

EY Direct Marketing and Events Privacy Statement Netherlands

17 November 2021

This Privacy Statement explains how EY in the Netherlands processes personal data in the context of direct marketing activities and events. In so doing, EY implements the applicable privacy rules such as those laid down in the General Data Protection Regulation ((EU) 2016/679; the **GDPR**). More general information about such matters as data transfer and the security of your data can be found in the General Privacy Statement of EY Netherlands (available via [this link](#)), and for the worldwide EY network in the [EY Global Privacy statement](#).

1. What do we use which personal data for?

1.1 Marketing activities

This Privacy Statement deals with the processing of personal data in the context of our direct marketing activities. At EY, the following direct marketing activities can be distinguished in this regard:

- email campaigns. This includes in the first instance newsletters, (gated) content, and invitations for events, webinars/webcasts and surveys. Also e-mail messages drawing attention to EY content - such as reports, publications, investigations, blogs and articles - fall into this category;
- Regular mail and phone. We send few communications (magazines) by regular mail. You may also be contacted personally by phone, for example to invite you for an event.
- events. This relates to the organization of live events at EY and external locations. EY also organizes webinars/webcasts, which often provide updated content on a particular subject.
- profiling and scoring: At EY we keep a marketing profile of our direct marketing related contacts. This profile contains data you included in online EY forms; registrations for EY events, sometimes with data on your participation to the event; and your indicated preferences for mailings, to ensure you receive the corresponding mailings. If you consented to advertising/ targeting cookies [[link](#)], the profile also contains data on your interactions with ey.com online content. With the profile information scores are calculated, indicating likeliness of opportunity. In the future, our marketers may pass on scores and/or relevant profile information to EY relation managers, for personalized contact and an optimal experience.
- external communication. An important platform for external communication is our global website ey.com, where EY Netherlands has its own pages. There, through contact forms you can reach out to us. Our relationship managers also keep in touch with their contact persons at their clients or other business relations. Additionally, we seek and remain in contact with customers and prospects via social media. In doing so, we make use of LinkedIn, Facebook, Twitter, Instagram and Youtube, among others.

1.2 Purposes of processing personal data

In the context of our aforementioned direct marketing activities, we use personal data for the following purposes:

- collecting and registering contact details for the implementation of our direct marketing activities, including sending direct marketing messages;
- informing contacts about EY news and new and existing services;
- informing contacts about and inviting them to EY events or events in which EY will take part;
- In some cases, selection of invitees for an event and/or matching with target group description and criteria;
- Organizing and facilitating events, including related communication.
- Taking into account your indicated wishes and requests as much as possible at events.
- Granting of participation certificates / training points for events (where applicable)
- Setting up a marketing profile.
- Ensuring of communication in line with your preferences, opt-in/out choices and event registrations (based on the marketing profile)
- scoring: automatically analyzing aforementioned profile to calculate likeliness of the contact to be a business opportunity for EY and use that information to drive sharper, more relevant engagement for EY;
- establishing and keeping meaningful contact with customers and prospective customers, building relationships and optimizing sales, also using said profiling and scoring data;
- for other analysis purposes, for example in order to monitor marketing campaign performance and optimize the use of newsletters and event organization;
- promoting EY's brand image in a broad sense;
- internal management, facilitating internal processes and for security purposes;
- handling questions, complaints and disputes (including conducting proceedings);
- in order to comply with legal obligations, including requests from competent supervisory authorities, in so far as required under the applicable regulations.

1.3 The data subjects

We process the personal data of the following categories of contacts:

- Subscribers to our marketing communications and/or events, website visitors who submit our (other) online forms such as event subscriptions, customers, prospective customers, business contacts to whom we send/wish to send direct marketing messages.
- EY staff and external parties involved in our direct marketing activities. This statement however is not intended to inform our/service provider staff about the processing of their data. This statement is directed solely to the first category of data subjects above: our contacts.

1.4 The types of personal data we process

We process various types of personal data of our contacts. Below is an overview with further specification and/or examples of what we need these data for.

- name, titles and gender (salutation).
In order to be able to contact you and, in so doing, to use the correct honorific.

