

PRIVACY STATEMENT

Last date of revision: 1st of June 2018

1. WHO DOES THIS PRIVACY STATEMENT APPLY TO?

- 1.1 This Privacy Statement applies to Studio Plopsa SA ("**Studio Plopsa**") a Belgian company with registered office address at 8660 De Panne, De Pannelaan 68.
- 1.2 Studio Plopsa, a subsidiary of Studio 100 SA, is the (sub-)holding company for all theme parks based on the Studio 100 characters. Studio Plopsa acts as a data controller for all personal data that are processed in the context of its activities.
- 1.3 Studio Plopsa is active in four different countries (Belgium, the Netherlands, Germany and Poland) and has different subsidiaries that process personal data:

Country	Legal entity	Core activities	Address(es)	Company number
Belgium	Studio Plopsa SA	Holding company	8660 De Panne, De Pannelaan 68	BE0463938924
	Plopsaland SA	Owner and operator of Plopsaland De Panne, Plopsaqua De Panne, Mayaland Indoor, Plopsa Theater, Plopsa Indoor Hasselt and Plopsa Store in Wijnegem	PLOPSALAND (De Panne), met zetel te 8660 De Panne, De Pannelaan 68 PLOPSA INDOOR HASSELT, met zetel te 3500 Hasselt, Gouverneur Verwilghensingel 70 PLOPSALAND (store) met zetel te 2110 Wijnegem, Turnhoutsebaan 5	BE0466400051
	Ter Hoeve SA	Owner and operator of camping Ter Hoeve	8660 De Panne, De Pannelaan 68	BE0446258396
	Plopsa Coo SPRL	Owner and operator of Plopsa Coo	4970 Stavelot, Coo 0	BE0405853542
The Netherlands	Plopsa BV	Owner and operator of Plopsa Indoor Coevoorden	7751 SH Dalen, Reinersdijk 57	NL809 376 490 B01
Germany	Holiday Park GmbH	Owner and operator of Holiday Park	67454 Hassloch, Holiday Park Str. 1-5	DE149 372 868

All these subsidiaries ("**the Subsidiaries**") are separate and independent legal entities. Depending on the processing activity in the context of which your personal data are processed, they may be qualified as a separate data controller or a joint controller with one or more of the other Subsidiaries. None of the Subsidiaries have any liability for the other Subsidiaries' acts or omissions.

- 1.4 Studio Plopsa and the Subsidiaries ("**We**") want to be a great company. In order to achieve that goal we are committed to work in the right way. We are committed to protect your privacy and to process your personal data in an open and transparent manner, in particular with respect of the General Data Protection Regulation 2016/679 of 27 April 2016 ("GDPR").

Please follow the links below for further information.

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2. WHAT IS COVERED BY THIS PRIVACY STATEMENT?

2.1 With this Privacy Statement we would like to inform you about why and how we process your personal data when we perform any activities that form part of the operation of our business or when you use our websites (“**the Sites**”) and any of the services we offer through the Sites (“**the Services**”), who we give that information to, what your rights are and who you can contact for more information or queries.

2.2 When we refer to “the Sites”, we mean the webpages with a URL commencing:



- <http://www.plopsa.be/>

➤ The general Plopsa website that gives an overview of our theme parks and commercial activities



- <http://www.plopsalanddepanne.be>

➤ The website of our theme park “Plopsaland” in De Panne (Belgium)



- <http://www.plopsa.be/plopsa-theater>

➤ The website of the Plopsa Theatre in our theme park “Plopsaland” in De Panne Belgium



- <http://mayaland.be>

➤ The website of “Mayaland” located in our themepark “Plopsaland” in De Panne (Belgium)



- <http://www.plopsaqua.be>

➤ The website of our theme park “Plopsaqua” in De Panne (Belgium)



- <http://www.plopsacoo.be>

➤ The website of our theme park “Plopsa Coo” in Stavelot (Belgium)



