

PATHÉ PRIVACY STATEMENT

Effective from November 1, 2025

1. WHO IS RESPONSIBLE FOR THE PROCESSING OF PERSONAL DATA?

This is the privacy statement of Pathé Theatres B.V. (hereinafter: "Pathé" or "we", "us", "our", etc.). You can read the statement below. Pathé is a cinema chain in the Netherlands. We show films and organize events in our cinemas. Through our website www.pathe.nl (hereinafter the "Website") and applications (hereinafter the "Apps"), you can buy tickets for a cinema visit or event, create a Club Pathé account (hereinafter "Club Pathé account"), subscribe or participate in contests and other promotions.

Through our Website and Apps, you can create a Club Pathé account. With your Club Pathé account, you get a personalized experience. You can keep a Watchlist and indicate preferences for genres. We then adjust the Website and App based on your preferences and interests. You can also buy tickets for our films and events without a Club Pathé account. If you want to subscribe, you need a Club Pathé account. Personalization can be disabled in that case.

We value privacy and the protection of personal data. This privacy statement describes how we handle personal data and the rights you have as a data subject. All personal data is collected, processed, and secured in accordance with the General Data Protection Regulation ("GDPR"). Pathé is responsible for the processing mentioned below.

2. HOW CAN YOU CONTACT US?

For questions or comments about the processing of personal data by Pathé, you can contact: privacy@pathe.nl

3. WHOSE PERSONAL DATA DO WE PROCESS?

We mainly process personal data of people we want to contact, have contact with, or have had contact with. For example, we process your data when you:

- Buy a cinema ticket;
- Visit our cinema;
- Create a Club Pathé account;
- Subscribe;
- Link your Club Pathé account to your Pathé Thuis account;
- Use a voucher, gift card, cinema gift, and/or a free ticket;
- Use our Website or App;
- Participate in a promotion, game, or contest;
- Organize or attend an event with us;
- Sign up for our newsletter; or
- Contact our customer service.

4. WHAT PERSONAL DATA DO WE PROCESS?

Below is an overview of the categories of personal data we process:

Identifying and contact details

- First and last name
- Age and gender
- Address details
- Phone number
- Email address

Details about your purchases and visits to our cinemas

- Details of your purchase (which film, which cinema, date and time of the film, how many tickets, etc.)
- Location and time of your order (online or at a branch)
- Use of a voucher, gift card, cinema gift, and/or a free ticket
- Checking your ticket at the performance
- Purchases of drinks, snacks, and other products in our cinema, if linked to your account
- SMS alerts you send us in case of problems in the room or (technical) malfunctions in the film
- Camera footage

Payment details

- Payment method, such as iDeal or credit card
- Amount to be paid
- Bank account number
- Credit card details

Details about your Club Pathé account

- Password (stored encrypted)
- Account number
- Purchase history
- Your behavior on our Website and in our Apps
- Film preferences, as filled in on your Watchlist
- Cinema preferences
- Friends list

- Image or profile picture

Details about your subscription

- Which subscription you take out
- Price of the subscription
- Date of subscription
- A photo of yourself (for the use of your pass)
- Pass number and pin code for digital purchases

Marketing details

- For which commercial communication and newsletters you are registered
- Your interests based on the use of our App and Website
- Details about your Pathé Thuis account, such as your purchase history and film preferences

Correspondence, conversation recordings, and chat recordings

- Phone conversations
- Chat conversations
- (Email) correspondence
- Messages you send us via social media

Social media details

- Limited details of your profile when you leave a message on our page
- Messages you leave on Pathé pages or about Pathé on social media
- Reviews about Pathé

Details about customer satisfaction surveys

- Whether you are registered or unregistered for surveys and other customer satisfaction surveys;
- Answers you fill in these surveys
- Analyses based on the answers

Details about the use of our Website, Apps, and social media

- Activities on our Website, Apps, and social media
- IP addresses
- Information collected through cookies (see also our Cookie Statement)
- Data you actively provide or fill in forms
- Data about the device you use to access our Website or online user environment, such as the type of browser and operating system you use

Details about the use of our wifi connection

- MAC address
- Location and time of connection
- Phone features

Details of our Pathé Business customers and suppliers

- Name and position
- Organization
- Contact details
- Subject of the quote
- Price and payment details

5. HOW DO WE OBTAIN YOUR PERSONAL DATA?

Most of the data we receive is because you provide it to us, for example, when you buy a cinema ticket, create a Club Pathé account with us, participate in our promotions, because you fill in data on our Website or because you communicate with us. We also receive your personal data when you link your Club Pathé account to your Pathé Thuis account.

We also place cookies to collect information about your website visit. You can find more information about this in our Cookie Statement.

If you follow Pathé on social media or communicate with or about Pathé, we may gain access to part of your public profile data. If you share information about Pathé via social media, your data may become visible through that social media. Pathé also follows social media channels and may thus gain access to data on social media about you.

