizational measures to protect your personal data against unauthorized access, accidental loss, and disclosure. These measures include encryption, access controls, secure storage solutions, and regular security audits. While no system is 100% secure, we continuously strive to protect your data to the best of our ability.

6. Data Retention

We will retain your personal data only for as long as it is necessary to fulfil the purposes outlined in this Privacy Statement, or as required by law. For example, certain transactional or contractual data may be retained for up to seven (7) years to comply with accounting and regulatory obligations. Once your data is no longer needed, we will take steps to securely delete or anonymize it.

7. International Data Transfers

Your personal data may be transferred and stored in countries outside the European Economic Area (EEA). In such cases, we will apply appropriate safeguards – such as Standard Contractual Clauses – to ensure your data is protected according to applicable data protection laws.

8. Your Rights

Under the GDPR and other applicable data protection laws, you have the following rights regarding your personal data:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Ask for inaccurate or incomplete information to be corrected.
- **Deletion:** Request the deletion of your personal data, subject to our legal obligations.
- **Restriction:** Request the limitation of processing where applicable.
- **Objection:** Object to our processing of your personal data, particularly for direct marketing purposes.
- **Data Portability:** Receive your personal data in a structured, commonly used, and machine-readable format.
- **Withdrawal of Consent:** Where processing is based on consent, you can withdraw your consent at any time without affecting the lawfulness of processing before withdrawal.

To exercise any of these rights, please contact us using the details provided in Section 11. We will respond to your request within the time frames required by law.

9. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance functionality, secure our systems, and collect analytical data regarding user behaviour. The cookies we use include:

- **Essential Cookies:** Needed for security, authentication, and basic website functionality.
- **Analytical Cookies:** Used to analyse user behaviour on our website to help improve your experience.
- **Marketing Cookies:** Used for targeted advertising and to track the effectiveness of our marketing campaigns (only applied with your consent).

You may manage or disable cookies through your browser settings, though this may impact your ability to use some features of our website.

10. Updates to this Privacy Statement

We may periodically update this Privacy Statement to reflect changes in our practices or relevant legal requirements. Any updates will be posted on our website and, if the changes are significant, you may be notified directly. Please review this page periodically to stay informed about how we are protecting your data.



11. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Statement or our data practices, please contact us at:

- Email: info@stixs.nl
- Phone: +31 6 57 54 53 97
- Address: De Cuyperstraat 6, Wanssum, 5861CM, The Netherlands

By using our services or visiting our website, you acknowledge that you have read and understood this Privacy Statement.