- contact details (address, email address, telephone number, fax number, social media name; professional and perhaps also personal) and related opt-in/out data where required.
In order to be able to send you messages, including by post, email, telephone or social media.
- job details (position, employer/employing organization, sector).
In order to be able to provide you with information that is relevant to you and to be able to gear our activities to your position and the organization where you are employed.
- data obtained on your online and click behavior relating to your interactions with EY online content (for ey.com online content, depending on your cookie settings, manageable [here](#)).
IP address with the company data connected to it; type of device and unique identification number of the device (MAC address); browser type; global geographic location (e.g. location at country or city level); other technical information, such as in relation to the interaction between the device and our website, the webpages visited, time spent there, links clicked on, advertisement shown/clicked on - also on external websites, and log data.
- Opt-ins/outs, indicated and inferred preferences and interests with respect to, among other things, subjects/themes, mail/email campaigns, industry/sector, channel and frequency preference.
In order to be able to provide you with information that you selected and is relevant to you, in line with applicable law.
- country/region and/or languages that someone has a command of.
In order to know what language we can use to contact you and attributing contacts to EY firms in their selected country;
- the events or meetings for which you have registered or which you have taken part in, sometimes with proof of participation, certificate, (training)points, (automatically) gathered participation data such as show/no show, date, time and part of the viewing of a webcast.
In order to obtain an overview of the registrations for an event, provide correct event communication and documentation adjusted to participation status, comply with applicable certification and/or accreditation systems, and to subsequently analyze and optimize the impact of our events;
- data about which digital messages you open and when and whether you 'click through'.
In order to analyze and improve the results of our direct marketing messages and to gear these to the customer's needs;
- other data, wishes or requests that you communicate to us in the context of our direct marketing activities.
This can include an indication of your dietary preferences for an event that includes lunch/dinner, the registration for an event/session or specifications in relation to a parking space when you participate in an event, or payment data for paid events or event related (travel and accommodation) facilities arranged for you through EY.

- When we collect the data mentioned above, it is generally added to your personal marketing profile at EY.
In addition to the various purposes mentioned above, the profile can be used to automatically calculate scores. Based on the profile content and score, our marketeers or the system can identify contacts ('leads') that could be followed up for relationship building and/or potential sales. You will get you a personalised contact and service.
- Automatically calculated scores indicating likeliness of a contact to be a business opportunity for EY. These scores are linked to the individual marketing profiles.
- At physical events, sometimes image and sound recordings are made.
If for communication and marketing purposes we want to make image and sound recordings at an event, also including audience, we will communicate about this at the event. Where needed, we ask for consent.
- Some events, like Tomorrow's Economy, are on invitation base only. To receive an invitation you generally need to have been proposed by an EY relationship manager. Additionally, a proposed invitee must match the target group description and criteria. The program manager of the event checks this with the EY relationship manager and may also check with our professional information available via LinkedIn, Company Info, if needed also with an internet search.

We do not intend to process sensitive personal data such as special categories of personal data as referred to in the General Data Protection Regulation ((EU) 2016/679). We therefore will not attempt to derive data concerning your beliefs from your dietary preferences, data about your health status from, for example, the requirement for a handicapped parking space or data about your race/ethnicity from your passport photo. We process such data solely for the purpose for which you have provided them. Mostly this is to take into account your indicated wishes and requests as much as possible at a particular event. If needed we request you explicit consent for processing data that may reveal special categories of personal data.

1.5 The basis for processing personal data

- **consent.** Your unambiguous consent is the basis on which we send out direct marketing e-mail messages. Your consent also serves as our basis for adding your behavioural tracking data to your marketing profile. Our requests for consent indicate what the consent pertains to.

You can withdraw your consent at any time, for example via the links in the communications you receive from us, leading to your preference center, to unsubscribe for the specific campaign or to unsubscribe for all marketing communications, or by contacting us via the email address indicated below under number 8 ("How can you contact us?");

- **legitimate interest.** In so far as we process personal data in the context of our direct marketing activities without asking consent, contract with you or legal obligation, this processing will be based on our legitimate interests in (a) effectively maintaining contacts, building relationships with them by communicating in line with their preferences and interests; (b) improving sales by effectively identifying business opportunities and following them up on the right moment; and (c) in developing and improving our site and marketing

efforts in general. This includes recording indicated choices (subscriptions/ topics/ preferences) in marketing profiles, as that enables us to ensure that contacts only receive the communications they are interested in and subscribed to. This also includes addition of basic details to the profile (name, country/region, function title, organization, sector). Impact on privacy is limited as contacts actively provided these choices and details while addition to their profile was pointed out - where applicable. Moreover, it is in the contacts' own interests to only receive communications in line with their choices and EY is obliged under GDPR to keep personal data up to date. This data generally relates to the professional capacity and interests of our contacts, not to their personal life. EY will not purposefully derive sensitive data or data of a personal nature from the information obtained. EY's legitimate interest therefore prevails in this case over the interest of privacy.

for more information about legitimate interests as a basis for processing data in the context of direct marketing activities, you can contact us as indicated below under number 8 ("How can you contact us?").

