



# PERSONAL DATA PROTECTION CHARTER

Pathé Cap Sud Abidjan (hereinafter referred to as "We or "Us") wishes to provide you, as a Customer, with an overview of the processing of your personal data (your "Data") and your rights under the relevant applicable regulations.

This charter ("the Charter") applies to all services offered by Pathé Cap Sud Abidjan, in particular when you create your customer account and purchase tickets on our website [www.pathe.ci](http://www.pathe.ci) ("Website"), our mobile application or in the cinema.

We may modify the Charter by updating this page. We therefore invite you to consult it regularly to ensure that you agree with any changes.

We consider that you have accepted this Charter when you use our services.

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## THE CHARTER IN A NUTSHELL :

<p style="text-align: center;"><u>Collected data</u></p> <p>When you subscribe to one of our services (creation of an online account, purchase a ticket online or in the cinema), we ask you for certain information.</p> <p>In addition to the Data collected directly from you, other Data may be automatically collected or generated by our computer systems.</p>	<p style="text-align: center;"><u>What we do with your Data</u></p> <p>The collection of your Data enables us to provide you with the services you have subscribed to and also to get to know you better so that we can offer you personalized services.</p>
<p style="text-align: center;"><u>Data Recipients</u></p> <p>Your Data is intended for all of our cinemas, our various departments and service providers authorized to process your Data on our behalf in order to provide you with the associated services.</p>	<p style="text-align: center;"><u>Location and transfer of your Data</u></p> <p>We store your Data mainly in the European Union. European.</p> <p>Some of your Data may be transferred outside European Union, in particular to the United States, by certain functionalities. These data transfers are governed by appropriate guarantees, in particular by the signature of Standard Contractual Clauses validated by the European Union.</p>
<p style="text-align: center;"><u>Setting your options</u></p> <p>You can manage your consent settings at any time Cookies at clicking on the link You can access the "Set your cookies" section in the footer of our website <a href="http://www.pathe.ci">www.pathe.ci</a> or in the "My consents" section of our mobile application.</p> <p>If you have an online customer account, you can manage the settings for receiving film news and our best offers at any time in the "Notifications" section on our website <a href="http://www.pathe.ci">www.pathe.ci</a> or in our mobile application.</p> <p>If you no longer wish receive film news and our best offers, you can also use the unsubscribe link in the email sent to you.</p>	<p style="text-align: center;"><u>Contact us</u></p> <p>If you have any questions about the Charter, please contact us:</p> <ul style="list-style-type: none"> <li>- via the contact form on our Website (link (see "Contact us" at the bottom of the page);</li> <li>- Electronically to following address <a href="mailto:dpo@pathe.ci">dpo@pathe.ci</a></li> </ul> <p>for requests that cannot be made via your personal space or the contact form.</p> <ul style="list-style-type: none"> <li>- by post to the following address</li> </ul> <p style="text-align: center;">Pathé Cap Sud Abidjan 01 BP 2185 Abidjan 01 - COTE D'IVOIRE</p>

### 1. Who we are

Pathé Cap Sud Abidjan is a network of cinemas under the Pathé banner.

### 2. Who is responsible for processing your Data?

The person responsible processing your Data is Pathé Cap Sud Abidjan, *registered under the number RCCM: CI ABJ-. 03-2017-B16-24083*, whose registered office is at Marcory Centre Commercial Cap Sud , Boulevard Félix Houphouet Boigny ; 01 BP 2185 Abidjan 01 , located in the commune of Marcory in Abidjan - Côte D'Ivoire

Pathé Cap Sud Abidjan belongs to the Les Cinémas Pathé group.

Pathé Services SAS manages the website and mobile application.

### 3. What types of Data do we collect?

We offer various services to help you make the most of your cinema experience, for which we collect different types of information about you. We may collect the following Data:

- When you use your customer account on the Website or mobile application: your favorite movies or the movies you want to see and your profile photo if you add it.
- Automatically when you access the website or mobile application: your IP address, technical information about your browser and terminal, and browsing data.
- With your explicit consent: your geolocation is used to locate the most appropriate cinema and is not preserved.
- When you make a reservation or purchase online or in the cinema: the film, the screening chosen, the cinema concerned, your method of payment (credit card, prepaid card or any other payment method), your credit card imprint (to manage the payment and any refund, and if applicable, if you so request, to facilitate future purchases), transaction information, if applicable your first and last name, the e-mail address to which your online reservation is sent.
- If you wish to make a group reservation: the email addresses of your companions ;
- When you contact our customer service department or one of our cinemas: your surname, first name, email address (if applicable, from your customer account if you log in), telephone number and information concerning your request (film, cinema concerned, screening concerned, etc.) and any attachments relating your request. We keep a history of our exchanges in order to process your request.

