

## Privacy Policy

Jimmy Shy Media processes personal data to deliver its products and services. These are data related to natural persons. The processing of these personal data takes place with the utmost care and in compliance with the European General Data Protection Regulation (GDPR), as well as current national laws and regulations at the time of processing. The GDPR requires Jimmy Shy Media to provide insight into how personal data is processed, including the nature of the personal data, the legal basis and purpose of the data processing, and the rights that data subjects can exercise in this regard. Jimmy Shy Media will evaluate the privacy policy from time to time to ensure its continued relevance.

### Processed Personal Data

Jimmy Shy Media processes the following personal data:

General personal data:

- Surname
- First names
- Address
- Phone number
- Email address
- Bank account number
- Invoice number

Special personal data:

- Passport photo or other photo for identification
- Visual material taken during the execution of assignments

### Legal Basis for Processing

Jimmy Shy Media processes personal data only if:

- a. The data subject has given consent for the processing.
- b. The processing is necessary for the performance of a contract with the data subject.
- c. Jimmy Shy Media is required to comply with a legal obligation.
- d. Jimmy Shy Media has a legitimate interest, including promoting Jimmy Shy Media products and services to the data subject.

### Purpose of Processing

The above-mentioned (personal) data are used for the following purposes:

- Execution of assignments or contracts with the data subject.
- Invoicing.
- Delivery of products (photos, videography, other materials) or services.
- Providing information about changes to products and services.
- Marketing, promotion, advertising, and sending newsletters.
- Telephone and email contact.
- Compliance with legal obligations.

#### Sharing Personal Data with Third Parties

Jimmy Shy Media does not disclose your data to third parties by default and will only do so if necessary for the execution of a contract with you or to comply with a legal obligation. We will enter into a data processing agreement with organizations that process your data on our behalf to ensure the same level of security and confidentiality of your data. Jimmy Shy Media remains responsible for these processing activities.

#### Retention Period of Personal Data

Jimmy Shy Media will not retain the collected personal data longer than strictly necessary or legally regulated to achieve the purposes for which the data was collected. For each purpose, we follow the following retention periods:

- Legal basis: Jimmy Shy Media adheres to the legal retention periods.
- Marketing purposes: five years.
- Sending newsletters and/or advertisements: five years.
- Telephone contact: five years.
- Informing about changes to services: five years.

The data subject has the right to object at any time to the use of their personal data for "marketing purposes, sending newsletters, or advertising." This can be done by email at [jimmyshy.media@gmail.com](mailto:jimmyshy.media@gmail.com). Jimmy Shy Media will no longer use the data of the data subject for those purposes.

#### Use of Cookies on the Website

Jimmy Shy Media uses only technical and functional cookies. A cookie is a small text file that is stored on your computer, tablet, or smartphone when you first visit this website. The cookies we use are necessary for the technical operation of the website and for your ease of use. They ensure the

proper functioning of the website and remember your preferences, for example. Additionally, we place cookies that track your browsing behavior so that we can offer customized content. You can opt-out of cookies by adjusting your internet browser settings to no longer store cookies. You can also delete all information previously stored through your browser settings.

#### Google Analytics

Jimmy Shy Media uses Google Analytics to track how users use the website. The information obtained, including the computer's IP address, is transferred to and stored by Google on servers in the United States.

#### Security of Recorded Personal Data by Siemworks

Jimmy Shy Media takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure, and unauthorized alteration. If you believe that your data is not properly secured or if there are indications of misuse, please contact Jimmy Shy Media. In the event of a data breach, Jimmy Shy Media will take all necessary steps to minimize the consequences of the breach as much as possible. If there is a privacy risk, Jimmy Shy Media will report the data breach to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) within 72 hours. If there are foreseeable harmful consequences for the data subjects, Jimmy Shy Media will promptly inform them.

#### Right to Access, Correction, Restriction, and Deletion; Right to File a Complaint

You have the right to request access, correction, restriction, and deletion of your data. To do so, please contact Jimmy Shy Media via [jimmyshy.media@gmail.com](mailto:jimmyshy.media@gmail.com)

#### Withdrawal of Consent

You have the right to withdraw consent provided for the processing of personal data mentioned above, to the extent that this does not conflict with other legislation (such as data that is required for financial administration) or unnecessarily violates Jimmy Shy Media fundamental rights, such as the right to freedom of expression and information (including artistic and journalistic freedom). Contracts signed by you regarding the use of photos, such as a model release and/or quitclaim, are generally excluded from the right to withdraw consent.