- **Organizing events: Contract execution.** When you register for an EY event, the EY entity organizing and facilitating that event bases the related processing of personal data, including necessary event communications, on the necessity thereof for your participation. Apart from that, part of the processing can be based on your consent, for example for processing of special categories of personal data that could be inferred from dietary preferences.

Did you not register for an EY event yourself, but did someone else register you as an extra guest? Then in first instance there is no contract between you and EY and EY processes your personal data based on your and our legitimate interests with a proper administration and communication relating to the event.

- **legal obligation.** Under legal accountability obligations, we must be able to demonstrate that we have opt-ins (consent) for most direct marketing communications we send out. We must also register opt-outs in order to live up to our obligation to respect marketing opt-outs. Apart from that we may exceptionally have to process marketing related personal data to fulfill a legal obligation. This may be the case if a competent supervisory authority requests information from us in the context of an ongoing investigation.

1.6 Minors and other persons with a legal representative

We do not target individuals under the age of 16. Should we become aware of a contact who has not yet reached the age of 16, the personal data about that individual will be deleted.

2. How do we obtain your personal data?

2.1 Method of acquisition

We obtain your personal data in a variety of ways:

- **by observing and/or recording it ourselves.** We process data about you which we have observed and/or recorded ourselves in the course of our activities. Examples of this are digital registration of login moments of webcast participants; and profiles that we create through analysis of your preferences and (online) behavior, including whether you open an email or click through to a particular webpage ([cookies](#));

- **by obtaining it from you.** We obtain certain personal data directly from you. This can include your consent and preferences when you register for a particular newsletter/event. Unless otherwise indicated, you are not obliged to provide us with any information about yourself;
- **by obtaining it internally.** It is possible that we will obtain personal data about you from other EY systems. This can include your general contact details;
- **by obtaining it from third parties.** We can also obtain personal data about you from other individuals or external parties. This can include a party with which we are organizing an event. If necessary, they may share the participant list with us;
- **by having it automatically generated.** We obtain certain personal data automatically. This can include scores on the basis of information in your profile, or metadata from a message you have sent to us, such as the time at which the message was sent and the size of the message.

2.2 Your subscriptions to EY communications

On various forms and pages on ey.com you can subscribe to EY newsletters, events or other e-mail communications. If you do so on EY Netherlands (subscription) pages, you will receive communications from [EY Netherlands firms](#) on the topics / newsletters / events selected by you. For global newsletters or events you may register for, the processing is handled by the EY global organisation. Your contact will be attributed to the country you most recently selected in the 'location' field in the online (subscription) form. If you select another country than the Netherlands, your contact will be attributed to that other country. In that case, you should consult the privacy information of that country and/or the [EY Global Privacy statement](#).

3. Who has or obtains access to your personal data?

The following individuals/parties have access to your personal data:

- the relevant EY entity, which is primarily involved in the processing of your personal data. Affiliated entities in the EY network. For example, these can be entities in the EY network to which you have also granted consent for them to approach you for direct marketing purposes;
- Within such EY entities, the marketers especially trained for this purpose have access to the data in marketing profiles. Only marketers working for the country to which your contact is attributed, are allowed to access these data. Use by other countries' marketers is only allowed when you have subscribed to such other country's newsletters and/or to topics or newsletters that by their nature are not (only) distributed from the Netherlands.
- For contacts managed by a relationship manager, marketers or the system may in the future pass on relevant scoring and profile data to that relationship manager at EY.
- Other EY personnel that may have access to the marketing profiles, are the people involved in IT development, reporting, support and security relating to the Marketing Automation Tool as well as support team members involved in segmentation across inbound and outbound campaigns and to manage unsubscribe request and record updating.
- Registrations for events and related e-mail correspondence are handled by the manager and project coordinators of the relevant event, together with their team (if they have one). Where needed they can provide participant lists of the event to relationship managers or other EY staff that in view of their business practice require insight into the contacts present at certain

events. If event data are added to your marketing profile, then this is clearly indicated at the moment of registration.

- If EY organizes an event in collaboration with an external party, then that partner will generally also have access to (part of) the participant data. For this part, EY will refer you to the privacy information of such partner.
- service providers/sub-contractors engaged by EY. An example is the IT supplier of the marketing automation tool in which we process your personal data (Marketo EMEA Ltd.). We have concluded agreements with these service providers in keeping with the privacy rules. These service providers are not permitted to process your personal data for their own purposes;
- another party which may also be involved in the processing of your personal data. This can include parties that we have engaged for the implementation of a particular direct marketing campaign. It should be noted that they may only process your personal data in the context of our campaign and may not share it with other parties;
- competent government agencies, where applicable. These can include courts or the police. In practice, it will almost never be necessary for us to provide them with your personal data in this context.

