



General Terms and Conditions relating to the My Kinopolis account (15/05/2018)

1. General

These General Terms and Conditions are applicable to, and form part of, the “My Kinopolis” agreement (hereinafter: the “Agreement”) between you and Kinopolis Group NV, with registered office at Eeuwfeestlaan 20, 1020 Brussels, BE 0415.928.179 (hereinafter: “Kinopolis”, “our”).

2. Subject of Agreement

Not everyone has the same taste in films, music, etc. Because Kinopolis offers such a wide variety of media and because we do not want to bore you with things that don't interest you, we believe it is important to tailor our communication as much as possible to your preferences. That's what it is all about when creating your My Kinopolis account.

Some examples:

- We offer several newsletters we believe may interest you based on the information we hold about you;
- We send individual emails, for example to let you know about a specific film or an upcoming event. In deciding whether or not to send this email to you, we look at the information we hold about you;
- Normal visitors all get to see the same homepage on our website. The films they see on our mobile app are also always in the same order. When you log in to the website as My Kinopolis customer, however, we customise the homepage and mobile app to you interests. If you love watching action movies, for example, they'll feature at the top. If Indian films are not your thing, they'll be listed at the bottom. This way, we make it quicker and easier for you to find what you are looking for among the wide range of choices.



What do we base these preferences on?

- Very simple things: unless we think it's worth the trip, we won't recommend anything that isn't showing in your Kinopolis cinema.
- Also easy: if you've bought tickets for a film that's part of a series (a James Bond movie, to give a typical example), we will invite you for the next film in the series (unless, of course, you told us you didn't like the last film at all).
- But we go further: we take into account everything you tell us in your My Kinopolis profile: your favourite genres, your favourite actors and actresses, your preference - or not - for films from a specific country, etc.

To get to know you as well as possible, we also watch the films you bought tickets for, the films you added to “Films I've seen” and “Films I want to see” and then set out to identify the genres, actors, actresses, directors, etc. who repeatedly feature in those films, so we can also take this into consideration in doing our best to make sure our information matches what you want to watch.

We also offer you the following added benefits:

- **A free ticket for your birthday**

If you fill in 80% or more of your profile and if you have subscribed to the My Kinopolis newsletter, we'll send you a ticket a few days before your birthday for you to go to the cinema free of charge either on your birthday or the day after.

- **My Kinopolis options on the website and in the mobile app**

When you log in to the website or the app as a My Kinopolis customer, you have access to options that aren't available to “normal” visitors and users, such as:

- Tickets: if you buy a ticket online, the ticket is delivered to your My Kinopolis account so you can easily retrieve it both on the website and in your mobile app. (With that ticket on your smartphone, you can go straight to the cinema checkpoint, so you no longer need a printer and paper.)



- “Films I've seen”: here you can keep track of your personal movie history. Films for which you buy tickets online are automatically added, but you can add films you saw elsewhere (in a different cinema, on TV, on Netflix, etc.) yourself to complement your viewing history. (A condition for this is that the film that has at one time been shown in a Kinepolis theatre and is therefore in our database.)
- “Films I want to see”: if you add a film to this list, we'll send you a message as soon as tickets are available for the first screening.
- Check card balance: if you are a My Kinepolis customer and have a “multiple-visit card”, for instance the Kinepolis Movie Card, you can check the validity date and the remaining credit on your card at any time on the website or in the mobile app.
- **Access to exclusive events and competitions**

Some events and competitions are only available for holders of a My Kinepolis account.
- **Exclusive pre-sale**

For very popular screenings and events, the sale (during the first hours or days) may be limited to holders of a My Kinepolis account, giving them the best chance of obtaining tickets and also first choice for the best seats.

3. Conditions of MyKinepolis account

MyKinepolis is only available for private individuals (“natural persons”).

Minors who have not yet reached the age of 13 must provide the email address of their parents or legal guardian, so that we may inform them that a MyKinepolis account has been opened by the minor in question. They can, of course, terminate the contract at any time.

If you are a minor, we strongly recommend that you read and approve these General Terms and Conditions and also carefully read the Privacy Policy and Cookie Policy of Kinepolis in the presence of your parents or legal guardian.

Companies and associations (“legal persons”) may not create a MyKinepolis account.



4. Duration and termination of the Agreement

A My Kinopolis account is created for an indefinite period and takes effect on the date of its creation. Both you and we have the right to terminate this Agreement. You can do this easily and at any time by deleting all your details in your My Kinopolis account. Should we decide to terminate the Agreement for whatever reason, we will notify you thereof beforehand by email.

We reserve the right to remove your MyKinopolis account in the event of fraud or misuse of the rights you have as holder of a MyKinopolis account or if you have caused material injury to Kinopolis.

5. Availability of your MyKinopolis account

Kinopolis does everything that may be reasonably expected to ensure all MyKinopolis services are available 7 days a week, 24 hours a day. However, computer systems require occasional maintenance and we cannot rule out unforeseen circumstances. In such events, we will do everything we can to resolve the issue as quickly as possible, but no damage claims can be demanded in the event of disruptions to the services.

6. Protection of privacy

As data controller, we always process your personal data in accordance with the applicable privacy legislation. We process your personal data for purposes and legal grounds as stated on our Kinopolis website(s) under the heading “Privacy Policy”.

For more information regarding, among other things, the data retention period, profiling, transfer to third parties involved in the service provision, please refer to our Privacy Policy.

You have the right to oppose certain processing operations as specified in our Privacy Policy by selecting the operation via the option provided in your My Kinopolis account.

You also have a right of access, correction, restriction, deletion and transferability of the data as described in the Privacy Policy. To this end, you simply select this via the option provided in your My Kinopolis account. You can easily consult and edit your details by logging in to your My Kinopolis account.



7. Amendments to the Agreement

Kinepolis may at any time make changes to the Agreement if these are not to your disadvantage. On the other hand, we may only make changes that are to your disadvantage if we notify you thereof by email in advance. If you then do not terminate the Agreement within the period specified, you are deemed to have agreed to the new General Terms and Conditions. You can consult the most recent version of these General Terms and Conditions at any time on our website.