### 4. Why do we process your Data / for what purposes do we process your Data?

We use and process your Data for several reasons:

- management of your online customer account (registration and processing of your online reservations, access your reservation history; registration and processing of your online requests for information or complaints to our customer service department, etc.);
- online booking and purchase of tickets and online purchase of prepaid cards;
- managing your customer service requests;
- customer relationship management and improvement ;
- the sending of personalized information and offers (sending the program of your favorite cinema, previews or events, suggesting films you are likely like in your customer area, etc.);
- the organization of promotional operations such as contests, in particular through networks social ;
- carry out statistical studies, in particular to better meet your expectations;
- to improve the Website and your browsing experience;

In addition, we may store and process your Data for the purposes of combating fraud and payment incidents, as well as defend our interests in the event of litigation or legal action.



## 5. Are you obliged to provide us with your Data?

You are under no legal obligation to provide us with any information about yourself.

However, we cannot provide you with the requested service if you do not provide the information shown as mandatory on our collection forms.

In addition, you are free to provide us with Data identified as optional, the collection of which will enable us to improve the service offered.

## 6. How do we obtain your consent?

We will only collect, process and use your Data with your clear, explicit and unequivocal consent.

We collect your consent in the following situations:

- when creating a customer account ;
- when accepting web browsing cookies (see 8. Cookies);
- when booking online;
- when we offer you personalized services.

## 7. How long will your Data be kept?

Your Data is kept for the duration of the contractual relationship or subscription to a service, and then for as long as is necessary to manage the end of the contract or service and to protect our interests in event of litigation or legal action. We ensure that the period of retention is reasonable in relation to the purpose of such retention.

Purpose	Retention period before deletion or anonymization	Additional comments
Using the online customer account	During period of use, then 3 years from last activity	
Online booking sessions and online purchase of prepaid cards	5 years and 3 months from completion of transaction	Retention of credit card data for 13 months from the date of payment
Managing customer service requests	5 years and 3 months from date of application	
information and offers personalized	Until consent is withdrawn	
Organization of promotional operations such as competitions, particularly via social networks	5 years and 3 months from end of contract of operation	
Fighting fraud and preventing payment incidents	5 years and 3 months after last payment	
Exercising or defending a legal right	5 years and 3 months after last payment	



## 8. Cookies

When you visit our website or use our mobile application, cookies and other tracking devices may be stored and read in the browser your computer or terminal.

These cookies allow us to automatically collect Data in order to :

- to enable browsing on our Website;
- track your browsing and measure the audience ;
- personalize your navigation ;
- to offer you advertising corresponding to your centers interest.

Cookies are kept for a maximum of 13 (thirteen) months from the time they are deposited on your browser or terminal. At the end of this period, a new consent will be required. You may withdraw your consent at any time.

Cookie type	Partner	Service life maximum	Consequences of blocking
Technical cookies	Les Cinémas Pathé Cinémas Gaumont	12 months	Awkward for a smooth experience navigation
Consent management	Didomi	12 months	Loss of consent, which be renewed with each connection
Securing	Akamai Google reCaptcha	2 hours 6 months	Blocking creation and customer account login
Performance measurement	Akamai mPulse	2 hours	No consequences
Audience	Google Analytics	13 months	No consequences
Customized advertising (mobile)	Airship	13 months	No consequences

Cookies are deposited either by us or by third parties, depending on the choices you have made during the registration process.

setting of your consent Cookies when you first visit the Site or when you first use of the mobile application.

As a reminder, you can set your Cookies consent at any time by clicking on the link

You can find a link to "Set your cookies" at the bottom of the page on our website [www.pathe.ci](http://www.pathe.ci) or in the section

Our mobile application is called "My Consents".

