

# Personal Data Protection Policy – PPD

The new law of the European Union on personal data protection, the GDPR ("General Data Protection Regulation") came into force on May 25th, 2016 and started taking effect on May 25th, 2018. This law represents the biggest change in the field of personal data protection over the last 20 years and has goals that go far beyond simply protecting the private area.

The protection of your personal data is important to us, therefore, we pay special attention to the protection of the privacy of the people who send us personal data in order to conclude and execute a contract, to process a request, as well as those whose data were provided to us by a third party or that we had access to from another source, in compliance with the (EU) Regulation 2016/679 of the European Parliament and Council of April 27th, 2016 on the protection of individuals in regarding to personal data processing and the free movement of such data (hereinafter referred to as "GDPR").

Please pay special attention to reading the following Policy (hereinafter "PPD"), in order to understand how your information will be treated ("personal data").

PPD explains the practices of Cineplexx România S.R.L. (hereinafter referred to as "**CINEPLEXX**"), on the application of the GDPR provisions, as well as the rights you have with regard to the manner in which your information is processed by **CINEPLEXX**.

The processing of the personal data by **CINEPLEXX** will always be done in compliance with the provisions of the GDPR, as well as with the regulations on personal data protection, specific to each country where **CINEPLEXX** operates.

## WHO ARE WE?

We are **CINEPLEXX ROMÂNIA S.R.L.**, a trading company with the registered office in Bucharest, 1st District, 42 D, Șos. București – Ploiești, C2 building, room no. 1, 2nd floor, with the running number in the Trade Register J40/17066/2018 and sole registration code 40225169. We have as main line of business the NACE code 5914 – "Motion picture projection activities".

### DATA PROTECTION OFFICER (DPO)

**CINEPLEXX**, as data operator, appointed Mrs. Nuță Adela as Data Protection Officer (hereinafter "DPO"), being bound to verify the compliance with the GDPR provisions within the data processing operations performed by the controller and to represent the controller in relation to the data subjects, as well as to the Supervisory Authority.

Data subjects have the possibility to address at any time directly the DPO on any aspects related to this PPD, using the contact details below:

DPO's name: Nuță Adela

DPO's e-mail: [adela.nuta@jantea-law.ro](mailto:adela.nuta@jantea-law.ro)

DPO's mailing address: Bucharest, 1st District, 9, Transilvaniei St.

## WHAT IS PERSONAL DATA?

"Personal data" means any piece or pieces of information that can identify you directly (for instance, your name) or indirectly (for example, pseudonyms, such as a sole identification number).

## WHAT DOES PERSONAL DATA PROCESSING MEAN?

"Processing" means any operation or set of operations performed on personal data or on personal data sets, with or without the use of automated means, such as collecting, recording, organizing, structuring, storing, adapting or modifying, extracting, consulting, using, disclosing by transmission, disseminating or providing in any other way, aligning or combining, restricting, deleting or destructing.

## WHICH ARE YOUR PERSONAL DATA THAT WE PROCESS?

Your personal data to be processed are the following:

- **identification data**, such as surname, first name, personal identification number, identity paper series and number (identity card/passport), date of issue and the issuer thereof, place and date of birth, citizenship and nationality, residence, gender, etc.;
- **contact details**, such as mailing address, e-mail, telephone number;
- **data on occupation / profession**;
- **history or consumption preferences data**, such as movie preferences, watched or favourite movies.
- **transaction data**, respectively personal data on the purchases made, the payment method;
- **other data necessary for the running of our activity**. In certain specific cases, we may also process other information necessary for the safe accomplishment of our activity or the legitimate interest of the company (such as video surveillance, for instance).

## GROUND AND PURPOSES OF PERSONAL DATA PROCESSING

1. For the purpose of concluding and executing the contracts between the parties - pursuant to art. 6 paragraph 1 letter b) in the GDPR.

In order to be able to provide you with our products and services, we need to process personal data belonging to you.

Thus:

- **access to the [www.cineplexx.ro](http://www.cineplexx.ro) website**

**CINEPLEXX** provides you with useful information on the events and promotions available in relation to cinema. At the same time, via this website, you can purchase or book tickets for the movies running at the cinema.

2. In order to fulfil some legal obligations - Pursuant to art. 6 paragraph 1 letter c) in the GDPR.

We request a series of personal data, including, in certain situations, the personal identification number, in order to fulfil the obligations imposed by the tax authorities in relation to billing and reporting to the tax authorities.

3. For marketing purposes - Pursuant to art. 6 paragraph 1 letter a) in the GDPR.

We process personal data if the data subject has given their consent for one or several specific purposes. Thus, in certain situations, your personal data will be used for the purpose of sending you marketing messages, offers, news, future campaigns, invitations to various events.