6. FOR WHAT PURPOSES ARE YOUR PERSONAL DATA PROCESSED AND ON WHAT BASIS?

To sell you a ticket or other product without a Club Pathé account:

Basis: necessary for the execution of the agreement

- Handling your purchase

- Sending your cinema tickets or other products
- Checking the validity of vouchers, gift cards, cinema gifts, and/or free tickets
- Handling the payment

To facilitate your cinema visit:

Basis: necessary for the execution of the agreement

- Granting access to the performance and checking your ticket
- Checking your age when an age limit applies or when you buy alcohol
- Following up on requests such as SMS alerts

Executing a subscription:

Basis: necessary for the execution of the agreement

- Processing your registration for a subscription
- Executing the subscription, such as delivering tickets and offering discounts
- Executing the payment
- Checking your identity when you use the subscription

Participation in the Club Pathé loyalty program:

Basis: necessary for the execution of the agreement

- Registering you as a Club Pathé member
- Personalizing your Pathé experience and tailoring our services, such as our Website and Apps, to your preferences and interests
- Sending personalized offers
- Registering your purchase history and Watchlist
- Sharing purchased tickets with your friends in your friends list
- Linking your account to your Facebook account if you create an account via Facebook
- Posting your reviews and ratings
- Sending personalized newsletters if you are registered for them. You can always adjust your preferences in your settings.

To link your Club Pathé account to your Pathé Thuis account:

Basis: consent

- Linking your Club Pathé and Pathé Thuis accounts and exchanging data
- Personalizing our services and communication based on your purchase history and interests in both accounts

To enable you to participate in our promotions:

Basis: necessary for the execution of the agreement

- Registering your participation in a contest, game, or promotion, such as the Pathé Quiz, the Pathé Fun Module, and the Pathé Live Wall, and allowing you to participate
- Informing you about the outcome
- Awarding prizes

For relationship management, promotion, and marketing purposes:

Basis: legitimate business interest (direct marketing) and consent

- Keeping you informed about news, events, and promotions from Pathé
- Sending communication about similar products or services
- Using services from advertisers to place ads intended for a specific audience. When we use cookies for this, it is also covered by our cookie statement
- Making photo and video recordings to promote an event or film
- You can always unsubscribe from communication via your account. Each message you receive also includes how you can unsubscribe.
- Sending reminders and alerts via the Apps. You can adjust this in the settings of the Apps.

For the development and improvement of products and services:

Basis: legitimate business interest

- Analyzing how our products are used to optimize them
- Conducting internal audits and research

To combat fraud and ensure the safety of our visitors and staff, secure our buildings and properties, record incidents, and enforce our visitor conditions:

Basis: compliance with legal obligations that rest on us and our legitimate (business) interest to protect persons and properties

- Securing our cinemas, including using camera surveillance
- Protecting (intellectual property) rights
- Checking for unauthorized use of subscriptions, discounts, and cinema passes, such as sharing a subscription

- Imposing a cinema ban and carrying it out
- Transferring your data to police or justice when required or other third parties if necessary

To establish a relationship with Pathé Business customers, suppliers, and other organizations:

Basis: necessary for the execution of the agreement (pre-contractual relationship)

- Establishing business relationships and registering them
- Maintaining contacts
- Organizing events
- Providing film vouchers

To ensure the safety and stability of IT systems:

Basis: legitimate interest of Pathé and/or third parties to secure our cinemas and prevent/limit incidents and legal obligation

- Monitoring our IT systems
- Conducting internal audits and research
- Transferring your data to police or justice when required or other third parties if necessary

7. TO WHOM DO WE PROVIDE PERSONAL DATA?

WITHIN THE PATHÉ GROUP

To the extent that personal data is exchanged within the Pathé group, it is done based on Pathé's legitimate business interest to conduct efficient and responsible business operations. These parties offer the same level of protection as Pathé.

PATHÉ THUIS

We collaborate with Thuisbioscoop B.V. Under the name Pathé Thuis, Thuisbioscoop B.V. (hereinafter: "Pathé Thuis") offers a video-on-demand service via various platforms and pathe-thuis.nl. Pathé Thuis is located at Barbara Strozilaan 336-344, 1083 HN Amsterdam (Chamber of Commerce: 61817953).

Pathé and Pathé Thuis are jointly responsible for processing your personal data for certain purposes. This includes Pathé providing customer service for Pathé Thuis customers and other persons contacting Pathé regarding Pathé Thuis services, and exchanging personal data for direct marketing purposes if you have given consent.

If you want to read more about Pathé Thuis's processing activities, you can read Pathé Thuis's privacy statement [here](#).

ACCESS OF THIRD PARTIES TO YOUR PERSONAL DATA

Pathé may use the services of third parties to process your data in accordance with this privacy statement. These parties act as processors for Pathé, and Pathé ensures that these parties provide sufficient guarantees regarding technical and organizational security measures. Third parties acting as processors for Pathé have signed a processing agreement, which stipulates, among other things, that they will only process data on behalf of Pathé.

