



PRIVACY POLICY

1. Personal information

1.1 'We' and 'us/our' referring to Diversity Fashion Week Foundation, whose registered office is at Hortliijnhof 45, 1445 SK Purmerend and with company number 72222999. We are responsible of the personal data we collect, as set out in this privacy policy.

1.2. Our website, [DiversityFashionWeek](https://www.diversityfashionweek.nl) , is owned and operated by Diversity Fashion Week itself. Our website is hosted by Jouwweb B.V registered as 73261505.

1.3. Your privacy is important to us, which is why we have developed this privacy policy that explains how we collect, disclose, transfer, use, and your rights of the personal information you share with us. Please take a moment to read this policy.

1.4. If you have any questions, concerns or complaints about this privacy policy or the way we handle your personal data or if you would like to make a request to exercise your rights, as set out in article 4 of this privacy policy, you can contact us through:

(a) send a letter by post, to the aforementioned address,

(b) email us at the email address provided: media@diversityfashionweek.nl

Your request will be processed within one month of receipt. If the complexity of your request does not allow this, this period will be extended to two months. You will be notified of the decision to extend the term within one month.

If we are not at all able to comply with your request, this will also be communicated within one month of receipt. In that case, you have the option of submitting a complaint to the supervisory authority.

1.5. This privacy policy was last revised on 06-06-2026.

2. WHY AND HOW WE USE AND COLLECT YOUR PERSONAL DATA

2.1. Personal data is all data related to an identified or identifiable natural person. Identifiable refers to identifiers (such as name, ID number, location data, etc.) that can be used to directly or indirectly identify you (as a natural person).

2.2. The personal information we collect is collected and used for the purposes and legal bases listed below:

(a) You may be an existing or former customer or supplier of ours. In such a case, we use your personal data to communicate with you about (the status of) our services or your services respectively. In that case, your personal data will be processed in the context of the execution of an agreement/legitimate interest). We may also use your personal information for the purposes set out in (b) or (c).

(b) You may be interested in our services as a foundation and production agency. That is why we use your personal data for direct marketing to send you messages and newsletters about our services and our company, and realized or future projects. In this case, your personal data will be processed to represent a legitimate interest). After all, it is in the interest of both parties that interest is aroused in us and the business relationship by keeping you informed of relevant information about our services and our company.

As a foundation, we act as a processor of your data. With the information you make available to us, we present you in an optimal setting with a model booking as a final action. These bookings are framed in lifestyle events, photo and video shoots, advertising campaigns, e-commerce shoots and fashion show productions. When we share images or personal data with our customer, this only fits within an optimal presentation with a final booking as the goal. In this case, your personal data will be processed with a view to the execution of the agreement.

(c) We collect and process your personal data to support our website and to improve your user experience. This includes ensuring the security, availability, performance, capacity and condition of the website. In this case, your personal data will be processed to represent a legitimate interest.

(d) We may use your personal information to exercise or enforce the rights we have under applicable law, such as to establish, exercise or defend legal claims. We may also use your personal information to fulfill our obligations, as set out in applicable law. In this case, your personal data will be used to comply with a legal obligation.

2.3. You can unsubscribe from communications as set out in objective 2.2 at any time. (b) or 2.2. (c) (for direct marketing) through the procedure set out in our communications.

2.4. To achieve the above objectives, the following personal data may be requested, stored, collected and processed:

(a) Contact information (provided directly by you): We may receive your personal information directly from you when (i) you complete the various forms on our website, (ii) you use our services, (iii) we inform you request information about the ability to use your services or, (iv) we use your services.

In such cases, we receive and process the following personal data: your name, telephone number, e-mail address, address and information about your physique and all information that can be found on your identity card in order to arrange day contracts / insurance / travel documents. This personal data is processed for the purposes set out in Section 2.2(a), 2.2(b) and/or 2.2(c). We need to process such personal data in order to fulfill our obligations, as they apply to our potential or actual employment relationship and/or contractual connection.

