

# Privacy Policy

Posted 10/12/2023

Last Updated 10/12/2023

## **Introduction.**

This Privacy Policy outlines Cinema Entertainment Corp.'s ("we," "our," "us," or the "Company"), and its subsidiaries' and affiliates', practices with respect to information collected from users who access our website (collectively "Users," "you," or "your") at <https://www.cectheatres.com/> (the "Site"), or otherwise share personal information (meaning, any information which may potentially allow your identification with reasonable means; hereinafter "Personal Information") with us. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information. Capitalized terms used but not defined in this Privacy Policy have the meanings given to them in the Terms and Conditions of Use found on the Site.

## **What Information We Collect and How we Collect it.**

The information we collect varies based on how you interact with us, which services you use, and the choices you make. We collect and process information about you as necessary to provide the services you use, operate our business, meet our service and legal obligations, protect the security of our systems and Users, or fulfill other legitimate interests.

We receive information, including your Personal Information, from various sources:

- When you voluntarily provide us your personal details on our Site;
- When you use or access our Site in connection with your use of our services;
- From third party providers, services, and public registers (for example, Site traffic analytics vendors).

We collect different types of data and information from Users. The first type of information is un-identified and non-identifiable information pertaining to a User(s), which may be made available or gathered via your use of the Site ("Non-personal Information"). We are not aware of the identity of a User from which the Non-personal Information was collected. Non-personal Information which is being collected may include your aggregated usage information and technical information transmitted by your device, including certain software and hardware information (e.g. the type of browser and operating system your device uses, language preference, access time, etc.) in order to enhance the functionality of our Site. We may also collect information on your activity on the Site (e.g. pages viewed, online browsing, clicks, actions, etc.).

Another type of information is Personal Information which is individually identifiable information, namely information that identifies an individual or may with reasonable effort identify an individual. Such information includes:

- Personally Identifiable Information, such as name, address, email address, and phone number.

We also collect device information from your device, some of which may be Personal Information. Such information includes geolocation data, IP address, unique identifiers (e.g. Media Access

Control address and Universal Unique Identifiers) and other information which relates to your activity through the Site.

The table below sets forth how we may collect and use your information.

Category of Information	Purpose
<b>Information You Provide</b>	
We collect the information you provide to us as follows:	
<p><b>Account Information</b>            This includes Personal Information we collect when you request our services or register on our Site through a third-party vendor. Account information includes your name, email address, postal address, phone number, and any other account-related information you choose to provide (much of your Personal Information is collected, stored, and processed by our third-party transaction vendor).</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide, maintain, and improve our services;</li> <li>• send you notices, updates, alerts, support, and administrative messages;</li> <li>• present you with content that is relevant to you;</li> <li>• communicate with you about products, services, offers, promotions, rewards, and events offered by us, and provide news and information we think will be of interest to you.</li> </ul>
<p><b>Payment &amp; Tax Information</b>            This includes payment information you provide to us, or a third-party vendor to process the payment for us, such as the amount and type of services purchased, and the date and time of a transaction (banking or credit card information is collected by, and transactions are processed by our third-party payment processors).</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• process payment transactions and send you related information, including payment confirmations and tax documentation (where required);</li> <li>• attempt to detect, investigate, and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others.</li> </ul>
<p><b>Identification Information</b>            We may collect certain personal information from you for purposes of verifying your identity or assisting with your creation of a payment account through our third-party payment processing provider. We may also collect this information if you apply for employment with us.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• Help facilitate payments through our third-party payment processor;</li> <li>• Facilitate our rewards program;</li> <li>• Consider your information for employment;</li> <li>• attempt to detect, investigate and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others.</li> </ul>
<p><b>Communication Information</b>            This includes the content of any communications you send to us and receive from us.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide, maintain, and improve our services;</li> </ul>

	<ul style="list-style-type: none"> <li>• respond to your comments, questions and requests and provide customer service.</li> </ul>
--	--

**Information Collected Automatically by Your Use of the Site and/or Our Services**

When you access or use the Site or our services, we may automatically collect information about you, as follows:

<p><b>Usage Information</b> We collect and log information about your use of the Site, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our services, and information regarding your interactions with our sites and applications.</p>	<p>We use this information to</p> <ul style="list-style-type: none"> <li>• provide requested services to you on your device;</li> <li>• provide, maintain, and improve our services;</li> <li>• send you technical notices, updates, security alerts and support and administrative messages, if any;</li> <li>• attempt to detect, investigate, and prevent fraudulent transactions and other illegal or unauthorized activities and protect the rights and property of us and others;</li> <li>• communicate with you about products, services, offers, promotions, rewards, and events offered by us and others, and provide news and information we think will be of interest to you, if any;</li> <li>• link or combine with information we get from other sources to help understand your needs and provide you with better service.</li> </ul>
<p><b>Device Information</b> We collect information about the computer or mobile device you use to access our Site, including the hardware model, operating system and version, unique device identifiers, mobile network information, and whether notification and location permissions are enabled.</p>	
<p><b>Location Information</b> We may collect information about the location of your device each time you access or use certain features of the Site or otherwise consent to the collection of this information. For more details, please see “Your Options” below.</p>	
<p><b>Cookie Information</b> We use various technologies to provide our services and collect information, including cookies (“Cookies”). Most browsers are set to accept cookies, and you can elect change this.</p>	

