

Privacy Policy

Document version: 30.09.2026.

1. Data controller

Personal data collected through the Akord Music website (akordmusic.rs) is processed by:

Business name	PROMOTIONS
Address	BANJSKA BB
Company registration number	67509714
Tax ID (PIB)	114353467
Phone	+381 61 187 3878
Email	info@akordmusic.rs

This Privacy Policy explains what data we collect when you use the website and buy tickets, the purposes for which we use it, to whom we disclose it, and what rights you have.

2. Data we collect

Data you enter when buying tickets:

- first name and last name;
- email address;
- phone number, if you provide it;
- a note, if you provide one.

Order and ticket data: the event, the ticket type and number of tickets, the price and total amount, the order status, the time of the order and of payment, the website language, the time of acceptance and version of the terms accepted, and data about the tickets issued and their use (for example, the time a ticket was scanned at the entrance).

Payment data: limited transaction information provided to us by the bank (see section 4).

Technical and security data: the IP address from which the order was submitted, which is also used to prevent misuse of the website, and standard server logs.

3. Purposes of processing

We use the data to:

- process ticket orders;
- confirm payments;
- issue and deliver tickets;
- provide customer support and handle complaints and refund requests;

- prevent misuse and fraud and protect the security of the website;
- resolve disputes and reconcile payment records with the bank;
- keep transaction records that we are required to keep or need to keep for business purposes.

We do not use the data for marketing and do not send promotional messages or newsletters.

We process the data because it is necessary to carry out the purchase you requested, to meet our obligations under applicable regulations, and for our legitimate interest in protecting the website and payments against misuse and in resolving any disputes.

4. Card payments and payment card data

- You enter your payment card details only on the secure Banca Intesa (NestPay) payment page.
- **PROMOTIONS / Akord Music does not store the full card number, does not store the CVV/CVC code and does not store the card expiry date.** This information is not provided to us.
- When a payment is completed, we keep limited transaction information provided by the bank: the order and transaction identifiers, the authorisation result and authorisation code, the 3-D Secure result, the masked card number and card type where the bank provides them, the amount, currency and time of the transaction, and the IP address from which the payment was made, as provided by the bank.

5. Emails

We use the email address given in the order to send:

- the payment confirmation;
- the purchased tickets;
- the tickets' QR codes;
- essential information about the event you bought tickets for, including notice of the event's cancellation or rescheduling where needed.

6. Who we disclose data to

We do not sell personal data. The data is available to the merchant's authorised personnel and is disclosed only where necessary:

- **Banca Intesa (NestPay)** — to process card payments. We send the bank the order number, the amount, the currency and the language of the payment page, and the customer's email address may also be sent. You enter your card details directly on the bank's page.
- **Hosting and email infrastructure providers** that we use to run the website and send emails.
- **Competent authorities** — where required by law.

7. Cookies and external services

- The website uses one technically necessary session cookie, which protects forms and the purchase process and is deleted when you close your browser. Your choice in the cookie notice is stored in your browser's local storage.

- The website does not use cookies for analytics or advertising.
- Some parts of the pages are loaded from third-party servers — fonts from the Google Fonts service and the map on the home page from the Google Maps service. When they load, your browser connects to those services, which apply their own privacy rules.
- When enabled, protection of the purchase form against automated misuse uses the Cloudflare Turnstile service.

8. Data retention

We keep data for as long as needed for the purposes described in this policy, including handling complaints and disputes, and for as long as we are required to keep it under applicable regulations or need it as a record of transactions.

9. Security

The website uses an encrypted (HTTPS) connection, and only authorised personnel have access to the data. We do not store payment card data, and ticket codes are not stored in readable form. We take reasonable technical and organisational protective measures, but no system on the internet can guarantee complete security.

10. Your rights

You have the right to:

- request access to the data we process about you;
- request correction of inaccurate data;
- request deletion or restriction of processing where the conditions for this are met;
- object to processing in certain cases;
- lodge a complaint with the competent personal data protection authority.

You can send requests concerning your data to info@akordmusic.rs.

11. Changes to this Privacy Policy

We may change this policy from time to time. A new version takes effect when it is published on the website.

12. Contact

PROMOTIONS, BANJSKA BB

Phone: +381 61 187 3878

Email: info@akordmusic.rs

This Privacy Policy applies from 30.09.2026.