

PRIVACY POLICY [BELGIUM, SPAIN, SOUTH AFRICA, FRANCE]

This Privacy Policy describes what information Sundance Channel (UK) Limited (“Sundance” or “we” and sometimes “us”) collects about you and why, how we use and share that information, and the choices we offer. Sundance has its registered office at 111 Salusbury Road London, NW6 6RG.

1. WHAT IS THE SCOPE OF THIS PRIVACY POLICY?

This Privacy Policy (“Policy”) is incorporated into the Sundance Terms of Service , and applies to personal data obtained by us when you sign up for, use, access, download or otherwise interact with any Sundance applications, mobile applications, games, sweepstakes, products, services, or websites and anywhere else where this policy is posted, including applications we make available on third party sites or platforms, if disclosed to you in connection with your use of the application (collectively, “Services”). This Policy also applies whenever you apply for any competition and/or promotion organized by Sundance (collectively, “Promotions”). This Policy does not apply to personal data that is collected outside the Services or the application for Promotions. This Policy applies regardless of whether you access the Services or apply for Promotions using a personal computer, mobile device, gaming console or other equipment or device. If you disagree with the terms of this Policy, please do not use the Services or apply for Promotions.

2. WILL THIS POLICY EVER CHANGE?

We may change this Policy from time to time. If we make changes, we will notify you by posting the updated policy and revising the “Effective Date” above. Use of the Services or applying for Promotions after the posted Effective Date means you accept the current version of the Policy, including any changes made prior to the posted Effective Date. If we make any material changes to this Policy, we will also notify you by email or, in case of the Services, by means of a notice on the Services. We encourage you to review the Policy whenever you use our Services or apply for Promotions to stay informed about our information practices and the choices available to you.

3. WHAT PERSONAL DATA IS COLLECTED FROM ME?

Information you provide to us: We collect personal data that you submit to us. For example, the process of creating or editing your user profile on a Service or applying for Promotions may require you to provide us with personal data such as name, e-mail address, phone number, physical address, including postal code, password of your choice and TV provider. When you personalize your profile and use the features of the Services, we will collect any information you voluntarily provide, and we may also request optional information to support your use of the Services, such as a profile picture and birthday. Additionally, we collect any information that you voluntarily enter into any postings, comments or forums within the Services, including private messages you send to other users of the Services, and any other information submitted in the context of applying for a Promotion. And, if you send an e-mail to us, we will collect your e-mail address and the full content of your e-mail, including attached files and other information you choose to provide to us.

Information We Collect Automatically From Your Devices: When you use our Services, we may collect information about the device you use to access the Services, including hardware model, operating system and version, Internet Protocol (“IP”) address and other unique device identifiers, mobile network information and information about the device’s interaction with our Services. We also collect information about how you use our Services, including your access times, browser types and language. We may use this data alone or in aggregate form, as a statistical measure, but not in a manner that is intended to identify you personally. This type of data enables us to understand how often individuals use parts of the Services so we can analyze and improve them. To collect this information, we use cookies and web beacons, and may in the future use other similar technologies. To learn more about how we automatically receive and record information when you interact with the Services, please review our Cookies Policy. This policy covers only our use of cookies. However, options you have to control the use of third party cookies are explained in our Cookies Policy.

Location Information: We may collect different types of information about your location, including general information, such as the city, state and/or postal code associated with your IP Address, and, if you agree, more specific location information that is provided through the GPS functionality on mobile devices used to access the Services. We may use such location information to customize the Services, including advertising that is presented to you. For example, if you provide a postal code that indicates that you live in London the Services may be customized with London-specific information, features, and advertisements. In order to do this, your location information may be passed along to our affiliates, agents, vendors or advertisers. Please see section 5 of this Policy for detailed information in this regard. Options you have to control the automatic collection of location information are explained below under “What Are My Choices.”

