



## Cookie Policy

This Cookie Policy applies to the [www.kinopolis.lu](http://www.kinopolis.lu) website (hereafter referred to as the "**Website**").

The Website is operated by Kinopolis 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 ("**Kinopolis**").

This Cookie Policy explains which cookies are used on the Website.

The use of cookies by Kinopolis is part of the Kinopolis general policy concerning the protection of your privacy and processing of your personal data. Further relevant information can be found in the Privacy Policy which you can find at the bottom of each page on the Website.

### 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 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

The Kinopolis Website uses different types of cookies, categorised into "standard cookies" and "other cookies".

#### 2.1 "Standard cookies"

This category comprises the following types of cookies, which only have a limited impact on the privacy of visitors to the Website:

**Functional cookies:** these cookies enable you to navigate our websites and apps and use their functionalities (including your shopping cart and privacy settings). They also facilitate the operation of the Website, for example by remembering usernames, passwords and preferences – such as language settings.



**Performance cookies:** these cookies collect data on the use of our Website 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 and personalise the individual user experience. The information generated on your behaviour as a user of our Website is then used, for example, anonymously via Google Analytics ("analytical cookies"). For further information on how Google uses your data visit:

<https://www.google.com/intl/nl/policies/privacy/partners/>.

## 2.2 "Other cookies"

Kinopolis will ask your permission to use "other cookies". This category comprises the following types of cookies:

**Advert 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 and other tools of the Google (DoubleClick) and Facebook (Custom Audience) advertising networks also enable us to show you adverts for Kinopolis products and services that may be of interest to you on websites belonging to these networks.

**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 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 permission before adding "other cookies". You can give your consent by continuing to use the Website or by clicking on the relevant button in the cookie banner.

You can delete previously installed cookies from your computer or mobile device by updating your browser settings at any time. You can also simply withdraw your consent for "other cookies" via the following link: <https://kinopolis.lu/en/cookie-consent/reset>. But remember that if you disable all cookies in your browser settings, you will also disable necessary/functional cookies, resulting in limited Website functionality. 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

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 on 24 May 2018.