**Information Collected from Third Parties**

We may collection information about you from third parties, as follows:

<p><b>Third-Party Information</b> This includes information we receive (sometimes for a fee) from other sources, including data providers, and publicly available sources.</p>	<p>We may use this information on its own or in combination with information you provide to us directly to contact you, send you promotional materials, personalize our communications and services to you, for</p>
--	---

	marketing purposes, prepopulate online forms, and better understand the demographics of our users.
--	--

**Additionally, we may use the information, including your Personal Information, for the following:**

- To serve you advertisements when you use our Site (see more under "Advertisements");
- To market our websites and products (see more under "Marketing");
- Conducting statistical and analytical purposes, intended to improve the Site.

In addition to the different uses listed above, we may transfer or disclose Personal Information to our subsidiaries, affiliates, and vendors, some of which may be located in different jurisdictions across the world, for any of the following purposes:

- Processing payments;
- Hosting and operating our Site;
- Registering you for a rewards program;
- Providing you with our services, including providing a personalized display of our Site;
- Storing and processing such information on our behalf;
- Serving you with advertisements and assist us in evaluating the success of our advertising campaigns and help us retarget any of our users;
- Providing you with marketing offers and promotional materials related to our Site and services; or
- Performing research, technical diagnostics, or analytics.

We may also disclose information if we have good faith to believe that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce our policies (including our Terms of Service and Use), including investigations of potential violations thereof; (iii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iv) to establish or exercise our rights to defend against legal claims; (v) prevent harm to the rights, property or safety of us, our users, yourself or any third party; or (vi) for the purpose of collaborating with law enforcement agencies and/or in case we find it necessary in order to enforce intellectual property or other legal rights.

**How We Keep Your Personal Information Secure.**

We have implemented and maintain reasonable administrative and technical safeguards designed to protect your Personal Information from unauthorized access, disclosure, use, and modification. Please be aware that, although we strive to keep your Personal Information secure, no security measures are absolute, the internet is not a secure medium and it may be inherently unreliable and subject to interruption or disruption and may be subject to inadvertent or deliberate breaches of security. Use caution when transmitting Personal Information over the internet.

**User Rights.**

You may request to:

- Receive confirmation as to whether or not personal information concerning you is being processed, and access your stored Personal Information, together with supplementary

information. You may request a report about the Personal Information that is collected, how it is collected, reasons for its collection, and with whom the information is shared or sold for the prior 12 months.

- Receive a copy of Personal Information you directly volunteer to us in a structured, commonly used and machine-readable format.
- Request rectification of your personal information that is in our control. This includes correcting inaccurate Personal information that we have; you can correct the information by sending us the correct information, or may request us to correct it for you.
- Request erasure of your Personal Information that we have in our control.
- Object to the processing of Personal Information by us.
- Request to restrict processing of your Personal Information by us.
- Lodge a complaint with a supervisory authority.
- Opt-out of the selling or sharing of your Personal Information.
- Limit the use and disclosure of sensitive Personal Information collected by us about you to only those uses and disclosures required for us to provide the services.

However, please note that these rights are not absolute, and may be subject to our own legitimate interests and regulatory requirements, unless otherwise restricted by law.

If you wish to exercise any of the aforementioned rights, or receive more information, please contact our office at [It@cectheatres.com](mailto:It@cectheatres.com).

### **European Data Protection; Scope of Services.**

We are located in the United States and do not provide services outside of the United States. The Site and our services are not permitted for use by anyone that is living outside of the United States.

### **Retention.**

We will retain your information, including your Personal Information for as long as necessary to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable time. Under applicable regulations, we will keep records containing client personal data, account opening documents, communications and anything else as required by applicable laws and regulations.

We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own discretion.

### **Cookies.**

We and our trusted third-party providers use cookies and other technologies in our related services, including when you visit our Site or access our services. A "Cookie" is a small piece of information that a website assigns to your device while you are viewing a website. Cookies are very helpful and can be used for various different purposes. These purposes include allowing you to navigate between pages efficiently, enable automatic activation of certain features, remembering your

preferences and making the interaction between you and our Services quicker and easier. Cookies are also used to help ensure that the advertisements you see are relevant to you and your interests and to compile statistical data on your use of our Services.

The Site may use the following types of cookies:

- 'session cookies' which are stored only temporarily during a browsing session in order to allow normal use of the system and are deleted from your device when the browser is closed;
- 'persistent cookies' which are read only by the Site, saved on your computer for a fixed period and are not deleted when the browser is closed. Such cookies are used where we need to know who you are for repeat visits, for example to allow us to store your preferences for the next sign-in;
- 'third party cookies' which are set by other online services who run content on the page you are viewing, for example by third party analytics companies who monitor and analyze our web access.