Information from Social Media Networks and Other Third Parties: We may obtain information about you or your use of the Services from third parties and sources, such as our vendors, like web host providers, analytics providers or advertisers. You may also give us permission to access your information, including personal data from services offered by third parties, including social media networks. For example, to access the Services, you may need to link your Facebook account to the Services, which allows us to obtain information from your Facebook account, such as your friends or contacts, profile picture, birthdate, gender, or other profile-related information and any other information you have opted to share with “everyone” on Facebook (or similar third party platform). The information we obtain from third party services depends on your account/privacy settings with those third parties and the third parties’ privacy policies, so be sure to check those policies and to adjust your settings to meet your preferences. When you access the Services through social media networks and other third party platforms, you are authorizing Sundance to collect, store and use such information and content in accordance with this Policy. If we combine or associate information from other sources with personal data that we collect through the Services, we will treat the combined information as personal data in accordance with this Policy. Please keep in mind that any information provided to us by a third party may also be subject to that third party’s privacy policy.

Payment Information: If you purchase a product or service through the Services, our third party payment processors will collect the billing and financial information they need to process your charges. This may include your postal address, email address and financial information. Sundance does not collect or store your financial information, like credit card numbers. However, Sundance’s third party payment processors may share non-financial information with us related to your purchases, like your name, shipping address and items purchased in order to fulfill your order.

Aggregate and/or Anonymous Information: We may aggregate or anonymize certain information that we collect from you. Aggregate and/or anonymous information is designed so that we cannot identify you personally.

4. HOW IS MY INFORMATION USED?

The information that you submit or share with us and that we collect is used in the following ways:

- for the purposes for which you provided such information;
- to enable your access to the Services;
- to manage your participation in the Promotions you decide to take part;
- to provide, maintain, protect, develop and improve the Services, including through the use of statistical analysis;
- to communicate with you in order to provide information on the Services and/or Promotions (non-marketing communications), including via email, text messages, social media, mail and phone;
- to customize the content and advertisements you receive from us and our trusted partners;

- unless you opt out in accordance with Section 6 below, to offer you by mail and phone additional information, opportunities, promotions and functionality from us or on our behalf, or from our partners or our advertisers belonging to the following industries: clothing, jewellery, arts and entertainment awards, entertainment industry, fun and trivia, movies and films, offbeat, beauty and personal care, building construction and maintenance, commercial and industrial printing, energy industry, industrial goods and manufacturing, office and facilities management, computers and consumer electronics, dining and nightlife, family and community, astrology and horoscopes, occult and paranormal, accounting and auditing, business finance, credit and lending, grants, scholarship and financial aid, investing, food and groceries, biotech and pharmaceutical, health conditions and concerns, nutrition and dieting, hobbies and leisure, home and garden, domain names and domain name registration, internet service plans, web design and development, jobs and education, news, media and publications, occasion and gifts, real estate, sports and fitness, telephony, travel and tourism, vehicles, attorneys and law firms.
- unless you opt out in accordance with Section 6 below, to offer you by email, text messages, social media, additional information, opportunities, promotions and functionality related to our Services and/or the Promotions you applied for; and
- provided that you opt in upon collection of your personal data, to offer you by email, text messages, social media, additional information, opportunities, promotions and functionality from us or on our behalf which is not related to our Services and/or the Promotions you applied for; or to offer you by the same means, additional information, opportunities, promotions and functionality from our partners or our advertisers belonging to the following industries: clothing, jewellery, arts and entertainment awards, entertainment industry, fun and trivia, movies and films, offbeat, beauty and personal care, building construction and maintenance, commercial and industrial printing, energy industry, industrial goods and manufacturing, office and facilities management, computers and consumer electronics, dining and nightlife, family and community, astrology and horoscopes, occult and paranormal, accounting and auditing, business finance, credit and lending, grants, scholarship and financial aid, investing, food and groceries, biotech and pharmaceutical, health conditions and concerns, nutrition and dieting, hobbies and leisure, home and garden, domain names and domain name registration, internet service plans, web design and development, jobs and education, news, media and publications, occasion and gifts, real estate, sports and fitness, telephony, travel and tourism, vehicles, attorneys and law firms. Note that, even if you opt in, opt out will be still available as set out in Section 6 of this Policy.

