



At Pathé, we greatly value our visitors and are committed to protecting their personal data. The legislation on the protection of personal data changed on 25 May 2018 as a result of the introduction of the General Data Protection Regulation (GDPR). This privacy statement provides you with information on our use of your personal data and how you can exercise your rights.

PATHÉ PRIVACY STATEMENT

Pathé Theatres B.V. (Pathé) is a cinema chain in the Netherlands. The Pathé website can be found at Pathe.nl (hereinafter the “Website”). Pathé also offers an application (hereinafter the “App”) for iOS and Android (hereinafter jointly the “Apps”) as well as a Pathé Personal Assistant via Google Assistant. The All Stars loyalty programme (hereinafter “Pathé All Stars Programme”) has its own website which can be reached via Pathe.nl/AllStars (hereinafter the “All Stars Website”) and its own application (hereinafter the “All Stars App”).

We amend this privacy statement from time to time to keep it up to date. The latest version of the privacy statement is from April 2019. You can always view and print or save the latest version via the Privacy hyperlink at the bottom of the website page. You will be proactively informed of any substantial or essential changes in the statement.

The data controller responsible for the use of your personal data is Pathé Theatres B.V., Barbara Strozilaan 388, 1083 HN Amsterdam / P.O. Box 75948, 1070 AX Amsterdam (CoC: 33161839 0000). The Pathé Data Protection Officer can be reached via privacy@pathe.nl.

USE OF PERSONAL DATA BY PATHÉ

This privacy statement provides you with information about how Pathé uses personal data. The information is organized according to the various ways we collect personal data.

Below we have set out which data we collect and for what purposes.

Pathé’s legal basis for processing your personal data can be the performance of a contract (or precontractual relationship) with you, your consent, the pursuit of a legitimate interest (such as sending marketing information and the prevention of fraud) of Pathé or a third party and/or the need to comply with a legal obligation.

As part of our continuous process of optimizing and renewing our services, we use the personal data that we collect for analysis purposes and to adjust and improve our services. Personal data can also be used to detect, prevent and/or fight fraud, enforce our rights or those of third parties, and protect our services and the Website and Application. The legal basis for this is a legitimate interest of Pathé or a third party.



Buying and booking tickets

o Buying tickets online and in the App

We offer an easy-to-use ticketing service via the Website or App. If you buy tickets without a Mijn Pathé account, you need to enter your email address during the ordering process. You must also select a payment method and enter your bank and payment details. You receive your tickets by email.

If you have a Mijn Pathé account, you need to log into your Mijn Pathé account via the App or Website before you can buy tickets. Your ordered tickets (purchase history) are then saved in your Mijn Pathé account. If you want, you can always delete these from your ticket history under “Mijn Films” in your account. You receive the tickets by email. You can also use your Mijn Pathé account to make a booking via the Website if you want to pay in cash, individually or with a Filmdiner or other voucher.

In the Mijn Pathé chapter you can read more about the use of your personal data for a Mijn Pathé account.

If you are a Pathé Unlimited subscriber, you can book a ticket with your card number and PIN. You can read more about the use of personal data for a Pathé Unlimited subscription in the chapter about the Pathé Unlimited subscription.

Pathé uses the data that it collects from you for processing your order and sending service messages. The legal basis for these processing operations is the performance of our contract with you.

Your email address can be used to send you information about similar films, products or services. The legal basis in this case is a legitimate interest of Pathé, namely the interest in direct marketing. If you prefer not to receive this information, you can exercise your right to object before and after your purchase via this [link](#).

Pathé can also use your data for analysis and optimization purposes (at non-personal level). The legal basis is our legitimate interest in improving and optimizing our Website and App.

o Buying tickets and/or Pathé Gift Cards at the Box Office

If you buy one or more tickets or Pathé Gift Cards at the Box Office, Pathé does not process any personal data unless you make use of your Pathé Unlimited subscription or want to save points for the Pathé All Stars Programme. See the relevant chapters for more information.