- <http://www.plopsaindoorhasselt.be>
- The website of our theme park “Plopsa Indoor” in Hasselt (Belgium)



- <http://www.plopsaindoorcoevorden.nl>
- The website of our theme park “Plopsa Indoor” in Coevorden (Netherlands)



- <http://www.holidaypark.de>
- The website of our theme park “Holiday Park” in Pfalz (Germany)



- <http://www.plopsaland.recreatex.be> and <http://buy.oxynade.com>
- The websites of our online shops for (season) tickets



- <http://www.plopsafuncard.be>
- The website dedicated to our Plopsa FunCards



- <http://www.plopsanews.com>
- The website used for our press releases and press visit requests



- <http://www.holidayparkjahreskarte.de>
- The website dedicated to the Holiday Park Year Cards



- <http://www.plopsaschools.com>
- The website dedicated to school visits



- <http://www.plopsalandapp.com>
- The website dedicated to our Theme Park Mobile App of our theme park “Plopsaland” in De Panne (Belgium)



- <http://www.plopsatrips.be>
- The website dedicated to booking an overnight stay with tickets when visiting the theme parks



- <http://www.plopsa.net>
- Informative webpages on commercial actions



- <http://www.plopsabusiness.com>
- The website dedicated to Plopsa business events

- 2.3 This Privacy Statement does not apply to other webpages. In particular, this Privacy Statement does not apply to webpages allowing you to apply for job openings within our company and with a URL commencing <http://www.plopsajobs.be>. These webpages are subject to our separate Privacy Notice for job applicants.
- 2.4 The Sites may link to other sites provided by other affiliated companies entities or by third parties. Whilst we try to link only to sites that share our high standards and respect for privacy, we are not responsible for the content or the privacy practices of other websites.

When linking to any such sites, we strongly recommend you to review the Privacy Statements on these sites, before disclosing any personal information.

3. **HOW WE OBTAIN DATA**

- 3.1 We may obtain your personal data in the framework of the execution of our business activities or when you use the Sites and its Services.
- 3.2 We may obtain such personal data because you give them to us (e.g. by contacting us, by completing online forms,...), because others give them to us (e.g. your employer or third party service providers that we use in the framework of our business activities) or because they are publicly available.

When we obtain personal data from external parties, we make reasonable efforts to enter into contractual clauses with these parties obliging them to respect the data protection legislation. This can be done by obliging this party to provide you with all necessary information or - if necessary - to obtain your consent for processing the personal data as described in this Privacy Statement.

We may also obtain personal data when you interact with us (e.g. by completing forms on this Site, by contacting us etc.).

4. **DATA WE COLLECT**

- 4.1 The personal data that we collect or obtain may, among other things, include:
- Standard identification data (e.g. name, address (private/work), phone number (private / work), e-mail address (private / work), country of residence)
 - electronic identification data (e.g. IP addresses, browser type, cookie identifiers, ...);
 - personal characteristics (e.g. age, gender, date of birth, place of birth, nationality, language, family composition, hobby's etc.);
 - financial specifics (e.g. bank account number,...);
 - life style and social circumstances;
 - family circumstances (e.g. marital status);
 - employment and educational data (e.g. organization you work for, job title, qualifications,...);
 - data about which products and services you order;
 - visit data (theme parks visited, date of visit etc.)
 - data about how you interact with us (e.g. when you contact us by using online forms) and other similar information.

4.2 Please find below an overview of the main personal data we collect through the Services offered on the Sites:



○ **Plopsadeals**

On various pages on the Sites, among others on the Plopsafuncard website (<http://www.plopsafuncard.be>), you can enter your e-mail address to receive with your explicit consent electronic direct marketing communications, such as Plopsa news, promotions and discounts. You can unsubscribe at anytime by clicking on the unsubscribe button in the Plopsadeals e-mails.

REQUEST PRESS VISIT

○ **Press visit requests**

On our Plopsanews site (<http://www.plopsanews.com>), journalists have the possibility to request free tickets for press visits by completing an online form.

