

PRIVACY STATEMENT

DRAGONS' DEN EVENT

This is the privacy statement of ProductLife Group's Dragons' Den event, hereinafter referred to as 'PLG' and PLG Dragons' Den event. PLG is responsible for processing personal data of the data subjects involved. This statement therefore applies to the participants, contractors, and stakeholders involved in the PLG Dragons' Den event.

If you have any questions after reading this privacy statement, please contact us using the contact details provided in the last paragraph.

Types of personal data

We process a variety of personal data. The personal data that are processed for the PLG Dragons' Den event are:

- Audio data
- Contact data
- Competition data
- Health data
- Financial data¹
- Identification data
- Photographic data
- Video data

Types of data subjects

We process these personal data over a variety of data subjects. The data subjects that these personal data are processed about for the Dragons' Den event are:

- Contractors
- Participants
- Stakeholders

Use of personal data

We collect and use these personal data only for the purpose(s) for which the personal data have been provided to us and therefore to the extent necessary for the performance of the PLG Dragons' Den Event and related purpose(s). The purpose(s) for which we process data subject's personal data can be more specifically described as follows:

¹ As far as necessary for receiving the prize won

Event management

During the period starting with the selection of a person to be invited to an event and ending with the completion of all activities related to said event, the above-mentioned personal data will be processed and saved for the purpose of taking necessary measures and carrying out necessary activities for organising, staging and evaluating an event, and, if necessary, subsequent storage in compliance with the below-mentioned retention period.

Legal basis

The legal basis for processing these personal data of the data subjects involved in the PLG Dragons' Den event are:

- **Agreement** as in the agreement(s) between PLG and the data subjects involved in the PLG Dragons' Den event;
- **legitimate interests**² as in the interest in the proper and efficient managing of the PLG Dragons' Den event;
- **consent** as in consent for using 'Data concerning health' insofar this is relevant for the PLG Dragons' Den event that include the offering of meals, with possible diet or allergy dictated restrictions applying to the data subjects ; and
- **Legal obligations** as in PLG having to comply with legal obligations such as but not limited to tax law related obligations.

Recipients

It is possible that PLG may provide data about the participants to other organisations. If this happens, it is done carefully and only for the execution of the purpose(s) of the PLG Dragons' Den event. Examples are the provisioning of data to airline companies and hotel organisations selected for transport to, and lodging during the 2024 Olympics in Paris. If you have any objections, please let us know. However, you may have to subsequently organise your own means of travel and lodging.

Access to personal data

Within PLG, apart from the Mentor Dragons (ExCo) and ManCo, only the organisers of the Dragons' Den event have access to your personal data. The personal data are stored digitally and secured with among others two-factor authentication.

Storage period

Personal data shall not be stored or processed any longer than necessary for the purpose(s) for which they were collected. The retention period may differ for each (category of) personal data. This typically means retaining personal data for the duration of the event planning and execution, plus

² Insofar as the basis for processing personal data is the legitimate interest of our business operations, we always take into account the participants interest in the protection of his/her privacy.

any follow-up period required for reporting, feedback collection, next event promotion or legal obligations.

Apart from any legal obligation, this period generally, according to the CNIL, does not exceed 3 years from the last interaction with the participant.

Security of personal data

We have taken appropriate technical and organisational measures to protect your personal data against loss or unlawful processing, including but not limited to password protection, secure data storage.

Right to information, access, deletion, transmission and correction

You have the right to inspect your personal data and/or to correct, supplement, have removed and/or protect your personal data and to object to the processing of your personal data. In addition, you have the right to restrict the processing of your personal data and the right to transferability of your personal data.

In addition to the above rights, you have the right at all times to lodge a complaint about the processing of your personal data with the Data Protection Authority.

If this privacy statement states that the processing of your personal data is based on your consent, you have the right to withdraw your consent. This can be done through contacting PLG's DPO via the contact data provided at the end of this privacy statement. The withdrawal of your consent does not affect the lawfulness of the processing of your personal data prior to the withdrawal of your consent.

Changes

We reserve the right to amend this privacy statement. At present we do not anticipate an amendment during the PLG Dragons' Den event. In case an amendment occurs, we will actively notify you via your email address provided.

Contact and questions

If you would like to know more about this privacy statement, your rights, the processing and our further dealings with and attitude towards the processing of your personal data and/or privacy in general, please contact

Name: Jean Paul Westhof

Function: Data Protection Officer

E-mail: dpo@productlife-group.com