If you pay with a PIN debit card or credit card, Pathé will save the following data: the payment



method, the transaction history, location and time, the branch and the country of origin of the card. These data are used to process your purchase. The legal basis is the performance of our contract with you.

o Booking tickets by telephone

You can book up to eight tickets per film screening by telephone via Belbios (www.belbios.nl). Belbios is not a Pathé service. No personal data are processed by Pathé for telephone bookings.

o Pathé Gift Card

The following personal data must be entered when buying a Pathé Gift Card online: title, initials, surname and email address. Address and billing address are optional. If required, you can also enter the shipping address of the person to whom you want to give the Gift Card (the recipient).

Pathé uses the data you enter for processing and delivering your order. The legal basis is the performance of our contract with you. Pathé will not use the data of the Gift Card recipient for any other purposes than for shipping the Gift Card.

We can also use your data for analysis and optimization purposes (at non-personal level). The legal basis for this is a legitimate interest of Pathé to improve and optimize our Website and App.

o Vouchers / Gift Card / Bioscoopcadeau / complimentary ticket

To make use of a voucher, Gift Card, Bioscoopcadeau or complimentary ticket, you must enter the code during the online ordering process. Pathé uses this code to check the validity of the voucher, Gift Card, Bioscoopcadeau or complimentary ticket. A complimentary ticket that is provided to you by our customer service can be stored in our customer system in order to link the ticket with your Mijn Pathé account and for recordkeeping purposes. The legal basis for this processing is the performance of our contract with you. You can always delete tickets from your ticket history under “Mijn Films” in your account.

Pathé can also use your data for analysis and optimization purposes (at non-personal level). The legal basis for this is our legitimate interest in improving and optimizing our Website and App.

Visit to a Pathé theatre

When you visit a Pathé theatre, your personal data can be used in the following ways. The Pathé [Visitor Terms and Conditions](#) are also applicable.

o Films classified as 16



To visit films classified as 16 or older you can be requested to provide proof of age. Pathé does this in order to comply with its legal obligation. That is the legal basis for this processing operation. Data are not saved.

o Ordering alcohol

If you order an alcoholic beverage at the bar, our staff can request you for your ID to check that you are 18 or older. Pathé does this to comply with its legal obligation. That is the legal basis for this processing operation. Data are not saved.

o Text Alert

All our cinemas use a Text Alert service. If there are any problems in the auditorium or any technical or other problems with the film, you can send a text message (at your provider's normal rate). Our staff will take immediate action. Pathé saves the mobile phone number and the content of the sent text message during a period of 30 days. Your data are processed in order to act on your comment or request, i.e. for the performance of our contract with you.

o Camera surveillance

Pathé makes use of camera surveillance for the protection of its cinemas. When you visit a cinema, you are informed by one or more signs at the entrance to the cinema that camera surveillance is in operation. This concerns the safety of our visitors and our staff, the protection of our buildings and contents of our cinemas, and the recording of incidents. The footage can be provided to the police and judicial authorities for the investigation of reported incidents. The legal basis of this processing is the legitimate interest of Pathé and/or third parties to protect its cinemas and prevent/contain incidents. If footage is provided to the police and judicial authorities at their request, the legal basis is to meet a legal obligation.

o Other use of cameras

Pathé or authorized third parties can make photo or video recordings in a cinema while you are present, for instance in the event of a premiere or to interview visitors for promotional and marketing purposes. In this case you may appear (identifiably or not) in the background of such footage. Any cameras used for these purposes will always be clearly visible. The legal basis for this processing is the legitimate interest of Pathé and/or third parties in recording and/or using footage for promotional and marketing purposes. You have the right to object to this under certain circumstances.

o Use of the Pathé All Stars Programme



If you make use of the Pathé All Stars Programme in the cinema, for instance, to save points with purchased tickets or to spend points, a Pathé staff member in the cinema may have access to your (Pathé All Stars) data. The Pathé staff member will only use your data for the required processing operation in your Pathé All Stars account. The legal basis is the performance of our contract with you. You can read more about this in the chapter about the Pathé All Stars Programme.

o Livewall

You can use your smartphone to take part in the interactive gaming concepts that Pathé introduces during special events such as (pre-)premieres, Pathé Specials and Pathé Events. These concepts are the Pathé Quiz, the Pathé Fun Module and the Pathé Social Wall.