Thus:

- **newsletter**

By this means of communication, **CINEPLEXX** provides you with the possibility to be informed about the most important events and promotions within the cinema by simply subscribing to our newsletter. This method of communication will be carried out by the means of communication indicated by you. You can unsubscribe from the newsletter at any time, either from the registration page or by an e-mail sent to the address [cinema@cineplexx.ro](mailto:cinema@cineplexx.ro)

- **Cookies for the [www.cineplexx.ro](http://www.cineplexx.ro) website**

Cookies are small files stored on the user's hard drive. The use of the "cookie" mechanism represents an advantage for the visitors, allowing them to store some browsing options on the website, such as: the language in which the website is displayed, the types of filters applying to the display of certain pages, the storage of the username and password for quick access to the content of the website. With some exceptions, not accepting a cookie does not mean that the user will be denied access to browse the website, reading the content thereof. With the help of cookies, we can monitor and segment the users' interests in certain areas or applications of the website, allowing us to further improve your browsing experience, placing relevant content to the user, etc.

Some of business partners of **CINEPLEXX** use cookies on the [www.cineplexx.ro](http://www.cineplexx.ro) website; for instance, those that advertise. Nevertheless, **CINEPLEXX** does not have access to or control these cookies. For links to other websites, we recommend that you consult in advance the legal terms and other information on the collection of personal information.

Cookies containing your personal information are loaded, but not functional, unless you expressly agree. Following your agreement, these cookies are valid for 6 months. Cookies are used for marketing and analytical purposes.

- **presence of CINEPLEXX on social media platforms**

Communication with **CINEPLEXX** can be achieved via the social media platforms on which it is registered. In organizing its activity, **CINEPLEXX** does not use automatic processing means that will result in an automatic decision with legal effects on you. However, we use personal data collected for the purpose of profiling, in order to communicate with you as efficiently as possible.

4. For the purpose of the legitimate interests envisaged by the controller or a third party – Pursuant to art. 6 paragraph 1 letter f) in GDPR.

Thus,

- **visit to the cinema**

- 

**CINEPLEXX** collects your personal data, in order to provide you the most enjoyable and the safest cinema experience.

In order to protect the security of the visitors, we have implemented a video surveillance system in the cinema, signalled by specific indicators.

In order to take over your requests or complaints inside the cinema, it is necessary to identify yourself whenever you want to make such an attempt at the information desks or using any contact method provided to you.

## DATA STORAGE PERIOD

**CINEPLEXX** may keep the data processed for different periods of time, deemed as reasonable, in compliance with the purposes indicated above. We retain your data only for the period necessary to achieve the purpose for which we hold the data, in order to meet your needs or to fulfill our obligations under the law.

In order to know how long your data can be stored, we use the following criteria:

1. When you purchase products and services, we keep your personal data for the duration of our contractual relationship, as well as for a later term, in case there is a legal obligation to keep for **CINEPLEXX**;
2. If you participate in a promotional offer, we will keep your personal data during the promotional offer;
3. If you contact us for a question, we will keep your personal data for the duration necessary to the processing of your questions, but not more than 5 years of the last correspondence sent;
4. If you have given your consent for marketing, we keep your personal data until you unsubscribe or request

to delete it or after a period of inactivity (without active interaction with our brands defined in compliance with the local regulations and guidelines). In this respect, we mention that the data stored in our databases for the purpose of direct marketing communications are deleted from the records of these databases 5 years after the last interaction with you;

5. If your data has been processed as a result of a legitimate interest in **CINEPLEXX**, we will keep your data for the period necessary to fulfil our legitimate interest, but not more than 5 years of the first interaction with you.

## DATA PROCESSING PRINCIPLES

**CINEPLEXX** undertakes to comply with the principles of personal data protection (hereinafter referred to as the "Principles") provided by the GDPR, in order to ensure that all data are:

1. Processed in a fair, legal and transparent manner;
2. Collected for specified, explicit and legitimate purposes;
3. Appropriate, relevant and limited in relation to the purposes for which they are processed;
4. Correct and updated;
5. Kept in a form not allowing the identification of the data subjects for more time than necessary in relation to the purpose of the processing;
6. Processed in accordance with the rights of the data subject, in a manner providing the appropriate security of the processing, so that the data is complete, confidential and available.

## PROCESSING OF ANY OTHER DATA THAT YOU PROVIDE TO US

**CINEPLEXX** will use the information that you provide, by direct or indirect transmission or by the communication thereof to the public, in electronic or material format, solely for the purpose of processing your request or contacting you, of sending you marketing messages, offers, news, upcoming campaigns, invitations to various events held in connection with the activity of **CINEPLEXX**, only when we have your express consent.

By providing any personal data in the manners described above, you understand and agree that your data will be processed in compliance with the PPD provisions of **CINEPLEXX**.

Please bear in mind that, in order to be able to process your requests, in certain circumstances, we may have to disclose your data to the partners with which **CINEPLEXX** collaborates and/or to other third service providers of **CINEPLEXX**.

## DISCLOSURE OF THE PERSONAL DATA TO THIRD PARTIES

The personal data processed by **CINEPLEXX** may be disclosed and/or transferred to third parties only if we have your express consent to do so, except where there is a legal/contractual obligation for **CINEPLEXX** to proceed in this way.

