

PRIVACY POLICY

I. Who are the personal data controllers?

The controllers responsible for processing your data for both digital and paper media are Parques Reunidos Servicios Centrales SA, Paseo de la Castellana 216, Planta 16, 28046 Madrid, Spain, and Marineland Resort, 2 route de la Brague, 06600 Antibes, France, acting as joint controllers (hereinafter referred to as the “**Controllers**”). If you have any questions about personal data protection, you can write to the Controllers’ Data Protection Officer at dpo@grpr.com or Parques Reunidos Servicios Centrales SA, DPO, Paseo de la Castellana 216, Planta 16, 28046 Madrid, Spain.

II. Why are we processing your data, and on what legal grounds?

The Controllers hereby inform you (or your legal guardian, if applicable) that your personal data will be processed, depending on the collection methods employed and the nature of your interactions with us, for the following purposes:

1. **Management of purchased products and services:** in order to formalize and manage purchases of the products and services offered by the Controllers, by means of digital and/or paper media. Your data will also be used to manage customer relations between the Controllers and you, the customer. To that end, the Controllers will process your data as part of their contact, billing, debt collection and management, customer service and claim management operations, among others. Legal basis: this processing is necessary in order to fulfill a contract or perform pre-contractual actions.

2. **Compliance with the legal, accounting, tax and administrative obligations associated with contract performance.**

Legal basis: this processing is necessary in order to fulfill a contract or perform pre-contractual actions.

3. **Electronic transmission of information about special offers and promotions on the products and services provided by the Controllers.** To be able to receive offers for products and services that might be of interest to you, you may receive information about the leisure and hospitality products and services provided by the Controllers. In any case, you can choose to opt out of this type of communication via the means available to you, as explained in Section V of this Privacy Policy.

Legal basis: this processing will only take place with your consent.

4. **Personalized sales offers.** To be able to transmit marketing communications to you, including offers related to the products and/or services provided by the Controllers that may be of interest to you, your personal data may be processed in order to establish a profile based on internal sources (such as your navigation on our websites, by means of statistical and historical cookies), the results of which make it possible to create and analyze personalized products via customer segmentation into different groups. To that end, your communication preferences may be examined and your behavior in response to communications may be analyzed. Your customer profile may be used to send you

personalized communications about products and/or services offered by the Controllers.

Legal basis: this processing will only take place with your consent.

5. **Electronic transmission of newsletters and management of newsletter subscriptions.** In any case, you can choose to opt out of this type of communication via the means available to you, as explained in Section V of this Privacy Policy. When you sign up for the newsletter, you are giving a positive indication of your wishes, confirming your consent to the processing of your data for that purpose.

Legal basis: this processing will only take place with your consent.

6. **Customer registration for the Controllers' private digital account spaces.** To simplify your future purchases, the Controllers will register you as a customer, if you request it, so that you can acquire the products and services offered by the Controllers, namely via our websites, and check your past purchases. This allows the Controllers to personalize our services and adapt them to your interests and needs, and to speed up your future buying processes for the products and services provided by the Controllers.

Legal basis: this processing will only take place with your consent. When you register, you are giving a positive indication of your wishes, confirming your consent to the processing of your data for that purpose.

7. **Responses to requests.** The Controllers will process your data to respond to any requests you may submit over our websites.

Legal basis: this processing will only take place with your consent. When you submit a request, you are giving a positive indication of your wishes, confirming your consent to the processing of your data for that purpose.

8. **Surveys of existing and potential customers.** To verify the quality of the Controllers' communications and procedures, customer service, and products and/or services, we may conduct satisfaction surveys of our existing and/or potential customers.

Legal basis: this processing is based on the legitimate interest of the Controllers. In order to improve our procedures, we may survey our existing and/or potential customers to determine their level of satisfaction and then make the necessary improvements. As an existing or potential customer, you will always have the right to opt out of this type of communication from the Controllers.