(b) Business Cards: If you provide us with a business card at an event or meeting, we may process your personal information: your name, phone number, email address, address and position which will be listed on your business card. In that case, your personal data will be processed for the purposes set out in clause 2.2.(b) and/or 2.2.(c).

2.5. If you have not yet reached the age limit of 16, your personal data will only be processed after we have received written permission or authorization from your parent/legal representative. However, if you are a minor, but have reached the age limit of 16, you will have to give written permission for this.

2.6. As explained in 2.4. it is necessary for the executive of the agreement to collect certain 'sensitive' personal data (information about physique and appearance, info driver's license). By checking your agreement on our website you will give your permission for this.

2.7. Should the legal basis for processing such personal data be your consent, you will have the right to withdraw your consent at any time. However, this does not affect the lawfulness of data processing carried out before the withdrawal of your consent. Should the legal basis for processing data be our legitimate interest, you have the right to object to such processing, as set out in Section 4.12 of this Privacy Policy.

2.8. The collected data will only be used for the purposes for which the data was obtained.

3. RETENTION OF YOUR DATA AND DELETION

3.1. Your personal data will not be kept for longer than is necessary for a specific purpose. However, as it is not possible for us to specify such a period in advance, the retention period is determined as follows:

(a) Personal data used by us to provide services to you or your services to us, as set out in Section 2.2.(a), will be stored, retained and used for as long as necessary to provide the services and are stored and used for direct marketing. The data will be kept for a maximum of 1 year after the last use.

(b) Personal data used by us for direct marketing, as set out in Section 2.2.(b) or 2.2.(c), will be stored, retained and used for as long as we believe you will benefit from our communications. The data will be kept for a maximum of 1 year after the last use.

(c) Personal data provided to us through various forms will be stored, retained and used for our service as a foundation. If our collaboration does not start or come to an end, we will keep this data for another 6 months and it will be permanently deleted afterwards.

(d) Usage data is stored and retained for as long as such data is useful for the support of the website. The data will in any case be deleted 5 years after the last use.

3.2. Should you withdraw your consent or object to our use of your personal data and such objection is justified, we will delete your personal data from our databases. Please note that we keep the personal data to ensure that your preferences are respected in the future and only to ensure that you do not receive further communications from us.

3.3. However, the foregoing shall not prevent us from retaining information and content for legal purposes such as, but not limited to, the exercise or defense of a legal claim, purposes of evidence, backup, administration and the performance of other legal rights and obligations that we may have.

4. YOUR RIGHTS

4.1. This article lists your main rights under the General Data Protection Regulation (GDPR). We have tried to summarize these in a clear and readable way.

4.2. If you wish to exercise your rights, please send us a written request in accordance with article 1.4. of this privacy policy. We will respond to your request without undue delay, but in any case within one month of receipt of the request. If an extension of the deadline for responding to your request is necessary or if we do not take action on your request, we will inform you. In the latter case, you have the right to lodge a complaint with the competent authority.

The right of access

4.3. You have the right to request access to your personal data at any time.

4.4. You have the right to receive from us a copy of the personal data we hold about you, provided this does not adversely affect the rights and freedoms of others. The first copy is provided free of charge, but we reserve the right to charge a reasonable fee should you request additional copies.

The right to rectification

4.5. If the personal data we hold about you is inaccurate or incomplete, you have the right to rectify or supplement this information, taking into account the purposes of the processing.

The right to have data erased (the right to be forgotten)

4.6. In certain circumstances you have the right to delete your personal data without undue delay. This is possible if one of the following conditions is met:

- (a) The personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
- (b) You withdraw your consent and there is no other legal basis;
- (c) The personal data has been unlawfully processed;
- (d) The data subject has objected and there is no overriding legitimate ground for the processing; or
- (e) The erasure of data is necessary to comply with EU or Dutch law.

4.7. There are certain exceptions to the right to have data erased. These exceptions include those cases where processing is necessary

- (a) for exercising the right to freedom of expression and to freedom of information;
- (b) for compliance with a legal obligation; or
- (c) for the establishment, exercise or defense of legal claims.