To take part in the Pathé Quiz and/or Pathé Fun Module, you surf to the webpage shown on the film screen and select the relevant Pathé cinema. Next you log in via Facebook or with your email address. Depending on the selected game, your Facebook avatar and/or a photo of yourself is displayed on the film screen.

On the Pathé Social Wall, you can make use of a hashtag to project your post on the film screen from your own social media. Your post may be checked by a moderator before it is displayed.

If you log in with Facebook, you give Pathé access to your public Facebook data (name, email address, gender, date of birth, profile photo) and your Facebook ID. Pathé uses the accessible data to enable participation in the Pathé Quiz, Pathé Fun Module and/or Pathé Social Wall at your request. The legal basis for this processing is the performance of our contract with you. In addition, Pathé can use the data for analysis and optimization purposes. The legal basis is Pathé's legitimate interest in improving Livewall.

o Use of the Wifi network in the cinema

All Pathé cinemas offer Wifi that you can use free of charge in public areas and several film auditoria. Simply select Pathé Wifi on your phone, tablet or laptop.

We process the following data if you make use of the free Wifi network in cinemas:

- MAC address;
- Location & time;
- Telephone features.

The data are used to make the Wifi connection and are deleted no more than 24 hours after the



termination of the connection. The legal basis for the processing of the data is the performance of our contract with you.

o Bag checking / searching

For general safety reasons and to monitor compliance with our visitor terms and conditions, security staff and other Pathé staff may request you to allow them to check the contents of your bag. They may find out personal information about you during this search. The legal basis of this processing is the legitimate interest of Pathé and/or third parties in protecting its cinemas and/or preventing/containing incidents.

Mijn Pathé

Mijn Pathé is your own unique account at Pathé that is secured with a self-selected password. With the password, you can easily log into your personal online account and buy tickets from your PC, tablet or smartphone. The films you bought tickets for (your purchase history) are saved in your Mijn Pathé account. You can delete this history in your account under “Mijn Films”. The Watchlist function allows you to save films that have not yet been released in your Mijn Pathé account. You can set up various preferences, such as your favourite cinema, to make Mijn Pathé even more personal and to receive information that is entirely tailored to your needs. For instance, you can receive an email as soon as tickets become available for (as yet unreleased) films in your favourite cinema. So you are always the first who is able to buy tickets.

With your Mijn Pathé account you can also review and rate films. Reviews are shown on the film page of the film in question. Ratings can be viewed in your Mijn Pathé account.

Your Mijn Pathé account is linked to your [Pathé Unlimited subscription](#) and Pathé All Stars account if you have one. In addition, you can opt to link your Facebook account to your Mijn Pathé account. Finally, you can also make friends with other people with a Mijn Pathé account. This makes it easier to share purchased tickets with your friends or to enter a friend’s Pathé Unlimited number via your friend list. By accepting a friend request, a link is made between the two accounts and the cinema visits of both accounts. We can use these data to send you more relevant communications.

o Sign up for Mijn Pathé

To create a Mijn Pathé account, you must fill in the following details:

- o First name and surname;
- o Date of birth (optional);
- o Gender (optional);
- o Email address;



- o Password.

When you log into your Facebook account, you give Pathé access to your public Facebook data (name, email address, gender, date of birth, profile photo) and your Facebook ID. Pathé also uses the accessible data to create your Mijn Pathé account.

It is possible, but not obligatory, to add a picture to your Mijn Pathé Account which is shown on the Website, the App, the All Stars App and the All Stars Website. You can either use a passport photo or an avatar. If you link your Mijn Pathé account to your Facebook account, your Facebook profile photo will be used.

- o Purposes and legal basis

We use the personal data and the purchase history in your Mijn Pathé account to create your Mijn Pathé account, to facilitate your use of Mijn Pathé and to process your ticket orders. The legal basis for this processing of personal data is the performance of our contract with you.

In addition, we use your data to tailor our services to your wishes and preferences. As soon as you give us your consent to place cookies when you visit our website, your data are also linked to your website behaviour by means of cookies. This is an inherent part of the service and, as such, necessary for the performance of our contract with you.

If you have bought a ticket with your Mijn Pathé account, we also use your data to send you personalized communications by email and to keep you informed of film news and your interests, unless you have unsubscribed for this when buying the ticket. You can also always unsubscribe for this service using the unsubscribe option with each message.

