

## **Cookie Management**

This Cookie Management policy is applicable to the Website <http://www.kinopolisempresas.com> (hereinafter, the “Website”).

The Website is operated by Kinépolis Group NV, a company incorporated under Belgian law, with registered office situated at Eeuwfeestlaan 20, 1020, Brussels, and registered with company number 0415928179 (hereinafter, “**Kinépolis**”).

This Cookie Management policy explains which cookies are used on the Website.

Use of cookies by Kinépolis is in accordance with the general Kinépolis policy on privacy protection and processing of your personal data. You can find more information in our Privacy Policy, which can be located through the footer of each page on our Website.

### **1. WHAT ARE COOKIES?**

Cookies are small files containing information that a website server temporarily or permanently saves on your computer or device through your browser. Cookies contain a unique code that makes it possible to recognise your browser when you visit this Website (“session cookies”) or during subsequent visits or use (“permanent cookies”, although the name does not mean that they are actually saved permanently). Cookies make it possible to simplify, complete and personalise use of a website.

We may also use tags and other similar trackers, which employ the processing and storage capacity of your computer or device in other ways. For the sake of ease, these tags and trackers are also referred to as “cookies”.

### **2. COOKIE USE ON KINÉPOLIS WEBSITES**

The Kinépolis Website uses different types of cookie and these are divided into “standard cookies” and “other cookies”.

#### **2.1 Standard cookies**

This category includes the following types of cookie, which have only a limited impact on the privacy of Website visitors.

**Functional cookies:** these cookies enable browsing on our Websites and applications and permit use of functionalities (such as the shopping cart and your privacy settings). They also help the Website to function, for instance, through usernames, passwords and preferences, such as remembering language settings.

**Performance cookies:** these cookies gather data on use of our Website, such as the number of visitors, the most popular pages and the time users spend on a specific page. Depending on the behaviour of our users, we may make improvements to our Website and applications, and optimise and personalise the user’s experience. The information generated about your user behaviour on our Website is processed

anonymously, through Google Analytics (“analytics cookies”), for instance. You can find more information about how Google uses your data at: <https://policies.google.com/technologies/partner-sites?hl=en-GB>.

## 2.2 Other cookies

Kinépolis asks you for permission to use “other cookies”. This category encompasses the types of cookie described below.

**Advertising cookies:** depending on your browsing behaviour, your demographics and your user data, we can make our adverts more efficient and better adapted to your interests. By using cookies and tools from the advertising networks belonging to Google (DoubleClick) and Facebook (Custom Audience), we can also advertise Kinépolis products and services that may be of interest to you on the websites that form part of these networks.

**Social-network cookies:** these cookies enable the functionalities of websites belonging to social networks, like Facebook. Consider, for instance, the function of sharing a video on Facebook, of logging into a session using your Facebook account, or of monitoring your browsing behaviour on the Website through websites belonging to social networks. All this enables us to offer you a more personalised service. If you would like more information about the use of cookies and other scripts on Facebook, please see its cookie policy: <https://www.facebook.com/policies/cookies/>.

## 3. COOKIE MANAGEMENT

If we want to install “other cookies” then we will ask your permission first. If you keep browsing our Website or if you click on the corresponding button on the cookie banner, we will understand that you have given your consent.

You can delete any cookies that have already been installed on your computer or mobile device at any time by changing your browser settings. Remember that, if you refuse all cookies through your browser settings, you will also refuse the necessary/functional cookies and this will limit the functionality of the Website. The following link explains how to refuse or delete cookies through the most popular browsers: [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 4. CHANGES

Kinépolis reserves the right to change this Cookie Management policy at any time. You are responsible for periodically reviewing the applicable Cookie Management policy and for taking its latest version into consideration. This Cookie Management policy was last modified and reviewed on 24 May 2018.