We may use anonymous data that is not personal data for any purpose, including without limitation in statistical analysis to help us analyze patterns in the use of the Services or the application for Promotions.

By accessing and using the Services or by applying for Promotions, you consent to our use of your information about you in the manner described in this Policy. If you do not agree or do not consent to the use of your information in these ways, you should not use the Services or apply for Promotions.

5. WHEN IS MY INFORMATION DISCLOSED?

We do not disclose your information except in the limited circumstances described below. By accessing and using the Services, or applying for Promotions, you consent to us sharing your information under the circumstances described in this Policy.

With your consent: We may share or disclose your information if you ask or authorize us to do so.

Among group companies: We may share your information with our affiliated and subsidiary companies belonging to the media and entertainment and/or data research industries and joint venture partners belonging to the same industries, for the purposes of processing, analyzing or storing your

information or otherwise as needed to provide the Services and Promotions to you, in each case, consistent with the terms of this Policy.

To our trusted third party service providers: We engage third party service providers to perform a variety of services and functions for us. We may share your information with such service providers subject to confidentiality obligations consistent with this Policy and on the condition that the third parties use your information only on our behalf and pursuant to our instructions.

Information shared via third party social buttons, widgets and other embedded content: Some of our Services carry embedded content controlled by third parties for services such as social sharing, commenting and displaying video or images. When you interact with these services they may collect information from and about you and your interaction with their content, including the URL of the web page you are visiting. This activity will be subject to the privacy policy of and your settings for the third party network or service. Please be aware that they may track your activity, including through the use of cookies or similar technology, without you needing to interact with them. If this concerns you, ensure you log out of their services before using ours.

To comply with legal requirements and to protect you, us, and others: Notwithstanding anything to the contrary in this Policy, we reserve the right to retain and disclose your information at our discretion if we believe in good faith that such retention and disclosure is necessary to: (a) comply with relevant laws or to respond to subpoenas, warrants or similar process served on us; (b) protect and defend our rights or property, you, or third parties; or (c) ensure the safety and security of our Services, systems and of our customers and third parties.

In connection with a business transfer: In the event we go through a business transition such as a merger, acquisition by another company, reorganization or sale of all or a portion of our assets, your information may be sold or transferred as part of that transaction. You acknowledge that such transfers may occur and are permitted by this Policy and that the new entity may continue to process your information as set forth in this Policy.

If the information has been anonymized: We may share or disclose information that has been anonymized, otherwise does not identify you or information that you choose to make public, such as your public user profile information. For example, we may develop information concerning the Services' users, using anonymization processes to help ensure that identification of you as an individual is no longer possible by any party. This Policy does not limit our use or disclosure of anonymous information in any way, and we reserve the right to use and disclose such information to our partners, advertisers and any other third parties at our discretion.

If you do not agree or do not consent to the disclosure of your information in any manner described above, you should not use the Services or apply for any Promotion.

6. WHAT ARE MY CHOICES?

You may opt out of receiving interest-based advertising from us. To find out more about our advertising and how to opt out, please see our Cookies Policy. You may also choose to block cookies. Learn more about cookies, how we use them and how to block them by reviewing our Cookies Policy.

You have a right at any time to stop us from contacting you for marketing purposes. When you receive promotional communications from us, you may indicate a preference to stop receiving further promotional communications from us and you will have the opportunity to "opt-out" by following the unsubscribe instructions provided in the promotional e-mail you receive or by contacting us directly at terms_conditions@uk.amcnetworks.com. Despite your indicated e-mail marketing preferences, we may still send you relationship and/or transactional (non-marketing) e-mails regarding the Services and Promotions, including, for example, administrative confirmations and notices of updates to our Policy, if we choose to provide such notices to you in this manner.