We share your personal data on a need-to-know basis with the relevant authorized individuals within EY firms or one of the other entities/parties mentioned above. In this case, “need-to-know” means that an individual/party will only be given access to your personal data if and in so far as this is necessary for the tasks carried out by that individual/party. This can be ensured with technical or organizational (governance) measures.

4. Are my personal data processed abroad?

Parties that are involved in the processing of your personal data may be located in other countries, especially as the marketing automation tool is a global system used by EY member firms over the world and has international support services. On the one hand, external parties are involved and, on the other, other entities within the worldwide EY network. The external party providing and hosting the marketing automation tool (Marketo EMEA Ltd.) is located in Ireland (EU). From there, data may be transferred to its sub-processors as listed here: <https://documents.marketo.com/legal/sub-processor-list>.

If involved parties are located outside of the European Economic Area (EEA), related data transfers are legitimized either by us as described in the General Privacy Statement of EY Netherlands (available via [this link](#)), or by Marketo where it concerns its sub-processors.

5. How do we decide how long to keep your personal data?

In principle, we do not store your personal data for longer than necessary for the purpose for which we process the personal data. In this case, this means that we will process your personal data for as long as we continue to maintain contact with you, for instance for the purpose of sending you direct marketing messages. We aim to avoid storing the personal data of inactive contacts for more than 18 months after the final moment of contact. In our marketing profile, logged activities are retained for 25 months. If you participate in an event, part of related data may have been added to our marketing profile. If we granted (official) certificates for event participation, we are generally obliged to keep proof of participation for a number of years. Otherwise registered event participant data are retained

until the EY-event is over and there is no longer a need to send anything to the participants, such as slide decks of presentations. You can request us to remove your personal data earlier, see the paragraph below: "What are your privacy rights?"

Under exceptional circumstances, we will process your personal data for longer than was necessary for the original purpose of processing it. We will do this if, for example, we need to store your personal data for longer in the context of legal proceedings.

6. What are your privacy rights?

In the context of our direct marketing activities, the privacy rights mentioned below are relevant. For a more detailed explanation of these privacy rights and the exercise thereof, see also the General Privacy Statement of EY Netherlands (available via [this link](#)). If you want to exercise these rights particularly in the direct marketing context, you can do this via the links in the direct marketing communications you receive. You may also communicate your request to gdpr.consent@nl.ey.com.

6.1 Right to withdraw consent

If EY has requested and received your (express) consent for processing your personal data in a particular manner, you can also withdraw that consent at any time. The withdrawal of consent has no impact on the lawfulness of the processing prior to your having withdrawn it. If you withdraw your consent, EY will no longer process those personal data for the purpose for which you granted consent. EY may, however, in some cases continue processing the personal data for another purpose, such as in the context of an event in which you take part.

6.2 Right of access

You have the right to obtain insight into the way in which we process your personal data. In first instance, this includes a right to receive a copy of the personal data, although you are in principle not entitled to receive a copy of the documents in which these personal data are included. In the second instance, you have the right to receive more detailed information about the way in which we process your personal data. This can include the purposes for which we process your personal data, how we obtained it and with whom we share it.

6.3 Right to rectification

The right to rectification means that, under certain circumstances, you have a right to have EY amend or add to your personal data. You have this right if we process personal data about you that are:

- factually incorrect;
- incomplete or irrelevant to the purpose for which they were collected; or
- otherwise being used in a manner in violation of applicable legislation.

The right to rectification is not intended for the correction of professional impressions, opinions and conclusions with which you do not agree. However, in that case, EY may consider adding your opinion about this to the personal data.

6.4 Right to erasure

Under certain circumstances, you have a right to have us delete the personal data we process about you. You may have this right in the following cases:

- **consent withdrawn.** We process your personal data on the basis of your consent, but you have withdrawn this consent;
- **objection successful.** You had successfully lodged an objection against EY's processing of your personal data prior to having granted your consent (see below on the right to object);
- **data no longer necessary.** EY no longer needs the personal data for the purposes for which EY was processing them;
- **unlawful processing.** EY processes the personal data unlawfully, for example because EY does not or no longer has a valid basis for doing so;
- **compulsory deletion.** The personal data must be deleted by EY in order to fulfill a legal obligation.

An easy option to request deletion of direct marketing related personal data, is via the relating button in your communications preference center as well as in the footer of your emails. You go to your preference center via the links in the bottom of marketing communications you received.