In order to facilitate the performance of the activities related to the purposes of the processing detailed above, **CINEPLEXX** may communicate this data to third parties, such as:

- operational service providers, such as courier services, telecommunications, IT, payments, processing, training, storage, archiving, investigation services related to customer support;
- any business partner, investor, transferee (current or potential), in order to facilitate the transactions with commercial assets (which may include a merger, purchase, debt or sale of assets);
- professional advisers, such as auditors or lawyers;
- regulatory authorities, professional bodies and/or public authorities for compliance with the applicable regulations.

We do not transfer personal data outside the European Union, except in keeping with appropriate safeguards.

## DATA SUBJECTS' RIGHTS

In compliance with the GDPR, you have a series of rights regarding the personal data that **CINEPLEXX** processes:

- 1. Right of access to the processed data** - You have the right to access the personal data that we hold. The first supply of information will be made without any kind of charge. If you still need copies of the information already provided, we may charge a reasonable fee, taking into account the administrative costs of providing the information. Clearly unfounded, excessive or repeated requests may not receive an answer.
- 2. The right to rectify the data** - You are entitled to ask for your data to be rectified, if they are inaccurate or outdated and/or to supplement them, if they are incomplete.
- 3. The right to delete the data ("the right to be forgotten")** - In some cases, you have the right to have your data deleted or destroyed. This is not an absolute right, because sometimes we may be forced to keep your data for legal or judicial reasons.
- 4. Right to restrict the processing** - You have the right to request the restriction of the processing of your data. This means that the processing of your data is limited, so we can keep the data, but not use or process it. This right applies in the specific circumstances provided for in the General Data Protection Regulation, namely:
  - the accuracy of the data is challenged by the data subject (i.e. you), for a period allowing the operator (i.e. **CINEPLEXX**) to verify the accuracy of the data;
  - the processing is illegal and the data subject (i.e. you) objects to the deletion of the data and requests the restriction of the use thereof;
  - **CINEPLEXX** no longer needs data for the processing, but they are required by the data subject (i.e. you) for the establishment, exercise or defense of legal claims;
  - the data subject (i.e. you) raised objections to the processing based on legitimate reasons from **CINEPLEXX**, in virtue of checking whether the legitimate reasons of the controller exceed those of the data subject (i.e. you).
- 5. Right to data portability** - You have the right to move, copy or transfer the data you are interested in from our database to another. This applies only to the data that you provided, when the processing is based on your consent or a contract and is implemented by automated means.
- 6. Right of opposition** - You may at any time oppose the processing of your data, when such processing is based on a legitimate interest.
- 7. Right to withdraw the consent at any time** - You may withdraw your consent to the processing of your data when such processing is based on consent. The withdrawal of the consent does not affect the legality of the processing made in virtue of the consent before the withdrawal thereof.

**8. Right to file a complaint with the relevant supervisory authority** - You have the right to file a complaint with the data protection authority in your country of residence or your home country, in order to challenge the data protection practices provided by CINEPLEXX.

**9. Right to object to the processing of your data for direct marketing purposes** - You may unsubscribe or opt out of our direct marketing communication at any time. It is easier to do this by clicking the "unsubscribe" link in any e-mail or communication that we send to you.

**10. Right to object to the processing of your data by us when we take actions for the public interest or for the legitimate interests of our own or of a third party** - You may at any time object to the processing of your data, when such processing is based on an interest legitimate.

## LEGAL REQUESTS

We access, keep and provide your information to the regulatory authorities, law enforcement officers or other entities:

1. In response to a request of a legal nature, when required by law.
2. When we deem this necessary in order to: detect, prevent and respond to fraudulent actions, unauthorized use of any material belonging to us, violations of our conditions or policies or other harmful or illegal activities, to protect us (including our rights, property or materials), you and others, including in the investigations or surveys of the regulatory authorities or in order to prevent imminent death or bodily injury.

The information that we receive about you may be accessed and stored for a longer period of time when it is the subject of a legal request or legal obligation, a government inquiry or any investigation into possible breaches of our conditions or policies.

## SECURITY OF THE PROCESSING

CINEPLEXX has adopted technical and organizational data processing measures, updated in compliance with the GDPR requirements, in order to protect your personal data against any unauthorized access, misuse or disclosure, unauthorized modification, destruction or accidental loss. All CINEPLEXX employees and collaborators, as well as any third parties acting on behalf and on account of CINEPLEXX, are bound to keep the confidentiality of your information and the GDPR requirements, in compliance with the PPD provisions.

## UPDATE OF THE PERSONAL DATA PROTECTION AND PROCESSING POLICY

Please bear in mind that this Policy may be subject to periodic changes of content, by the update thereof by CINEPLEXX.

Any amendment will be communicated to the users by posting the updated version at: [www.cineplexxx.ro](http://www.cineplexxx.ro)  
The PPD terms are interpreted in compliance with the applicable law.

## CONTACT

If you have any questions or concerns about the manner in which we treat and use your personal data or you wish to exercise any of your rights, please contact us by accessing the contact details of our DPO.