To find out more about third-party cookies and the privacy policy our partners, please go to consult the following links :

- Airship: <https://www.airship.com/legal/privacy/>
- Akamai: <https://www.akamai.com/fr/legal>
- Google reCAPTCHA: <https://policies.google.com/privacy>
- Google Analytics: <https://support.google.com/analytics/answer/6004245?hl=fr>
- hCaptcha: <https://www.hcaptcha.com/privacy>



## 9. Who will receive your Data?

Pathé Cap Sud Abidjan is recipient of your Data in its capacity as controller. Pathé Services SAS manages the Website and mobile application.

## 10. With whom do we share your Data?

We share your Data with our subcontractors who help us to manage the services we offer you, in particular the , customer service and payment services. The involvement of each of these subcontractors is strictly limited to the services they perform on our behalf.

We ensure that our subcontractors present sufficient guarantees to ensure implementation of security and confidentiality for the Data to which they have access in the performance of their duties, as defined by the applicable regulations.

## 11. To which countries do we transfer your Data?

We store your Data mainly in European Union.

Some of your Data may be transferred outside European Union, in particular to the United States, by certain functionalities. To find out more about these features and the privacy policies of our partners, please consult the following links:

- Google Analytics: <https://support.google.com/analytics/answer/6004245?hl=fr>
- Google reCAPTCHA: <https://policies.google.com/privacy>

These data transfers are governed by appropriate guarantees, in particular by the signature of Standard Contractual Clauses validated by the European Union.

## 12. What measures are taken to guarantee the security of your Data?

We implement appropriate technical and organizational measures to guarantee a level of security of your Data adapted to the risks of loss, unauthorized access, modification, alteration, disclosure or destruction thereof.

Access to your Data is strictly controlled and reserved for employees of Pathé Cap Sud Abidjan, its subcontractors and the Les Cinémas Pathé Group.

In accordance with regulations, Pathé Cap Sud Abidjan physical and electronic backup procedures for Data collected on the Website.

We draw your attention to the fact that Pathé Cap Sud Abidjan does not control the risks associated with the operation of Internet and in particular the occurrence of specific events that may result in the loss of Data or breach of confidentiality of Data transiting over the Internet.

Pathé Cap Sud Abidjan shall not be held liable in event of interruption access to the Website for reasons of force majeure or beyond its control.

In the event of a breach in the security of your Data, this breach will be notified to the relevant supervisory authorities, the Côte D'Ivoire personal data protection commission, and will also be brought to your attention where required by the applicable regulations.



### 13. What are your rights and how can you exercise them?

#### What are your rights?

As a data subject, you have the right to access your Data, the right to rectify any inaccuracies in your Data, and the right to have your Data deleted if it is no longer required to provide you with a service, a right to oppose and limit the processing of your Data, and a right to the portability of your Data, i.e. the right to receive the Data you have communicated to us in a structured, commonly used and computer-readable format in order to transmit them another data controller.

#### How to exercise your rights

If you have an online customer account, you can directly exercise your right to access and rectify your Data by logging into your customer account on the [www.pathe.ci](http://www.pathe.ci) website or mobile application, in the "My Privacy" section to request the deletion of my account and all my personal data held by Pathé Cap Sud Abidjan.

You can manage your cookie consent settings at any time by clicking on the following link

You can find a link to "Set your cookies" at the bottom of the page on our website [www.pathe.ci](http://www.pathe.ci) or in the section Our mobile application is called "My Consents".

If you have an online customer account, you can manage the settings for receiving film news and our best offers at any time in the "Notifications" section on our website [www.pathe.ci](http://www.pathe.ci) or in our mobile application.

If you no longer wish receive film news and our best offers, you can also use the unsubscribe link in the email sent to you.

For all other inquiries, please contact us :

- Via the contact form on our website ("Contact us" link at the bottom of the page);
- By e-mail to the following address: [dpo@pathe.ci](mailto:dpo@pathe.ci) for requests that cannot be made on your personal space or via the contact form.
- By post to the following address

Pathé Cap Sud Abidjan

01 BP 2185 Abidjan 01 - COTE D'IVOIRE

- In this case, in order to process your request efficiently, please provide us with your full name, e-mail address and date of birth and attach a copy of your ID. You should also specify in your request whether you wish to receive a reply by post or by e-mail.

We will get back to you as soon as possible, and in any case one month of receipt of your request. receipt of your application, which may be extended by a further month depending on demand.

### 14. Submit a complaint to the Data Protection Commission

If you consider that we have not processed your Data in accordance with the regulations on the protection of personal Data, you may lodge a complaint with the **CNDP**: [www.cndp.ci](http://www.cndp.ci)