If you place a review, your name and your place of residence (if known) from your Mijn Pathé profile will be shown with the review. The legal basis for this is to enable the use of the review service, i.e. the performance of our contract with you.

We can also use your data for analysis and optimization purposes (at non-personal level). The legal basis for this is a legitimate interest of Pathé to improve Mijn Pathé.

- o Managing your Mijn Pathé account

You can manage your Mijn Pathé account online and in the App. For instance, you can edit your personal profile, interests, favourite cinemas and friend list. You can also view your film history and delete films, but only if you have paid for the film with an online payment method such as iDeal. You cannot delete films that were paid for with a Pathé card (Pathé Unlimited or Moviecard). You can also collect the transaction barcode and purchase confirmation for outstanding purchases. You can always cancel and delete your Mijn Pathé account. It is also possible to submit a request to our customer service to make a change to your account. This can be done using the contact form that can



be found at <https://www.pathe.nl/contact>.

Please note, if you are also a Pathé Unlimited subscriber, you cannot change your name and date of birth yourself via your Mijn Pathé account. Only we can do this. This is a precaution to prevent someone other than the subscription holder making use of the Pathé Unlimited subscription.

Pathé Unlimited

Pathé Unlimited gives you unlimited access on every day of the week to all Pathé cinemas in the Netherlands. There are two types of Unlimited subscriptions: Pathé Unlimited and Pathé Unlimited Gold. If you are younger than 18, you need the consent of a parent (or legal representative) to take out a Pathé Unlimited subscription.

To take out a Pathé Unlimited subscription, you must have a Mijn Pathé account. You must enter the following data (if you already have a Mijn Pathé account and are logged in, we enter these data for you so that you only need to check/supplement them):

- o First name;
- o Surname;
- o Date of birth;
- o Gender;
- o Address;
- o Mobile number;
- o Email address;
- o IBAN account number*;
- o A clear photo of yourself for your digital card.

*An IBAN account number is not requested when using a Pathé Unlimited voucher.

After signing up, you receive a digital Pathé Unlimited (Gold) Card with a card number and a PIN. This is linked to your Mijn Pathé account and is only visible when you are logged in. Pathé keeps information on the films you visited and booked.

We use the data of Pathé Unlimited to fulfil our subscription contract with you, identify you and verify your identity. The legal basis for this processing is the performance of our contract with you.

In addition, we use your data for analysis purposes in order to improve our services and to send you



information, on a no-obligation basis, about developments and services of Pathé that may be of interest to you. This information can be customized on the basis of your personal data. The legal basis for these processing operations is our legitimate interest in sending marketing emails. You can unsubscribe for this at any time via the unsubscribe option in the email.

Pathé Moviecard

Pathé staff and specifically selected business contacts can make use of a Pathé Moviecard to visit a Pathé Cinema and get a discount for the buffet. Visits and buffet purchases made using the Pathé Moviecard are saved as long as the user has an active card. This enables us to process your buffet discount, i.e. to perform our contract with you.

To use a Pathé Moviecard voucher, you must have a Mijn Pathé account. You must enter the following data (if you already have a Mijn Pathé account and are logged in, we enter these data for you so that you only need to check/supplement them):

- First name;
- Surname;
- Date of birth;
- Gender;
- Address;
- Mobile number;
- Email address;
- Company name;
- A clear photo of yourself for your digital card.

After signing up, you receive a digital Pathé Moviecard Card with a card number and PIN. This is linked to your Mijn Pathé account and is only visible when you are logged in. You can pick up a ticket in the cinema with your Moviecard.

Use of the Pathé Website

Pathé needs certain information to ensure the proper operation of the Website, the App, the All Stars App and the All Stars Website as well as to protect our systems and prevent/investigate fraud and/or misuse. This concerns the following information:

- IP address (your computer's number which makes it possible to identify your computer);



- o Type of browser (the computer program used to view internet pages);
- o The operating system you use;
- o Cookies – read more in the cookies policy at <https://www.pathe.nl/cookies>.

Insofar as data are collected by means of cookies, the legal basis is your consent (with the exception of functional cookies and analytical cookies with minor consequences for your privacy). The Pathé cookie statement sets out which cookies are placed, the purposes for which they are placed, and by which parties.