9. **Contests.** We may collect your personal data in the interest of the successful organization and conduct of contests and other games.

Legal basis: this processing is necessary in order to fulfill a contract or perform pre-contractual actions.

IF YOU ARE UNDER 15 YEARS OF AGE, we will need the consent of your parents or legal guardians, who will need to confirm that they are your parents or guardians and give their consent in your name before we can accept your request. We cannot issue passes, coupons or permissions to minors under 15 years of age without obtaining confirmation of the identity and consent of a legal guardian on the data collection form.

III. How long will we keep your personal data?

All of the personal data to which you give us access for contractual purposes will be processed so long as the contractual relationship is in effect and, if you are a customer, for an additional two years after the end of that contractual relationship, so as to be able to offer you annual pass/coupon renewals for equivalent products and/or services.

At the end of that period, the Controllers will retain your personal data, duly blocked, beyond the end of the contractual relationship, so that they can be submitted to competent government, judicial and administrative authorities, until expiration of your legal claim period and/or the periods of conservation defined by law. The Controllers will physically destroy your data once those periods have elapsed.

Additionally, if you have consented to the transmission of marketing communications, the Controllers may continue to process your personal data until you have withdrawn your consent. You are free to opt out of such communications, at your discretion, via the means described in Section V below or by unsubscribing from the newsletter.

We will keep your personal data related to lead prospecting for a period of three years.

Concerning your data associated with the use of cookies, we will retain them for a period of 13 months.

IV. To whom might we transfer your data?

The Controllers may transfer your customer data to:

- regulatory and supervisory authorities, competent government agencies, judges and courts;
- third-party service providers with which we work, and which have access to and process our customers' personal data in the name of and on behalf of the Controllers, as a result of the provision of their services. More specifically, the Controllers outsource services to third parties in the following sectors, among others: legal consulting services, multidisciplinary professional services, and technological and computing services;
- other third parties, to satisfy our legal, regulatory or contractual obligations.

V. What are your rights when you entrust your data to us?

Under the conditions set out by applicable legislation, you have a right of access, rectification, erasure, restriction of processing and portability of your data, as well as the right to not be the subject of decisions made on the sole basis of automated processing.

You also have the right to object to the processing of your personal data.

If the processing is carried out on the basis of your consent, you can withdraw that consent at any time, with the specification that, for people under the age of 15 years, their legal guardian must also give his/her own consent.

You can exercise these rights by means of a simple request sent to the Data Protection Officer at Parques Reunidos Servicios Centrales SA, in the DPO's capacity as point of contact, either by email to dpo@grpr.com or by mail to Parques Reunidos, DPO, Paseo de la Castellana 216, Planta 16, 28046 Madrid, Spain. You can also send instructions about what to do with your data, in the event of your death, to Marineland Resort's Data Protection Officer, either by email to

privacy@marineland.fr or by mail to Marineland Resort, DPO, CS 91111, 06605 Antibes Cedex, France. You can also file a complaint with the supervisory authority, at any time.

Pursuant to Articles L.223-1 and following of the French Consumer Code, you can object to receiving telemarketing calls at any time, by signing up for free for the do not call list on www.bloctel.gouv.fr.

VI. How did we get your data?

The personal data processed by the Controllers are personal data collected from you when you provided your data on digital or paper forms and/or as part of the contractual relationships we have with you.

In the case of indirect data collection, we may also obtain them from third parties that are lawfully in possession of your personal data.

Throughout our contractual relationship, the Controllers may also process third-party data supplied by you, our customer.

VII. Where can you send your complaints?

You can file a complaint with the Spanish Data Protection Agency (AEPD), with regard to any responses received from the Controllers as to the exercise of your rights. In any case, you can always start by contacting the Parques Reunidos Data Protection Officer, either by email sent to dpo@grpr.com or by letter sent to Parques Reunidos, DPO, Paseo de la Castellana 216, Planta 16, 28046 Madrid, Spain, so that the Controllers can help you resolve any issues.