

Privacy Policy

This is the privacy policy of Primeshock, operated under Aeros Media (KvK 59843403) and Blackburn Music (KvK 55337996). This policy explains how we handle personal data when you use our website.

We process personal data in accordance with the General Data Protection Regulation (GDPR).

1. What data we collect

We only collect personal data that you actively provide or that is collected through the use of our website.

This may include:

- Email address (when subscribing to our newsletter)
- Technical data such as IP address, browser type, and device information (via analytics or embedded content)

2. How we use your data

We use your data for the following purposes:

- To send newsletters (only if you subscribed)
- To improve and analyze the performance of our website
- To display embedded content such as music players or videos

3. Newsletter

If you subscribe to our newsletter:

- Your email address is processed by our email provider (Mailchimp)
- You will receive occasional updates about music, shows, and releases
- You can unsubscribe at any time via the link in the email

The legal basis for this processing is your consent.

4. Third-party services

We use third-party services that may process data when you interact with our website:

- Mailchimp (newsletter distribution)
- Google Analytics (website analytics)

- Spotify and YouTube (embedded media)

These parties may collect information such as your IP address, browsing behavior, and device data. Their use of data is governed by their own privacy policies.

Some of these parties may process data outside the European Economic Area. In such cases, appropriate safeguards are applied.

5. Cookies

Our website may use cookies or similar technologies through third-party services such as Google Analytics and embedded media players.

These cookies may be used for:

- website performance and analytics
- tracking usage of embedded content

You can control or disable cookies via your browser settings. Please note that some parts of the website may not function properly without cookies.

6. Data retention

We do not retain personal data longer than necessary:

- Newsletter data is kept until you unsubscribe
- Analytics data is retained according to standard retention settings

7. Your rights

Under the GDPR, you have the right to:

- access your personal data
- correct or delete your data
- withdraw your consent
- object to processing
- request data portability

You also have the right to file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

8. Security

We take appropriate technical and organizational measures to protect your data, including the use of secure connections (SSL).

9. Changes

We may update this privacy policy from time to time. The latest version will always be available on this page.

10. Contact

If you have any questions about this privacy policy, you can contact us:

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