Your data is also passed on to other parties outside Pathé if we are legally obliged to do so, such as supervisory authorities, because we must execute an agreement with you, if you have given consent, or if it is necessary to fulfill agreements with you.

Additionally, we provide your data to other parties needed for our services.

8. DO WE TRANSFER PERSONAL DATA TO OTHER COUNTRIES?

Pathé may use the services of third parties to process your data in accordance with this privacy statement. These parties may be located outside the European Economic Area (EEA).

Your personal data will only be stored or processed outside the EEA by us or third parties engaged if it complies with the applicable regulations for transferring personal data to countries outside the EEA. This means that we will only transfer your personal data to countries outside the EEA if the European Commission has decided that the relevant third country ensures an adequate level of protection, or if other appropriate safeguards are provided.

9. HOW LONG DO WE KEEP YOUR DATA?

Your data is not kept longer than necessary for the purposes for which it is collected or processed. Pathé has formulated several main rules:

- We maintain a maximum period of eighteen (18) months for purposes such as providing services and invoicing, handling orders, and informing you about their progress (no marketing). In short, for the execution of the agreement with you as a customer;
- Pathé maintains a maximum period of twelve (12) months to perform analyses for reporting purposes, improve Pathé's services, and adjust and improve the Website.
- Pathé maintains a maximum period of six (6) months for the purpose of securing the Website and Pathé's computer and network systems.

Exceptions apply to the above main rules, for example, because certain categories of data must be kept shorter due to their sensitivity:

- When you buy online tickets without logging into Club Pathé, we keep your data until one (1) day after the relevant performance;
- We keep your data about the use of our IT systems for up to six (6) months for the purpose of securing the Website and Pathé's computer and network systems;
- For placing cookies and similar techniques, we maintain a lifespan of up to six (6) months. Read our Cookie Statement for more information;
- We keep your data visible in your Club Pathé account as long as your account is active or until you delete these data. If you have not logged into your account for seventeen (17) months and no purchases are pending, you will

receive a message from Pathé asking if you still want to use your account. If you do not respond after a second message, Pathé will delete the personal data linked to your account eighteen (18) months after you become inactive;

- When you sign up for a Pathé newsletter, Pathé uses your email address to send you the newsletter until you indicate you no longer want to receive it, via the opt-out at the bottom of each message or via your Club Pathé account;
- When you send us an SMS alert, Pathé stores the mobile phone number and content of the SMS alert for thirty (30) days;
- When we process location data in the App, we unlink the location data from other data after a maximum of 24 hours. The location data is then irreversibly unlinked from the other data;
- When you connect to our wifi, we keep information about your device/connection needed to establish the Wifi connection for up to 24 hours after the connection is terminated;
- If you participate in one of the interactive (gaming) concepts or promotions organized by Pathé in collaboration with Livewall, we keep your data for up to twelve (12) months.
- Pathé keeps camera footage for up to 28 days, unless a longer period is necessary for handling an incident. In that case, the footage is deleted after the incident is handled.

If we no longer need the data for the purposes described above, we may still keep the data for archiving, possible legal procedures, or research.

10. WHAT HAPPENS IN CASE OF A BUSINESS TRANSFER?

In the future, one or more parts or assets of Pathé may be transferred to a third party, or Pathé may merge with a third party. In that case, your personal data may be transferred to this third party. Pathé will inform you in advance in such a case.

11. WHAT ARE YOUR RIGHTS?

You have several rights regarding the processing of your data (see below). If you want more information about this or wish to exercise one of these rights, send an email to customercare@klantenservice.pathe.nl.

- Right to withdraw your consent if we have asked for your consent for a specific processing of your personal data;
- Right to access;
- Right to rectification if personal data is incorrect or incomplete;
- Right to data erasure if personal data is not relevant for the purpose for which it was collected, when consent is withdrawn, when you object to the processing of personal data based on legitimate interest, or when the processing of personal data is unlawful;
- Right to restriction of processing if you dispute the accuracy of the personal data processed by Pathé, or you have objected to the processing of personal data by Pathé;
- Right to data portability;

- Right to object to processing or direct marketing. You have the right to object to the processing of your data in the context of our legitimate interest at any time. We will then reassess whether your data should no longer be used. You can also specifically object to the use of your data for direct marketing;
- Right to object and human intervention in automatic decisions;
- Right to file a complaint. This can be done with the Data Protection Officer of Pathé via privacy@pathe.nl or with the Dutch Data Protection Authority. Pathé will respond to your request to exercise the above rights within four (4) weeks, unless there is a reason to extend this period. Pathé will inform you about this.

12. HOW DO WE PROTECT YOUR PERSONAL DATA?

We take appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure, and unauthorized changes to personal data. Only persons who need access due to their position can access your data. All these persons have a duty of confidentiality.

13. CHANGES

We may change our privacy statement from time to time. This may happen, for example, if there are new data processing activities or due to changes in regulations or technological developments. In case of substantial changes to this privacy statement, we will inform you. If necessary, we will ask for your consent for a changed or new processing. For minor changes, we will adjust the privacy statement without further notice.