



FESTSPILLENE  
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# Bergen International Festival Privacy Policy

This Privacy Policy (updated 31 Oct. 2018) informs how the Bergen International Festival gathers and uses personal data.

The Marketing and Communications Director of the Bergen International Festival (henceforth referred to as the Festival) is responsible for ensuring that the Privacy Policy is also updated on the web pages.

The Festival, under the Chief Executive and Artistic Director, is the *data controller* of the company's *processing of personal data*. In instances where the daily responsibility is delegated, information of this will appear under each item. The delegation covers only the tasks and not the responsibility. The Policy contains information that the user is entitled to when data is collected from our website (Personal Information Act section 19) and general information on how we treat personal data (Personal Information Act section 18, 1st paragraph).

## [www.fib.no](http://www.fib.no)

The acting Communications Director has the daily responsibility for the Festival's processing of personal data on our website [fib.no](http://fib.no), unless otherwise stated under each item. The Festival's website is being relaunched in January 2019, and the Privacy Policy will be updated simultaneously. It is voluntary for those who visit the website to provide personal information regarding services such as receiving newsletters and text messages, asking questions via the chat service, participating in competitions or volunteering. The basis for processing data is the consent of the individual unless otherwise specified. Today's website is developed and operated by Knowit. Information collected in connection with the use of the website is stored in the Azure Database service. Only the Festival and Knowit (with subcontractor) have access to the data collected.

## Online Statistics

The Festival collects de-identified information about visitors to [fib.no](http://fib.no). The purpose of this is to develop statistics that we use to improve and further develop information services on the website. The information is not used to identify the user as a person, but to create statistics that show, for example, which pages are most visited, the most popular campaigns and ticket sales.

The data is processed in a de-identified and aggregated form. De-identified means that we can not track the information we collect back to the individual user. We receive the entire IP address, but the IP address is de-identified so that only the first three groups in the address are used to generate statistics. That is, if the IP address consists of the numbers 195.159.103.82, only 195.159.103.xx. is used. Also, IP addresses are processed at an aggregated level, meaning all data is merged into a group and not processed individually.

The analytics tool that we use on our website is Google Analytics, which is an open source tool (GPL).

## Cookies

[Fib.no](http://fib.no) use cookies. Cookies are small text files that are placed on the user's device when they download a webpage. The Festival uses cookies to generate traffic analyses so that we can improve the user experience and searches for Festival programme on our website. We are obliged to inform

the user about this, and if the user agrees they can continue to use the site as normal. Alternatively, they must disable the use of cookies on their device.

## Other uses for cookies

Cookies are also used for marketing on social media or through media networks. So-called retargeting marketing uses cookies to track the user's interests and show the user relevant marketing. For this, we use service providers such as Facebook and Google Adwords / YouTube and Schibsted Media Group. We also use cookies to track user behavior, technology, purchases and purchase patterns, as well as other relevant information on our website. These are anonymized data that say something about how fib.no is used by all visitors.

The storage of data and processing of this information is not permitted unless the user has been informed and has agreed to the processing. The user must be notified of and approve which data is being processed, what the purpose of the processing is and who processes the data, per the "Electronic Communications Act" section 2-7b.

We use the following Google cookies for web traffic statistics:

\_utmz describes how you ended up on our site. (Search, click on link, ad etc.)

\_utma describes how many times you have visited us.

\_utmb and \_utmc describe how much time you spend on our pages.

## Chat

The Sales Manager in the Marketing and Communication Department has the daily responsibility for the Festival's chat service on our website.

The Festival uses LiveHelpNow and has up to four users/operators. Visitors to the site will automatically see a pop-up window asking if they want to chat. The chat is answered by employees in the Marketing and Communication Department who can among other things see the IP address, browser, country, region and previous chats on the same day from the same IP address.

When the chat has ended, all operators receive a copy of the chat. This is used for training and improvement of internal communications, and the e-mails are deleted continuously. If no operators are logged in, the visitor can leave a message. Such messages will be sent to the Sales Manager by e-mail, who will reply and then delete the inquiry. The system generates anonymous statistics.

## Newsletters and email offers

The Communications Associate in the Marketing and Communication Department has the daily responsibility for the Festival's text newsletter service.