The following data are collected for this purpose: name, function, region, name paper / magazine / tv / radio station / website / ..., presscard number, date and reason of the visit, the park which you want to visit, e-mail address, telephone or mobile phone number and number of adults / children.



○ **School trip simulation**

On the Plopsa school trip site (<http://www.plopsaschools.com>), you can simulate a price for your school trip based on your country of origin (Belgium, Netherlands, France, Germany or UK).

The following data are collected in order to simulate a price: age and number of students, primary education category, number of supervisors, chosen education projects, name of contact person, school name and e-mail address of organisation or contact person.



○ **Determine your own ticket price**

On the website of our theme park “Plopsa Indoor” in Coevorden (<http://www.plopsaindoorcoevorden.nl>), you can bid for tickets by entering a price. You can ask questions by using the online chat function.

The following data are collected when you bid for tickets: the park that you want to visit, the date, the ticket price and your e-mail address.

Please note that the tickets and payments are ensured by a third party service provider: Convious (Kwyck BV - Van Diemenstraat 164A, Amsterdam). For more information about how Convious treats your data, please click on this link: [Convious privacy policy](#).

CONTACT

○ **Contact form**

On our theme park websites, you can contact us to get more information or to ask specific questions.

The following data are collected through the contact form: name, address, country of residence, e-mail address, telephone number (optional), subject, question or comment and theme park.



- **Group reservation form**

On our theme park websites, you can download a group reservation form.

The following data are collected in this respect: type and name of group, theme park, contact person, address, telephone number, e-mail address, VAT number, invoicing address, date of visit, arrival and departure hours and composition of the group (based on age, disabilities etc. to determine the ticket prices) and signature.



- **Statement disabled visitors**

On our theme park websites, you can download the statement which is annexed to our guide for disabled persons and accompanying persons.

This statement can be used by accompanying persons to confirm that they have been informed of the fact that we strongly discourage the use of specific rides based on risk analyses, that they have acknowledged the information regarding access, as well as specific safety information and conduct in the case of an evacuation, and that the disabled person they are accompanying has fully and correctly understood all of this information.

The following data are collected through this statement: name of the disabled visitor and the accompanying person, date, place and signature.



- **Online shops for tickets**

TICKETS

On our online shops (<http://www.plopsaland.recreatex.be> & <http://buy.oxynade.com>), you can purchase tickets to visit our theme parks or to attend a show or special event in the Plopsa Theatre. When buying tickets on the online shop, the following data will be collected: name and e-mail address. If desired you can also give your explicit consent to receive newsletters.

YEARLY CARDS

On our online shop (<http://www.plopsaland.recreatex.be>), you can purchase yearly cards to visit our theme parks. Only logged-in users have access to the online-shop, either by entering their name and card number (season ticket holders), either by using their user name and password.

When registering as a user on the online shop, the following data will be collected: name, gender, country, address, e-mail address, telephone number, date of birth, language. If desired you can also add a profile picture or give your explicit consent to receive newsletters.

5. WHY WE USE YOUR DATA

5.1 We only process your personal data for legitimate business reasons. These purposes include, but are not limited to

- respecting our legal obligations;
- customer and supplier management;
- consumer and theme park visitor management;
- order and supply management;

- invoicing and accounting;
- the provision of information on our company, services and activities;
- the good organisation of our services;
- direct marketing and sales;
- dealing with enquiries, requests and complaints of customers, suppliers, consumers and theme park visitors;
- dispute management;
- public relations and press contacts;
- statistics and market research;
- access control;
- security.

6. **THE LEGAL GROUNDS FOR PROCESSING YOUR DATA**

6.1 We process your personal data for the purposes mentioned above:

- when necessary for the performance of contracts to which you are party or in order to take steps at your request prior to entering into a contract;
- when necessary for compliance with our legal obligations;
- for the purposes of the legitimate interests of the Company and/or of a third party, including (but not limited to) our business activities, client and supplier management etc.