Cookies do not contain any information that personally identifies you, but Personal Information that we store about you may be linked, by us, to the information stored in and obtained from cookies. You may remove the cookies by following the instructions of your device preferences; however, if you choose to disable cookies, some features of our Site may not operate properly and your online experience may be limited. For more general information on cookies, including how to see what cookies have been set on your device and how to manage or delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

We also use a tool called “Google Analytics” to collect information about your use of the Site. Google Analytics collects information such as how often users access the Site, what pages they visit when they do so, etc. We use the information we get from Google Analytics only to improve our Site and services. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to this Site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. To learn more about Google’s partner services and to learn how to opt out of tracking of analytics by Google, click [here](#).

### **Third party collection of information.**

Our Privacy Policy only addresses the use and disclosure of information we collect from you. To the extent you disclose your information to other parties, such as the third-party vendors we use to process payments or register for a rewards program, or sites throughout the internet, different rules may apply to their use or disclosure of the information you disclose to them. Accordingly, when you leave our Site we encourage you to read the terms and conditions and privacy policy of each third party that you choose to disclose information to.

This Privacy Policy does not apply to the practices of companies that we do not own or control, or to individuals whom we do not employ or manage, including any of the third parties which we may disclose information as set forth in this Privacy Policy.

### **Location of Your Information.**

The information we collect may be stored and processed in your region, in the United States, or in any other country where we or our affiliates, subsidiaries, or service providers maintain facilities. We take steps designed to ensure that the information we collect under this statement is processed according to the provisions of this statement and applicable law wherever the information is located.

### **Advertisements.**

We may use a third-party advertising technology to serve advertisements when you access the Site. This technology uses your information with regards to your use of the services we provide to serve advertisements to you (e.g., by placing third-party cookies on your web browser).

You may opt-out of many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"). For more information about this practice by NAI and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI and DAA members, please visit their respective websites: <http://optout.networkadvertising.org/#/> and <http://optout.aboutads.info/#/>.

To opt-out of use of your Personal Information for advertisements provided by us, please contact us at [It@cectheatres.com](mailto:It@cectheatres.com).

### **Marketing.**

We may use your Personal Information, such as your name, email address, telephone number, etc. ourselves or through our third-party vendors for the purpose of processing payments, providing a rewards program, providing you with promotional materials or other information concerning our services that we believe may interest you.

Out of respect to your right to privacy we provide you within such marketing materials with means to decline receiving further marketing offers from us. If you unsubscribe, we will remove your Personal Information from our marketing distribution lists. If you have any questions, or are having issues unsubscribing, please contact our office at [It@cectheatres.com](mailto:It@cectheatres.com).

### **How to Opt Out of Receiving Marketing or Other Communications.**

When you create an account with us, provide your Personal Information to receive showtimes through email, and during other transactions, you may opt out of receiving marketing from us. You may update your preferences concerning marketing communications at any time. To unsubscribe from our marketing emails, please click the unsubscribe link included in the emails. You also may submit a request to us at [It@cectheatres.com](mailto:It@cectheatres.com) or by contacting us at:

CEC Theatres  
1621 Division St.  
Waite Park, MN 56387

Please note that your request to opt out of receiving marketing communications will only apply to future communications with us. Even if you choose to opt out of receiving marketing communications from us, we will still send you transactional or administrative communications.

**Corporate transaction.**

We may share information in the event of a corporate transaction (e.g. sale of a substantial part of our business, merger, consolidation or asset sale). In the event of the above, the transferee or acquiring company will assume the rights and obligations as described in this Privacy Policy.

**Children.**

The Site is not designed for, or intended to be used by, children under 13 years of age (“Child” or “Children”). Under no circumstances shall we allow use of our services by Children without the verified prior consent or authorization of the Child’s parent or legal guardian. We do not knowingly collect Personal Information from Children. If a parent or guardian becomes aware that their Child has provided us with Personal Information without their consent, they should contact us at [It@cectheatres.com](mailto:It@cectheatres.com).

**Updates or amendments to this Privacy Policy.**

We reserve the right to periodically amend or revise the Privacy Policy; material changes will be effective immediately upon the display of the revised Privacy policy. You should review this Privacy Policy each time you visit our Site. The last revision will be reflected in the "Last Update" notate at the beginning of this Privacy Policy. Your continued use of the Site, following the notification of such amendments on our website, constitutes your acknowledgment and consent of such amendments to the Privacy Policy and your agreement to be bound by the terms of such amendments.

If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

**How to contact us.**

If you have any general questions about the Site or the information we collect about you and how we use it, you can contact us at [It@cectheatres.com](mailto:It@cectheatres.com), or:

CEC Theatres  
1621 Division St.  
Waite Park, MN 56387