Pathé App

The Pathé App is the smartphone and tablet app of Pathé for iOS and Android. The App offers various options and functionalities:

- o Via the App you can buy tickets and log into your Mijn Pathé account. You can also use the App without logging into Mijn Pathé.
- o You can manage your Mijn Pathé Account. See the above the section on Managing your Mijn Pathé Account.
- o When you log in with Facebook, you can let friends on Facebook know that you have bought tickets for a certain film.
- o You can set up reminders and alerts that you receive as push messages in the messages screen on your device. You do this by clicking on 'Set up Notifications' in 'Mijn Pathé'. If you have activated push messages, we use your device ID to send these messages. You can withdraw your consent at any time via the App settings.
- o You can check your purchases and bookings via your digital customer card in the App;
- o A Bluetooth connection is used to facilitate the Pathé App on wearables (Samsung Gear S3 and Apple Watch).

We use the data that we collect via the Pathé App to enable your use of the App, to process your orders and/or to provide subscription services. The legal basis is the performance of our contract with you.

If you have given your consent, the Pathé App makes use of your location to display the nearest cinemas. We break the link between your location data and other data after no more than 24 hours. The location data have then been irreversibly disconnected from the other data.



We can also use your data for analysis and optimization purposes. The legal basis for this is our legitimate interest in improving the App.

Pathé Personal Assistant

You can also speak with and to Pathé via Google Assistant, for instance to ask questions for planning your visit to one of our cinemas.

As soon as you activate this functionality on your device, you can make use of the Pathé Personal Assistant. Pathé uses Google voice technology to answer your questions.

Google stores the spoken interactions when you make use of Google Assistant.

In this case, Google is the controller of your data and the Google privacy policy is applicable.

Read more about how Google uses your data in the Google privacy policy:

<http://www.google.nl/privacy>.

Pathé does not store any interactions or personal data. Google stores all interactions that you perform with your Google profile with Pathé Personal Assistant in its Assistant. You can read more about this in the Google privacy policy: <http://www.google.nl/privacy>.

Pathé All Stars Programme

Pathé customers can sign up for the Pathé All Stars loyalty programme. With Pathé All Stars, you can save points (“Stars”) for discounts on countless products and services. Via the All Stars App, you can check your Stars balance at any time and take part in fun challenges to save extra Stars.

As a Pathé All Stars member you can take part in personal challenges, while we make sure that our services and communications are tailored as much as possible to your personal preferences.

Available information about you, such as your interests, the films you have visited, information about your account and your use of our services, is also linked to your All Stars account. In this way, we can send you invitations for challenges that suit you and messages about special offers for you in the Shop.

Read more about Pathé All Stars at <https://www.pathe.nl/voorwaarden>.

o Signing up

You can become a Pathé All Stars member via the All Stars App or the All Stars Website. To become a Pathé All Stars member, you need a Mijn Pathé account. When you sign up for the Pathé All Stars Programme, the data saved in your Mijn Pathé account are linked to your Pathé All Stars Account. More information about your Mijn Pathé account can be found in the Mijn Pathé chapter. Once you are a Pathé All Stars member, your purchases and points balance are saved in your Pathé All Stars account in order to process your points for the points saving programme.

o All Stars App/All Stars Website



Via the All Stars App and the All Stars Website, you can convert the Stars you have saved into rewards in our “Shop”. Earned Stars can also be shared with other members. Finally, you can take part in Challenges to win/earn extra rewards.

Via the All Stars App you also have access to the personal data of your Mijn Pathé account, your active tickets, your active vouchers and your active customer card.

Via the All Stars App settings, you can read messages about e.g. new challenges. You can also receive push messages if you give your consent for this via your telephone settings.