If we have the legal obligation to obtain your free, informed, specific and unambiguous consent to process your personal data for certain purposes (e.g. specific direct marketing or market research activities), we will only process your data for such purposes to the extent that we have obtained such consent from you.

7. **DISCLOSURES**

7.1 We may disclose your personal data to affiliated companies, third parties that provide services to us that reasonably require access to personal data relating to you for one or more of the purposes outlined in the “Why we use your data” section above. The following external parties may for instance be involved:

- external service providers we rely on for various business services;
- marketing agencies;
- law enforcement authorities in accordance with the relevant legislation;
- external professional advisors (e.g. attorneys or consultants of the company).

If our business enters into a joint venture with or is sold to or merged with another business entity, your information may be disclosed to our new business partners or owners.

7.2 We do not transfer your personal data to recipients located in countries outside of the European Economic Area whose laws may not provide the same level of data protection.

7.3 In general, we will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Statement.

We reserve the right to disclose your personal information as required by law, or when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, request from a regulator or any other legal process served on us.

8. COOKIES AND SIMILAR TECHNOLOGIES (E.G. PIXELS)

8.1 This Site uses Cookies. Cookies are small text files that are stored by your browser onto your computer or mobile device when you visit this Site.

They are used to provide you with a good experience when you browse this Site and allow us to improve this Site. With your consent, they can also be used to personalise the content of this Site based on your previous browsing behaviour and to gather statistics in order to improve this Site.

You can find more information about cookies by visiting the following website: www.allaboutcookies.org.

8.2 The types of cookies used on the Sites can be classified into three categories, namely (1) analytical cookies, (2) advertising cookies (3) sales cookies.

1. Analytical cookies

These cookies are used to gather statistics about your visit to this Site in order to improve its performance and design (“web audience measuring”). They collect information about the number of times that you visit this Site, how long a visit takes etc.

The analytical cookies on this Site are provided by a third-party analytics tool provider, namely Google Analytics of Google Inc, and the information obtained through these cookies will be disclosed to or collected directly by this provider. For more information about Google Analytics’ cookie practices, please click on this link: [Google Analytics](#).

You can easily opt-out and prevent the use of Google Analytics cookies. This can be done by installing [the Google Analytics opt-out browser add-on](#). Alternatively, you can always adjust the corresponding settings in your browser software to prevent the use of Google Analytics cookies.

2. Advertising cookies and pixels

With your consent, we will also use advertising cookies and pixels to show you ads. The advertising cookies used on the Sites are provided by three third parties: Tradetracker, Ve Interactive and Proximus (only in Belgium).

We rely on the services of these third parties to keep track of the visits to the Sites and to show customized ads based on the prior visits to the Sites. For more information about the way these third parties use cookies and similar technologies, please read their privacy policies:

- [Privacy policy Tradetracker](#)
- [Privacy policy Ve Interactive](#)
- [Privacy policy Proximus](#)

3. Sales cookies

For the online sale of tickets in the Netherlands, we use Convious: a software that improves and enhances the customer journey of website users. The Convious’ technology relies on cookies and similar technologies. For more information about this, please read the Convious’ privacy policy:

- [Privacy policy Convious](#)

Furthermore, we also rely on Google, Youtube, Instagram and Facebook to track online sales.

- 8.3 You can enable, disable and/or delete cookies as you wish. You can delete all cookies that are already on your device and you can set most browsers to prevent them from being placed.

The ability to enable, disable and/or delete cookies can be completed at browser level. These settings are usually found in the “options” or “preferences” menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the “Help” option in your internet browser for more details:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

9. SECURITY OF YOUR DATA

- 9.1 We employ strict technical and organizational (security) measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage both online and offline.

These measures include:

- training to relevant staff to ensure they are aware of our privacy obligations when handling personal data;
- administrative and technical controls to restrict access to personal data on a ‘need to know’ basis;
- technological security measures, including fire walls, encryption and anti-virus software;
- physical security measures, such as staff security badges to access our premises, office spaces which are closed, and so on.