If you access the Services or apply for Promotions through a mobile device and you do not want your device to provide us with location-tracking information, do not agree to allow your device to share this information with us or disable the GPS or other location-tracking functions on your device, provided your device allows you to do this. Your device manufacturer should provide instructions on how to disable GPS or other location-tracking functions. If you initially consent to the collection of location information, you can subsequently stop our collection of location information at any time by changing the preferences on your mobile device or by uninstalling the application from your mobile device by following the standard uninstall process to remove applications from your device.

7. HOW LONG DO YOU KEEP MY PERSONAL DATA?

We will hold your personal data on our systems for as long as necessary to provide the relevant Service or Promotion to you or for so as long as required to satisfy the purpose for which you submitted the information or for as long as required by applicable law or regulation, if any.

8. WHAT ABOUT LINKS TO THIRD PARTY WEBSITES?

Links to third party websites may be made available through the Services. Clicking on such advertisements and links will direct you to the website or application of a third party. We are not responsible for the privacy practices or the content of such websites. Any personal data you provide via those sites is subject to the Privacy Policies on those websites and is not covered by this Policy. We encourage you to read the privacy statements of each and every website you visit or application you use. This Policy applies solely to personal data collected by us through the Services and Promotions and does not apply to third party websites or applications. The ability to access third party information from the Services and to link to other websites and locations from the Services is for your convenience and does not signify our endorsement of such third parties, their products, their services, their websites and locations or the content they make available on the Services or on their websites and locations.

9. HOW IS MY PERSONAL DATA PROTECTED?

We are committed to protecting the security of your information. We use a variety of industry-standard security technologies and procedures to help protect your information from unauthorized access, use or disclosure. These measures are compliant with the requirements under the law and vary based on the sensitivity of the information that we collect.

10. HOW CAN I EXERCISE MY ARCO RIGHTS?

You may exercise your rights to access, rectify and cancel your personal data or object to the processing thereof, in accordance with this Policy and the terms and conditions under the law. You have the right to access to the information that we hold about you that identifies you personally. You may ask us to correct or to cancel information that you think is inaccurate or in other situations permitted under the law. You may also object to the processing of your personal data. We also provide you with tools and account settings to access or modify some of the information you provided to us and associated with your account.

You may exercise your rights, subject to prior accreditation of your identity by photocopy or digital copy of your National Identity Card, Passport or any other identifying document admitted by law, by contacting by email at terms_conditions@uk.amcnetworks.com, or by sending a letter to the following address: 111 Salusbury Road London, NW6 6RG.

11. WHAT IS YOUR POLICY REGARDING CHILDREN?

Sundance does not direct its Services and Promotions to children under the age of fourteen (14) and does not knowingly collect information from such children. We require all users of the Services and applicants for Promotions to be at least fourteen (14) years old. If we obtain actual knowledge that a user is under the age of fourteen (14), we will promptly delete all information associated with such

account. By using the Services or applying for Promotions, you are representing that you are at least fourteen (14) years old.

12. ACCESS FROM OTHER JURISDICTIONS

You choose to access the Services and/ or apply for Promotions on your own initiative, and you are responsible for compliance with local laws if and to the extent local laws are applicable. Sundance may limit the Service or Promotion's availability, in whole or in part, concerning any person, geographic area or jurisdiction, at any time in its sole discretion.

13. IS MY PERSONAL DATA TRANSFERRED OUTSIDE THE EUROPEAN UNION?

The information we collect from you through your use of the Services or participation in Promotions is transferred to the United States, currently regarded as country which does not provide a level of protection of personal data that may be equivalent to the one afforded under the relevant European Union data protection laws and regulations.

By accessing and using the Services or by applying for Promotions, you consent to the transfer of your personal data to the United States in the manner described in this Policy. If you do not agree or do not consent to such transfer, you should not use the Services or apply for Promotions.

14. HOW CAN I CONTACT YOU?

If you have questions or concerns about our Policy, please contact us at: terms_conditions@uk.amcnetworks.com.