6.5 Right to restrict processing

The right to restrict processing entails that EY will, at your request, continue storing personal data about you but is in principle not permitted to do anything with those data. You have this right, briefly stated, when EY does not or no longer have a legal basis for the processing of your personal data or if this is under discussion. More precisely, this right applies in the following situations:

- **The processing is unlawful.** EY is not or is no longer permitted to process certain personal data about you, but you do not want EY to delete the data.
- **Personal data are no longer necessary.** EY no longer needs the personal data about you for the purpose for which it was processing them, but you do still need the personal data for a legal action.
- **Pending objection.** You have submitted an objection against the processing of your personal data by EY (see below on the right to object). This concerns the processing of your personal data before you granted, denied or withdrew your consent. While we are assessing your objection, we are obliged, at your request, to cease processing these personal data.
- **Contesting the accuracy of personal data.** You contest the accuracy of certain personal data that we process about you (e.g. via your right to rectification; see above). While we are assessing the contestation, we are obliged, at your request, to cease processing these personal data.

6.6 Right to object

You can object to EY's processing of personal data about you. In so far as it concerns processing for direct marketing purposes, EY will always honor your objection. EY will in that case no longer process these personal data for direct marketing purposes. EY may, however, continue processing the personal data if this is necessary for another purpose, such as for

ensuring compliance with your direct marketing choices (opt-out) and for demonstrating compliance (registration of previous opt-in/consent).

6.7 Right to lodge a complaint

You always have the right to lodge a complaint with a competent supervisory authority if you feel that your privacy has been infringed. In this context, this primarily concerns the supervisory authority in the Netherlands: the Dutch Data Protection Authority.

The right to lodge a complaint applies without prejudice to other possibilities to appeal to a higher governmental agency or for a judicial remedy. In the process, the supervisory authority with which the complaint is lodged must inform you about the progress and the outcome of your complaint, as well as a potential judicial remedy.

7. Who is responsible for processing my personal data?

EY is responsible (data controller) for the processing of your personal data in the context of direct marketing activities. EY can refer to one or more member firms of Ernst & Young Global Limited, each of which is a separate legal entity and can act as data controller. In this privacy statement EY mainly refers to the various EY entities in the Netherlands, to be consulted via [this link](#). Depending on the marketing activity, a different EY entity can be data controller(s).

- With email campaigns, events and external communication, for the Netherlands this is primarily Ernst & Young Nederland LLP.
- When it comes to the *management* of the marketing automation and the Customer Relationship Management tools, this is primarily Ernst & Young Global Services Limited LLP, which informs on its processing of personal data in the [EY Global Privacy statement](#).
- Almost all EY entities have access to these systems, which access is internally regulated and limited with governance measures. A list of all EY entities worldwide can be consulted via [this link](#).

8. How can you contact us?

If you have any questions or comments about how we process your personal data in the marketing context, you can contact our marketing department via gdpr.consent@nl.ey.com, or our Data Protection Officer (DPO) by email at privacy.nl@nl.ey.com or by phone on +31884075727. The DPO is our “internal regulator” in matters concerning data protection. See [this page](#) on the website of the Dutch Data Protection Authority for more information about the role and function of the DPO (in Dutch).

9. What is the relationship between this Privacy Statement and other documents?

9.1 Other EY Privacy Statements

This Privacy Statement specifically describes how we process personal data in the context of our direct marketing activities. However, we may also process your personal data in another context, for instance if you have an appointment at one of our offices. For general information on this subject, consult the General Privacy Statement of EY Netherlands (available via [this link](#)), and EY's General Privacy Statement at global level (available via [this link](#)). This Privacy

Statement supplements and elaborates further on the aforesaid Privacy Statements in relation to direct marketing and takes precedence over them.

If EY also uses your personal data for other purposes, another specific privacy statement may apply to the processing of those data. In that case, you will be notified of this separately.

9.2 Privacy statements of other parties

This privacy statement does not apply to services of third parties for which these third parties themselves bear responsibility. For example, this could be an external website where EY content is displayed. For more information about how these third parties deal with your personal data, please refer to the privacy statements and/or other information made available by those parties themselves.

10. Amendments

We may amend this Privacy Statement from time to time. The latest version can always be found on [this page](#). Notification will be given of any important amendments. The current version dates from November 2021 and describes additional processing relating to event management via the direct marketing automation system, as well as integration of the previously separate Privacy Statement for Events. Following this update therefore only remains one single EY Netherlands Privacy Statement for Direct Marketing and Events. The separate Events Privacy Statement hereby expires.

Preceding versions:

1 July 2021, description of additional processing through the newly implemented direct marketing automation tool, including profiling and scoring.

9 December 2020, adding more elaborate information on the processing of your data than the previous version.