The right to restrict data processing

4.8. You have the right to request that the processing of your personal data be restricted (meaning that the personal data may only be stored by us and used for limited purposes), if one of the following conditions is met:

- (a) you dispute the accuracy of any data (and only for as long as it takes to verify the accuracy);
- (b) the processing is unlawful and you request restriction (as opposed to exercising the right to erasure);
- (c) we no longer need the personal data for the processing, but require your personal data for the establishment, exercise or defense of legal claims; or
- (d) you have objected to the processing pending the verification of that objection.

4.9. In addition to our right to store your personal data, we may still process it in other ways, but only:

- (a) with your consent;
- (b) for the establishment, exercise or defense of legal claims;
- (c) to protect the rights of another natural or legal person; or
- (d) for reasons of important public interest.

4.10. We will inform you before lifting the data processing restriction.

The right to data portability

4.11. Where your consent is the legal basis for processing your personal data and such processing is carried out automatically, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply if it would adversely affect the rights and freedoms of others.

4.12. You also have the right to have your personal data transferred directly to another company, if this is technically possible, and/or to store your personal data on your own device for further personal use.

The right to object to processing

4.13. You have the right to object at any time to the processing of your personal data based on your particular situation, but only to the extent that the legal basis for processing is that the processing is necessary for:

(a) the performance of a task carried out in the public interest or in the exercise of official authority entrusted to us;

(b) legitimate interests pursued by us or a third party.

4.14. If you make such an objection, we will stop processing personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the purpose of recording, exercising or defending legal claims.

4.15. You have the right to object to the processing of your personal data for the purpose of direct marketing (including profiling for the purpose of direct marketing). If you make such an objection, we will stop processing your data for this purpose.

5. PROVIDING YOUR PERSONAL DATA TO OTHERS

5.1. In order to provide you with our services and to maintain a database of your contact details, we work with a third party service provider to process and store your personal information. We work with the following service providers:

(a) databases/hosting: Jouwweb B.V and Diversity Fashion Week

5.2. Such third parties have access to personal information as needed to perform their functions, but they are not allowed to use it for other purposes.

We do not sell or rent personal information collected through Diversity Fashion Week Site to anyone. When you provide us with personal information we also may use and share your personal information to contact you, including via email, to thank you for providing your request, to conduct satisfaction surveys, or for other administrative purposes related to your request.

5.3. We may also disclose your personal information in case it is necessary to comply with a legal obligation. We may also disclose personal information to protect your vital interests or the vital interests of another natural person.

Legal obligations lie in the context of the payment of the order, insuring the model that carries out the order, the optimal presentation and correct transmission of the appearance of our models. Information such as Religion, Race, Political preference, Health status, Sexual orientation, Union membership and Criminal record are not included in this data.

5.4. As such, we do not disclose any personal information to our social media partners. However, we do use social media plugins to refer you to our social media channels and to allow you to take advantage of our content. These social media channels are Facebook, Instagram, LinkedIn, Vimeo and Pinterest. When you share an item on Twitter, LinkedIn, like an item using a "Like" on Facebook, watch a video embedded on our website via Vimeo, or click a link to our profile on a social media channel, such social media service provider may collect personal information about you and associate this information with your existing profile on such channel. In such a case, the social media service provider acts as the administrator.

6. INTERNATIONAL DATA TRANSFER

6.1. We will ensure that any transfer of data to countries outside the European Economic Area takes place with appropriate security measures. Since we use Google Services, your personal data may be transferred outside of the European Economic Area.

6.2. At the time of publishing this privacy policy, Google is in possession of a Privacy Shield certification. Should the Privacy Shield be declared invalid for any reason or if Google ceases to comply with its obligations under the Privacy Shield, we will ensure that other safeguards, such as the standard contractual clauses provided by the European Commission, are used to protect your personal information .

6.3. You hereby authorize us to transfer your personal data outside the European Economic Area.

7. COOKIES

7.1. Our site uses cookies.

8. PRIVACY POLICY ADJUSTMENTS

8.1. We reserve the right to change this privacy policy in accordance with current national legislation. Since any change will affect you directly, we will resend the privacy policy to you and ask for your consent where necessary.

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