The All Stars Website makes use of cookies, the All Stars App does not. Read more about cookies in our cookie statement at [Pathe.nl/cookies](https://pathe.nl/cookies).

o Saving Stars

If you want to save Stars in the cinema to purchase products (film tickets, snacks and drinks), you must show your digital card in the All Stars App at the check-out counter. To save Stars for tickets that you buy online, you must log into your Mijn Pathé account. You also save Stars with your Pathé Unlimited subscription.

o Challenges

With the All Stars App, you can take part in challenges (“Acties”) that Pathé posts in the All Stars App. A completed “Actie” earns you extra Stars or a reward in the form of a voucher. You can also obtain a certain status by making certain purchases. This status can be shared via social media. Only the information that you want to share is made visible on social media. In other words, this only happens with your consent. More information can be found in the social media chapter.

o Sharing Stars

You can share saved Stars with friends. This is done by scanning digital cards of friends from the All Stars App. When you share Stars with a friend, he or she sees the number of Stars, the sender and the purchase with which you earned the Stars that you wish to share.

o Spending Stars

Stars can be exchanged in the Shop for vouchers for products and services of Pathé or partners of Pathé. If an additional payment is required, bank and payment details will be processed in addition to the Stars in order to process the order. Your name, address and the purchased product or service will be provided to the Pathé partner where you have ordered a voucher, the sole purpose being the performance of your contract with the partner.

o Cancelling and managing your account

You can cancel your participation in the Pathé All Stars Programme at any time in the All Stars App, via your Mijn Pathé account or by sending a text message to our customer service. You can manage



your data in the All Stars App. Our customer service has access to all relevant Pathé All Stars data that are necessary to answer questions.

We use the data of the Pathé All Stars Programme in order to carry out the loyalty programme. These data may also be provided to partners within the Programme where you have ordered a voucher in order to enable the performance of your contract with the partner. The legal basis for this processing is the performance of the contract with you.

Pathé Film Party

Parents/legal representatives can book a special film party at Pathé for children up to 11 via <https://www.pathe.nl/filmfeestje>. During the booking procedure, Pathé requests data about both the birthday child and you as the contact person. These data are used to provide the Film Party service you have booked. The legal basis is the performance of our contract with you.

Pathé Business

Businesses and other organizations can organize events and apply for special corporate deals and film vouchers via [Pathebusiness.nl](https://www.pathe.nl/pathebusiness). Quotes for these services can be requested at [Pathebusiness.nl](https://www.pathe.nl/pathebusiness). To this end, the name of the contact person and organization, email address, event in question and certain other specific details must be entered. Additional information can also be provided as optional. These data are used to make the quote, i.e. for the performance of our contract with you (precontractual relationship).

Contact with Pathé via social media

Pathé can be found on various social media such as Facebook, Twitter and Instagram. If you follow us on social media, we may get access to some of your profile data. If you share information about films at Pathé via social media, your data may become visible via these social media. Pathé also follows social media channels and may, in this way, gain access to data on social media about you.

Pathé can keep track of the number of times a certain post of Pathé is shared and liked via social media in order to analyse the reach of its communications. The basis of this processing is our legitimate interest in improving our services and reach via social media.

More information about the use of social media cookies can be found in the cookie statement at <https://www.pathe.nl/cookies>.

Pathé customer service

Our customer service can be reached via the telephone, chat, email and social media. If you contact our customer service, we may ask you for contact details (such as your name, address, email address and/or telephone number). We use these data to process your request and to improve our services



for the performance of our contract with you. We save your question in order to assist you better in the future. The legal basis for this is our legitimate interest in improving our services. When you contact our customer service by telephone, the call will be recorded for training and quality improvement purposes.

Competitions & Challenges

Pathé can run online challenges (“Acties”) and competitions via various channels. Pathé uses the data that it collects in this connection to run the online challenge or competition and to inform you of the result. The legal basis for this is the performance of our contract with you. In addition, we can use your data to send you personalized communications if you have given your consent for this. You will receive further information about this when you sign up for the challenge or competition.

Customer research

Pathé measures customer satisfaction in various ways, including surveys and research in collaboration with an external party. If you take part in a customer satisfaction survey, the data you provide will be processed by Pathé in order to improve our products and services. This takes place on the basis of your purchase. If you prefer not to be approached for this, you can exercise your right to object before placing your order via this [link](#) or by unsubscribing via our direct marketing emails.