- 9.2 Although we use appropriate security measures once we have received your personal data, the transmission of data - especially over the internet (including by e-mail) - is never completely secure. We endeavor to protect personal data, but we cannot guarantee the security of data transmitted to us or by us.

We limit access to your personal information to those who we believe reasonably need to come into contact with that information in order to carry out their jobs.

10. DATA RETENTION

- 10.1 Your personal data will not be retained longer than necessary for the purposes described above.

This means that we will keep your data for the longest of the following periods: (i) as long as is necessary for our daily business; (ii) any retention period that is required by law; or (iii) the end of the period in which litigation or investigations may arise (statute of limitations).

We have worked out a detailed retention policy. If you want to receive more information about that, please contact us via the coordinates below.

11. **PERSONAL DATA OF CHILDREN**

11.1 As a theme park company, we pay special attention to the protection of personal data of children.

Children are often less aware of the risks related to the use of the internet. For this reasons, we have made all Sites as child-friendly as possible. We encourage also all parents to inform their children on safe and responsible internet use and to verify the online activities of their children on a regular basis.

11.2 When we need consent for online services:

- only children of at least 16 years old (or younger allowed by local law) will be able to give a valid consent;
- we will only process personal data of children below this age if consent is given or authorised by the holder of parental responsibility over the child.

12. **AUTOMATED DECISION-MAKING**

12.1 Automated decisions are defined as decisions about individuals that are based solely on the automated processing of data and that produce legal effects that significantly affect the individuals involved.

12.2 As a rule, your personal data will not be used for automated decision-making. We do not base any decisions about you solely on automated processing of your personal data.

13. **YOUR RIGHTS**

13.1 You have several rights concerning the information we hold about you. We would like to inform you that you have the right to:

- obtain confirmation that we are processing your personal data and request a copy of the personal data we hold about you;
- ask that we update the personal data we hold about you, or correct such personal data that you think is incorrect or incomplete;
- ask that we delete personal data that we hold about you, or restrict the way in which we use such personal data if you believe that there is no (longer a) lawful ground for us to process it;
- withdraw consent to our processing of your personal data (to the extent such processing is based on consent);
- receive a copy of the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and to transmit such personal data to another party (to the extent the processing is based on consent or a contract);
- object to our processing of your personal data for which we use legitimate interest as a legal basis, in which case we will cease the processing unless we have compelling legitimate grounds for the processing.

You have also the right to object at any time to the processing of personal data for direct marketing. If you do not want to continue receiving any direct marketing from us, you can contact us (see below) or click on the unsubscribe function in any such communication. In that event, the personal data shall no longer be processed for such purposes.

14. **How to contact us**

14.1 In order to exercise any of your rights or in case you have any questions about this Privacy Statement, you can send us a request, indicating the right you wish to exercise:

- by e-mailing us at privacy@plopsa.com; or
- by addressing your query to Studio Plopsa SA, Privacy Department, De Pannelaan 68, 8660 De Panne (Belgium).

You may also use these contact details if you wish to make a complaint to us relating to your privacy.

14.2 If you are unhappy with the way we have handled your personal data or any privacy query or request that you have raised with us, you have a right to complain to the Data Protection Authority (“DPA”) in your jurisdiction. If you would like to be directed to the appropriate DPA, please contact us.

15. **CHANGES TO THIS PRIVACY STATEMENT**

15.1 We may modify or amend this Privacy Statement from time to time. Any changes we may make to this Privacy Statement in the future will be posted on this page. To let you know when we make changes to this Privacy Statement, we will amend the revision date at the top of this page. The new modified or amended Privacy Statement will apply from that revision date. Please check back periodically to see changes and additions. If we are in the possession of your e-mail address and we are still processing your personal data, we will also inform you electronically about all changes to this Privacy Statement.