



## Cookie Policy

This Cookie Policy applies to all websites and mobile applications of Kinepolis Group NV, including its subsidiaries, unless determined otherwise by the specific website or application (hereafter referred to as the "**Website and App**").

The Websites and Apps are operated by Kinepolis Group NV, a company incorporated under Belgian law, having its registered office at Eeuwfeestlaan 20, 1020 Brussels, and registered under company number 0415.928.179 ("**Kinepolis**").

This Cookie Policy explains which cookies are used on the Websites and Apps and how you can manage these cookies yourself.

The use of cookies by Kinepolis is part of the Kinepolis general policy concerning the protection of your privacy and processing of your personal data. Further relevant information, including in connection with exercising your rights, the option to lodge a complaint or profiling, can be found in the Privacy Policy which you can find at the bottom of each page on the Website and App.

### 1. WHAT ARE COOKIES?

"Cookies" are small data files that are stored temporarily or permanently on your computer or other device by the server of a website or mobile application via the browser. Cookies contain a unique code that will recognise your browser when you visit the website (this is referred to as a "session cookie") or during subsequent visits or use of the website (this is referred to as a "permanent cookie", although this does not imply that it is actually stored permanently). Cookies help to simplify, complete and personalise the use of a website.

We may also employ comparable tags and trackers that use the processing and storage capacity of your computer or other device in different ways. To make things easier these tags and trackers are also referred to as "cookies" in this document.

### 2. USE OF COOKIES ON THE KINEPOLIS WEBSITES AND APPS

The Kinepolis Website and App use different types of cookies, categorised into "strictly necessary cookies", "functional cookies", "performance cookies", "targeting cookies" and "social media cookies".

The strictly necessary cookies are necessary for the functioning of the Websites and Apps and are active by default. You do not have to give your consent for these cookies. They are justified based on "legitimate interest".



For the functional cookies, analytical cookies, targeting cookies and social media cookies, Kinopolis asks your consent to use these cookies.

You can find more information about each category of cookies below. You can find a detailed list of cookies on our Website and App under ‘cookie settings’ at the bottom of each page of the Website.

### **2.1 Strictly necessary cookies**

These cookies enable you to navigate our Websites and Apps and use their functionalities (including your shopping cart and privacy settings).

### **2.2 Functional cookies:**

Via these cookies the Websites and Apps can offer extensive functionalities and personalisations.

### **2.3 Performance cookies:**

These cookies collect data on the use of our Website and App such as the number of visitors, which web pages are popular and the time visitors spend on a specific web page. Data on the behaviour of our users enables us to improve our Website and Apps, and optimise the individual user experience.

### **2.4 Targeting cookies**

Your surfing behaviour, demographic and user data will enable us to make our adverts more efficient and better adapted to your specific interests. The cookies we use for this are placed by Kinopolis or via our site by our advertising partners such as Google, Facebook or filmdistributors. They can be used by these partners to build a profile of your interests and show you relevant advertisements on other sites, including for their own products and services or for products and services of others.

### **2.5 Social media cookies**

These cookies facilitate the functions on social media websites such as Facebook. For instance, the video sharing function on Facebook, the function to log into your Facebook account or the monitoring of your surfing behaviour on the Website and App by social media websites, in order to offer you a more personalised service. For more information on the use of cookies and other scripts by Facebook, please refer to the Facebook cookie policy: <https://nl-be.facebook.com/policies/cookies/>.



### 3. COOKIE MANAGEMENT

We will always ask for your consent before adding functional cookies, performance cookies, targeting cookies and social media cookies. You can give your consent by clicking on the relevant button in the cookie banner or by indicating this in the cookie settings which you can also find at the bottom of every Website and App.

You can delete previously installed cookies from your computer or mobile device by updating your browser settings at any time. The following website describes the method used to refuse or disable cookies for the most commonly used browsers: [www.allaboutcookies.org](http://www.allaboutcookies.org).

### 4. CHANGES - CONTACT

Kinepolis reserves the right to amend this Cookie Policy at any time. It is your responsibility to regularly check the relevant Cookie Policy and take account of the latest version. This Cookie Policy was last revised and updated in March 2024.

You can always contact the DPO of Kinepolis by email at the following address: [dpo\[at\]kinepolis\[dot\]com](mailto:dpo[at]kinepolis[dot]com).