The user can choose to subscribe to newsletters to receive e-mails containing news, offers and information about the Festival and, in some cases, also marketing from our close partners and sponsors.

The user registers their e-mail address on fib.no, on the Festival's Facebook page or during a ticket purchase. The e-mail address is stored in a separate database in the TargetEveryone mailing system that collects and manages consents and interests. This is done so that the Festival has the opportunity to send relevant information.

The user will always receive information on how to change their consents and will always have access to their customer form. The procedure for altering consents will vary, either via a link on fib.no, or via text messages or e-mails sent to the user.

## Surveys

The Development Manager for Sales in the Marketing and Communication Department has the daily responsibility for the Festival's surveys. The Festival uses Surveygizmo to conduct surveys. We will always inform the user about the purpose of the survey and whether it is anonymous or not. The

Festival will not share the information with others or use the information for purposes other than those specified.

### Anonymous surveys

If the survey is anonymous, the Festival or Surveygizmo will not collect any information that can be linked to the user.

### Identifiable surveys

If the survey is not anonymous, the Festival can identify those who have answered the survey. We can also use TargetEveryone to deliver the survey, and email addresses will then be shared with the system.

## Text message service

The Sales Manager in the Marketing and Communication Department has the daily responsibility for the Festival's text messaging service.

The Festival uses the TargetEveryone service provider to send information related to events, such as changes to when an event begins, cancellations, and so on. Mobile numbers are stored in the customer database in TargetEveryone. They are, from among other places, imported from the ticket system Inhouse. Also, the text message service is utilized to send information and offers to audiences who have actively agreed upon updating consent forms distributed to our customers via TargetEveryone.

The user can opt out of the service by sending password STOPP to 2240, or by following the link in a newsletter if they subscribe to these. Information about the procedure for unsubscribing is included in each text message.

## Ticket system

The Sales Manager in the Marketing and Communication Department has the daily responsibility for the Festival's ticketing system.

The Festival's tickets are sold and distributed via Venuepoint AS / Eventim.

Payment of tickets takes place on an external payment page, and all communications are encrypted.

Personal data and purchase data will be available to Eventim and the Festival unless you request that the information be deleted by contacting [info@fib.no](mailto:info@fib.no). Data is transferred daily to the TargetEveryone subscription tool.

Mandatory fields for ticket purchase are name and e-mail address. The customer can change their personal data via "My Festival" in the ticket system. If the customer changes their contact information in connection with the purchase of tickets for the Festival, the new information will be altered in the TargetEveryone subscription tool.

New customers will receive a consent form describing how to receive information and offers from the Festival. Such mailing will be effectuated in TargetEveryone. Customers will always get information about how to change their consents and will always have access to their customer form. The procedure for changing their consents will vary, either via a link on [fib.no](http://fib.no), or via text messages or e-mails sent to the customer.

A company may process personal data if it is necessary in order to safeguard a legitimate interest which weighs heavier than the consideration of the individual's privacy. The Festival will, therefore,

contact customers with information related to purchases if there are significant changes to an event. This includes information about cancellations, a change of arena, and significant programme changes.

## Modifications

The Festival can modify the Privacy Policy to comply with new legal requirements or due to changes in its own procedures for the collection and processing of personal data. In case of changes that require consent, the user will be asked to agree to the new terms via email or text message before changes are implemented. Information about other changes will be provided on fib.no.

## Your rights

You can exercise your rights by sending an e-mail to [info@fib.no](mailto:info@fib.no). You are entitled to a response without undue delay and no later than within 30 days.

For more information regarding your rights, please visit [The Norwegian Data Protection Authority](#).

### Access to own information

You can request a copy of all the information we process about you.

### Correction of personal data

You may ask us to correct or supplement information that is incorrect or misleading.

### Deletion of personal data

In certain situations, you can ask us to delete information about yourself.

### Limitation of processing of personal data

In some situations, you may also ask us to limit the processing of information about you.

### Object to the processing of personal data

If we process information about you on the basis of our duties or on the basis of an interest assessment, you are entitled to object to our processing of information about you.

### You can complain about our processing of personal data

We hope you will tell us if you believe we do not comply with the rules of the Personal Information Act. Please contact us at [info@fib.no](mailto:info@fib.no).

You can also complain about our processing of personal data to [The Norwegian Data Protection Authority](#).

