MY WEDDING

SIGNATURE DESTINATION EXPERIENCES

PRIVACY POLICY – MY WEDDING B.V.

Version 1.0 – October 2025

Contact:
info@myweddingdestinations.com

MY WEDDING B.V.
Eerste Jan van der Heijdenstraat 152-2
1072 VD Amsterdam
The Netherlands
Chamber of Commerce no. 98393065
VAT NL868473583B01

1. INTRODUCTION

My Wedding B.V. (“My Wedding”, “we”, “our”, “us”) organises destination weddings and related events across Europe. We are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, disclose, and safeguard personal data in accordance with the EU General Data Protection Regulation (GDPR) and applicable Dutch data protection laws.
This Privacy Policy applies to our services, website, booking platform, interactive pricing calculator, and all related communications.

2. DATA CONTROLLER

My Wedding B.V. acts as the data controller for personal data processed in connection with our wedding and event services.
In certain cases, local planners, venues, or vendors involved in your event may act as independent data controllers for the personal data they process. In such cases, their own privacy policies apply.
For questions regarding data protection, please contact:
info@myweddingdestinations.com

3. PERSONAL DATA WE COLLECT

Depending on your relationship with us, we may process the following categories of personal data:
Clients
• Names and contact details (address, telephone, email, social media handles)
• Wedding or event details (date, location, guest numbers, preferences)
• Billing and payment information
• Information provided through our interactive pricing calculator
• Travel or accommodation preferences (if applicable)
• Correspondence, meeting notes, and planning records
• Dietary requirements or other event-related preferences voluntarily provided

Guests
• Names and dietary information (where provided by the Client)
• Other limited data strictly necessary for event coordination
Vendors and Partners
• Business contact details
• Contractual and payment information
Website and Platform Users
• IP address
• Device and browser information
• Cookie and anonymised analytics data
• Form submissions and inquiry information

We do not intentionally collect special categories of personal data unless voluntarily provided for event planning purposes (for example, cultural or dietary requirements).

4. PURPOSES OF PROCESSING

We process personal data for the following purposes:
• To prepare, conclude, and perform wedding or event agreements
• To provide planning, coordination, and vendor management services
• To operate our booking platform and interactive pricing calculator
• To communicate regarding bookings and planning progress
• To process payments and issue invoices
• To comply with legal, tax, and accounting obligations
• To maintain client and vendor records within Tribe CRM
• To improve our services, website, and user experience
• To promote our services, where permitted under applicable law

5. LEGAL BASIS FOR PROCESSING

We process personal data based on one or more of the following legal grounds under Article 6 GDPR:
• **Performance of a contract** (Art. 6(1)(b))
When processing is necessary to fulfil an agreement with you.
• **Legal obligation** (Art. 6(1)(c))
To comply with tax, accounting, or other statutory requirements.
• **Legitimate interest** (Art. 6(1)(f))
For internal administration, vendor coordination, service improvement, and promotion of our services, provided such interests are not overridden by your rights.
• **Consent**
Where required under applicable law, for example in relation to specific marketing communications or testimonials.

6. SHARING OF PERSONAL DATA

We share personal data only where necessary for service delivery or legal compliance:
• With local planners, venues, and vendors involved in your wedding or event
• With service providers supporting our operations, such as:
o Tribe CRM
o Accounting software providers
o Payment service providers
o Website hosting and IT providers
• With public authorities if legally required
Where third parties process personal data on our behalf, we ensure appropriate contractual safeguards, including GDPR-compliant Data Processing Agreements.
We do not sell or trade personal data.

7. INTERNATIONAL DATA TRANSFERS

Because My Wedding operates across Europe and serves clients worldwide, personal data may be transferred outside the European Economic Area (EEA).
Where this occurs, we ensure appropriate safeguards, including:
• EU Standard Contractual Clauses (SCCs)
• Adequacy decisions recognised by the European Commission
• Equivalent legally approved transfer mechanisms

8. PHOTOGRAPHY AND PROMOTIONAL USE

During weddings and related events, photographs and video recordings may be made by professional photographers and videographers.
Where individuals are identifiable in such materials, such images may constitute personal data under the GDPR.
My Wedding may use selected images for portfolio, website, social media, and other promotional purposes based on:
• performance of the contract (where imagery forms part of agreed services);
• legitimate interest in promoting our services (Art. 6(1)(f) GDPR); and/or
• consent, where required under applicable law.
General atmosphere images in which individuals are not the primary subject and are not reasonably identifiable may be used to the extent permitted by law.
If you or any guest object to the use of identifiable images for promotional purposes, you may contact us at any time. We will assess such requests in accordance with applicable data protection laws.
Images lawfully published prior to receipt of a valid objection may continue to be used unless removal is legally required.

9. DATA RETENTION

We retain personal data only as long as necessary for the purposes for which it was collected:
• Client and booking data: 7 years (in accordance with Dutch tax law)
• Vendor and contractual data: 7 years
• General correspondence: 2 years
• Marketing and newsletter data: until consent is withdrawn
• Website analytics data: in accordance with configured retention settings
After expiration of applicable retention periods, data is securely deleted or anonymised.

10. YOUR RIGHTS

Under the GDPR, you have the right to:
• Access your personal data
• Rectify inaccurate data
• Request deletion (“right to be forgotten”)
• Restrict processing
• Object to processing
• Request data portability
• Withdraw consent at any time (where processing is based on consent)
You may exercise these rights by contacting: info@myweddingdestinations.com
If you believe your personal data has not been handled properly, you may lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

11. DATA SECURITY

We implement appropriate technical and organisational measures to protect personal data, including:
• Role-based access controls within Tribe CRM
• Secure password policies
• Encrypted systems where applicable
• Regular system backups
• Internal confidentiality and data protection awareness procedures

12. COOKIES AND ANALYTICS

Our website uses functional and analytical cookies to optimise performance and user experience.
Analytics tools are configured in accordance with guidance issued by the Dutch Data Protection Authority, including IP anonymisation where applicable.
You may adjust your cookie preferences at any time through your browser settings or cookie banner.

13. UPDATES TO THIS POLICY

We may update this Privacy Policy periodically to reflect legal, technical, or operational changes.
The most recent version will always be available on:
www.myweddingdestinations.com/privacy
If substantial changes occur, we may notify affected clients by email.

Last updated: October 2025
This Privacy Policy forms an integral part of the General Terms and Conditions of My Wedding B.V.