# Activity Stream

# ACTIVITY STREAM AND GDPR
## FREQUENTLY ASKED QUESTIONS

### 1. Is it ok to use Activity Stream with our detailed customer data in it?

Yes. Activity Stream is a data processor, which means that the platform can be used to analyze various data sources, including personal identifiable information.

### 2. Do we need to collect specific consent from the customers?

No. In the privacy statement of the ticketing platform it should say that data will be processed using 3rd party platforms and that customers can ask not to be processed. But given the nature of digital ticket sales, there is sufficient reason to claim legitimate interest and therefore to analyze and process the data.

### 3. What if I want to set up a campaign using a segmentation in Activity Stream?

Any direct-to-consumer communication (including targeted Facebook campaigns) needs to have the relevant consent. Segments can be used for look-a-like campaigns through paid media, as these don't target the customers directly.

### 4. Is the data stored in Europe?

Yes.

### 5. How is it handled if a customer asks to be anonymized?

Activity Stream has a unique separation of business and customer data, which enables easy anonymization of transactions and interactions. All personal identifiable information is separated from the business data, meaning that if the customer requests to be erased the data can be disconnected, with the transactions and transactions patterns still complete, but not identifiable on a person level.