COMMUNICATIONS FROM PATHÉ

At Pathé, we want to keep our customers informed of our news, events and challenges (“Acties”). We do this via email, push messages and/or other messaging services (including telemarketing). Our communications are based as much as possible on your preferences and interests as well as on your use of our services and products. You can adjust these in your Mijn Pathé Account or from your email preferences which you can find via the link in our commercial emails.

You can sign up for communications from Pathé in various ways, such as by subscribing to our newsletter. After you purchase tickets and/or take out an Unlimited subscription online, Pathé can send you communications about similar products or services, unless you opted not to receive these communications when giving your email address. The legal basis for this is our legitimate interest in deploying marketing activities. In other cases we only send you personalized communications if you have given your consent.

Each message that you receive from Pathé contains instructions on how to unsubscribe. In your Mijn Pathé account, you can manage the subjects about which you wish to receive information.

If you make use of the Pathé App, you can state whether you wish to receive push messages. You can always deactivate that option in your settings.



RETENTION PERIODS

Pathé does not keep your personal data for longer than necessary. Pathé adheres to various retention periods, depending on the purpose of the data and the data category.

Pathé has formulated several main rules:

- o We adhere to a term of no more than eighteen months for purposes such as providing and billing services, processing orders and informing you about the status of your orders (no marketing). In short, for the performance of our contract with you as our customer.
- o Pathé adheres to a term of no more than twelve months for the performance of analyses for reporting purposes, for improving Pathé services and for adjusting and improving the Website.
- o Pathé adheres to a term of no more than six months for the purpose of protecting its Website and computer and network systems.

The above rules are subject to exceptions, such as shorter retention periods for certain data categories due to their highly sensitive nature.

o Cookies

Pathé adheres to a retention period of no more than six months for cookies and similar technologies. Personal data collected by means of cookies are also saved for no more than six months.

o Ticket purchases without Mijn Pathé

If you buy online tickets without logging into Mijn Pathé, we retain your data until one day after the film you visited.

o Mijn Pathé and All Stars

The data that are visibly saved in your Mijn Pathé and/or All Stars account are in principle retained by us for as long as your account is active. If you do not log in during a period of seventeen (17) months and there are no outstanding purchases, you will receive a message from Pathé asking whether you still wish to make use of your account. If you do not respond after a second message, Pathé will delete the personal data that are linked to your account eighteen (18) months after you became inactive.

o Newsletter



If you have signed up for a Pathé newsletter, Pathé will use your email address to send you the newsletter until you indicate that you no longer wish to receive this. You can do this via the link at the bottom of each message. If you receive a newsletter from your account, you can also unsubscribe via your account.

o Location data

When we process location data in the Pathé App, we break the link between the location data and other data after no more than 24 hours. The location data have then been irreversibly disconnected from the other data.

o Wifi

Information about your device/connection is only processed in order to establish the Wifi connection and is deleted by us no more than 24 hours after the connection has been ended.

o Livewall

If you take part in one of the interactive gaming concepts that Pathé organizes in collaboration with Livewall, we retain your data for no more than twelve (12) months.

• Text Alert

Pathé retains the mobile phone number and the content of the text message on the mobile phone of the cinema for a period of no more than 30 days. The text messages are retained for a period of no more than three (3) months for trend analysis and reporting purposes. The telephone numbers are retained for a period of no more than eleven (11) months after the date that the message was sent.

o Pathé Film Party

The data you enter for a Pathé Film Party are retained by us for no more than twelve (12) months.

o Competitions & Challenges (“Acties”)

Data about your participation in competitions or challenges (“Acties”) are retained by us for no more than twelve (12) months.

o Customer service

Data about your contacts with the Pathé Customer Service are retained by us for no more than twelve (12) months after processing. Recordings of telephone calls are retained by us for no more than one (1) month.



o Camera surveillance

Pathé retains camera surveillance footage for no more than 28 days, unless a longer term is necessary for dealing with an incident. In this case, the footage is deleted after the incident is dealt with.

o Fraud- and theft-related data

Pathé retains fraud- and theft-related data for a period of no more than five years, and only if the fraud or theft has been reported to the police.

If you have any questions about our retention period policy, you can contact Pathé via <https://www.pathe.nl/contact>.

What are your rights

o Access and rectification

You have the right to request us to give you access to your personal data and/or to improve, supplement, delete or restrict access to these data. You can also manage your Mijn Pathé account data online via the Website and App.

