



CORPORATE PRIVACY POLICY

1. Introduction

Since the protection of your privacy is of paramount importance to Kinopolis, this Privacy Policy provides you with the necessary information about the type of personal data we process from you, how we use it, your rights in this regard and how you can exercise them.

2. To whom does this Privacy Policy apply?

This privacy policy applies to (current, future and former) shareholders of and/or investors in Kinopolis, their proxy holders and/or representatives, the website visitors of the corporate website of Kinopolis and subscribers to the Kinopolis' press releases.

3. Who is responsible for the 'processing' of personal data?

The personal data that you share with us is collected and processed by or on behalf of Kinopolis Group NV, whose registered office is located at 1020 Brussels (BELGIUM), Eeuwfeestlaan 20, Company number BTW/VAT BE 0415.928.179, RPR Brussels 622 315; correspondence address: 9000 Ghent (BELGIUM), Moutstraat 132-146, hereafter collectively referred to as 'Kinopolis, us, we'.

Kinopolis is the 'data controller' of your personal data for the processing activities as set out in this privacy policy.

4. What data does Kinopolis process about me?

Kinopolis collects and processes the following categories of personal data of its shareholders/investors and their proxy holders and/or representatives:

- Identification and contact details, such as name, e-mail address, date of birth, national registration number;
- Financial details, such as bank account number;
- Family and relationship data (only for reference shareholders);
- Information regarding the shares held, such as the number and type of shares;
- Voting instructions and/or voting behaviour;
- Information based on contacts with you.



Kinepolis collects and processes the following categories of personal data of its corporate website visitors and subscribers to Kinepolis' press releases:

- Identification and contact details, such as name, e-mail address, function, company, preferred language;
- Information based on contacts with you, for example via a request sent by email or via our website;
- Information obtained through your use of our website. We may collect additional electronic identification data and information about browser and hardware from visitors to our website. We may collect statistics and general information, for example regarding the use of our website. You can find more information about cookies in our Cookie Policy.

5. Why does Kinepolis process these data? On what legal basis?

Kinepolis collects, records and processes personal data in order to:

- Comply with its legal and regulatory obligations, such as the information obligation of listed companies to the supervisory authority;
- Identify and maintain contacts with our (future) shareholders/investors, analysts and other business contacts;
- Prepare, notify, analyse and manage the attendance and voting procedures for shareholder's meetings;
- Analyse Kinepolis' shareholding and investor base;
- Keep a register of shareholders;
- Pay dividends and other distributions to shareholders;
- Communicate press releases, financial reports and send invitations to roadshows and events;
- Reply to comments and/or questions you have sent on our website or by email;
- Manage and improve our website.

Kinepolis processes these personal data on the basis of:

- a legal obligation, such as the applicable provisions of the Company Code, accounting obligations, as well as anti-money laundering obligations;
- your consent;
- the legitimate interests in order to conduct our business;
- necessary for the performance of a contractual obligation.

6. For how long will Kinepolis retain my personal data?

Kinepolis will retain your personal data only for as long as necessary for the purposes described above, also taking into account any legal or regulatory storage obligations.

At the end of the applicable storage period, the data shall be erased or made anonymous.



7. Does Kinepolis supply my personal data to other organisations?

For the purposes described under Article 5, Kinepolis may engage so-called ‘processors’. They act only on our behalf and will therefore only process your personal data on our instructions and within the framework of this Privacy Policy.

For example, we use e.g. service providers that assist us with the organisation of the general meetings, or paying agents. These providers may be given access to your personal data or other information in the course of providing their services. We allow these companies to process your personal data only to the extent that such processing is necessary for the provision of their services. We also take all reasonable measures to ensure that these processors guarantee an appropriate level of data protection security.

We may also pass on your personal data to government bodies, regulatory authorities, law enforcement agencies or courts of law if we are obliged to do so or to protect our rights in legal proceedings.

We take all reasonable technical and organisational measures to store your personal data safely and to protect them against unlawful access.

When we process your personal data outside the EU, we ensure, through contractual or other measures (such as the standard contractual clauses of the European Commission), that these data benefit from an adequate level of protection comparable to the level of protection applied within the EU.

8. What rights can I exercise concerning my personal data?

You have the right to obtain access to your personal data, to request its rectification if it is inaccurate or incomplete and to request its erasure. However, it should be taken into account that we cannot always delete all the personal data requested, for example when the processing of such data is necessary for the establishment, exercise or defence of legal claims.

In addition, you have the right to request that the processing be ‘limited’.

If you wish to transfer your personal data, this is also possible. We call this the ‘right of data portability’.

Whenever the processing is based on a legitimate interest of Kinepolis, you have the right to object to it.

Where the processing is based on your consent, you have the right to withdraw your consent at any time, without prejudice to the lawfulness of the processing based on the consent given before the withdrawal of the consent.



9. How can I exercise these rights in practice?

You can exercise these rights by sending an e-mail to the following email address: dpo@kinopolis.com.

10. Can Kinopolis make changes to this Privacy Policy?

This Privacy Policy may be amended from time to time, including to adapt it to changes in a service or to legal and regulatory requirements. You will always find the most recent version on the website.

11. Who can I contact if I have any questions or complaints?

For general questions or comments concerning your personal data, please contact us by sending an email to the following address: dpo@kinopolis.com

For complaints regarding the processing of your personal data by Kinopolis, you may also contact the Belgian Data Protection Authority: Drukpersstraat 35, 1000 Brussel / +32 (0)2 274 48 00 / e-mail: contact@apd-gba.be; website: www.gegevensbeschermingsautoriteit.be