A request for access and/or rectification can be directed to Pathé, Re: Privacy, P.O. Box 75948, 1070 AX, Amsterdam or via [Pathe.nl/contact](https://www.pathe.nl/contact). If you are younger than 16, such requests must be made by a parent (or legal representative). In this case, the response will also be sent to the parent (or legal representative). Pathé will respond to such requests as promptly as possible, but within no more than four (4) weeks.

o Objection

An objection to the use of personal data for direct marketing purposes and/or the receipt of marketing information can be lodged at any time by directing this request to Pathé. Re: Privacy, P.O. Box 75948, 1070 AX, Amsterdam or via <https://www.pathe.nl/contact>. In this case, we will not send you any further marketing information. All marketing information we send you via email or otherwise contains an unsubscribe option. If you use this option, you will not receive any further communications of this nature. You cannot unsubscribe for information messages.

o Deletion

If you want Pathé to delete your personal data and/or Mijn Pathé account, this can be done via your Mijn Pathé account on the website or via our customer service at



<https://www.pathe.nl/contact>. Pathé may retain some personal data after the deletion request, for instance, if this is necessary to process placed orders or to comply with a statutory data retention obligation.

o Restriction of processing

If you have good reason to request a restriction of processing, for instance, because you contest the accuracy of the personal data processed by Pathé, or you have lodged an objection to the processing of your personal data by Pathé, you can submit this request via <https://www.pathe.nl/contact>.

o Data portability

If the processing of personal data by Pathé is based on your consent and is performed via automated processing, you have the right to receive personal data concerning you which you have provided to Pathé in a structured, commonly used and machine readable format. You can submit this request via <https://www.pathe.nl/contact>.

o Withdrawal of consent

If a processing of your personal data is based on your explicit consent, you have the right at all times to withdraw this consent, without affecting the lawfulness of the processing of your personal data before the withdrawal.

o Complaints

If you have any complaints about the use of personal data by Pathé, you have the right to submit a complaint to the Personal Data Authority.

SECURITY

We have taken the technical and organizational measures necessary to protect your personal data against loss or any form of unlawful processing. These measures are audited from time to time.

PROVISION OF DATA TO THIRD PARTIES

Pathé can make use of third-party services for the processing of your data in accordance with this privacy statement. These third parties act in this connection as processors for Pathé and Pathé ensures that these parties offer sufficient safeguards in the form of technical and organizational security measures. Third parties acting for Pathé as processor enter into a processor agreement with Pathé which stipulates, among other things, that they will only process personal data on behalf of Pathé.



Pathé can also provide services in collaboration with other parties, such as the All Stars Shop. These parties can enter into an agreement with you or be involved in the performance of a contract with you. You are informed about this when you make use of such a service. Companies within the Pathé group can gain access to your personal data. These parties will offer the same level of protection as Pathé.

For the rest, Pathé exclusively provides data to third parties with your prior consent or if obliged to do so on the grounds of laws and regulations, or if compelled to do so in connection with legal proceedings and/or if, in its opinion, this is necessary to protect its own interests or the interests of third parties.

TRANSFER OUTSIDE EUROPE

Your personal data will exclusively be stored or processed outside the European Union, either by Pathé or parties working on behalf of Pathé, if this is in accordance with the applicable regulations for the transfer of personal data to countries outside the European Union. This means that we will only transfer your personal data to countries outside the European Union if the European Commission has decided that the third country in question guarantees an adequate level of data protection, or if other appropriate safeguards are offered, such as an adequacy decision or the usage of unchanged standard provisions for data protection as approved by the European Commission. These can be found at https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en.

TRANSFER OF ENTERPRISE

If, in the future, one or more parts or assets of Pathé is/are transferred to a third party or Pathé merges with a third party, your personal data may also be transferred to this third party. Pathé will give you advance notification of any such transfers of data.

Contact

If you have any questions or comments about the privacy policy, please contact:

Pathé Theatres B.V.

Attn. Customer Service

P.O. Box 75948

1070 AX Amsterdam

or via <https://www.pathe.nl/contact>.

The Pathé Data Protection Officer can be reached via privacy@pathe.nl.