



## Personal data protection policy

The Data Controller attaches the highest importance to protecting the privacy and Personal Data of the customers, prospects and visitors using its Services or accessing its websites (referred to as "**you**" or as "**User**").

This personal data protection policy (hereafter the "**Policy**") aims to:

- (i) describe what types of Personal Data related to you the [PIERRE ET VACANCES - CENTER PARCS Group] and - if applicable - its Data Processors may collect, and
- (ii) to inform you about how your Personal Data is Processed by the entities of the [PIERRE ET VACANCES - CENTER PARCS Group], any partners and Data Processors they may have, and
- (iii) to inform you of your rights and of how to exercise them.

All operations on your Personal Data are performed in compliance with the applicable regulations and in particular Regulation 2016/679 of the European Parliament and Council dated 27 April 2016 concerning the protection of physical persons with regard to the processing of personal data and the free circulation of this data (hereafter the "**Regulation**"), and any national legislation applicable to the protection of the Personal Data.

If you disagree with this Privacy Policy or our Terms and Conditions, you are free to not use our services or provide some of your Personal Data. You are nonetheless warned that access to some of our services may be conditional upon the use of some of your Personal Data – as indicated by an asterisk - and in absence of your Personal Data, some functionality may be degraded (typically we cannot enter into an agreement with you unless we can sufficiently identify you based on your identification details).

### 1 – DEFINITIONS

The following terms, beginning with a capital letter, shall have the following meaning:

- "Personal Data (or PD)", "Special categories of data", "Process/Processing", "Data Controller", "Data Processor", "Data Subject" have the same meaning as in the Regulation;
- "PIERRE & VACANCES CENTER PARCS Group" designates all of the legal companies of which PIERRE & VACANCES S.A., identified in the Paris Trade and Companies Register under number 316.580.869, would directly or indirectly hold at least 50% of the share capital as well as the legal entities operating the following brands: Pierre &

Vacances, Pierre & Vacances Premium, Pierre & Vacances Villages Clubs, Maeva, Aparthotel Adagio, Aparthotel Adagio access, Center Parcs, Sunparks, Pierre & Vacances Conseil Immobilier, Center Parcs Conseil Immobilier, les Senioriales, Village Nature, la France du Nord au Sud. **PIERRE & VACANCES CENTER PARCS Group** may also, depending on the case and context, designate a specifically identified or identifiable legal entity;

- **"Company"**: designates the entity of the PIERRE & VACANCES CENTER PARCS Group whose details appear on the Legal information as publisher or having issued the data collection form.
- **"Partner"** Partner designates a third-party company with which the **PIERRE & VACANCES - CENTER PARCS Group** has concluded an agreement to allow the former company to send, to its own prospects and customers database, commercial offers on behalf of the **PIERRE & VACANCES - CENTER PARCS Group**
- **"Service"**: designates a service offered by an entity of the PIERRE ET VACANCES - CENTER PARCS Group or one of its Partners;
- **"Site"**: designates a website of one of the entities of the PIERRE & VACANCES CENTER PARCS Group.

## 2 - FIELD OF APPLICATION

In addition to their principal, traditional activities of tourism and property, or to enable their objectives to be achieved, some entities of the PIERRE & VACANCES CENTER PARCS Group may engage in e-commerce activities.

## 3 - PROCESSING OF PERSONAL DATA

Within the context of operating its Site, the Data Controller responsible for Processing collects Personal Data about you.

### a) Legal basis of Processing

The processing is based on either (i) your consent (Art. 6 (1) a) GDPR), , (ii) the set-up and performance of a contract between you and PIERRE ET VACANCES - CENTER PARCS Group which may include any necessary pre-contractual measures at your request (Art. 6 (1) b) GDPR), (iii) the legitimate interests of the PIERRE ET VACANCES - CENTER PARCS Group (Art. 6 (1) f) RGPD), or (iv) performance of legal obligations applicable to PIERRE ET VACANCES - CENTER PARCS Group (Art. 6 (1) c) RGPD).

### b) Purposes

- i. With your **consent**, PIERRE & VACANCES CENTER PARCS Group may collect and further Process your Personal Data for the specified purposes including, in particular:

- a. sending of solicitations, promotional and informative messages via email, mail, sms/mms. Your date of birth, as well as your preferences indicated on our forms, may be used to send you personalized offers ;
- b. organization of contests, lotteries and all other promotional operations;
- c. solicitation via telephone calls in the context of promotional offers or commercial canvassing, loyalty and/or customer satisfaction;
- d. the implementing of a loyalty program
- e. sharing information on social networks;
- f. the management of opinions, surveys and polls of Users on Services or content of the site and applications;
- g. sending commercial or service notifications on the applications (push notifications);
- h. Transmission, free of charge or against payment, to all entities of the PIERRE ET VACANCES - CENTER PARCS Group, as well as to all its Partners, for the purpose of prospecting and commercial solicitations, through any communication channel.

Your communication reception choices may be configured via our Privacy Center, whose link is available on our Personal Data Protection and Cookies Policy page.

In addition, the entities of the PIERRE ET VACANCES - CENTER PARCS Group may collect Personal Data for other purposes, provided that they will obtain your prior, informed and detailed consent.

Generally, your consent is indicated by ticking appropriate boxes or otherwise setting the options given for the Services, when registering for the Services, or anytime later. Consent can be withdrawn at any time what has no retroactive effect on the lawfulness of the Processing carried out on this basis, prior to the said withdrawal.

Data about you may have been collected from our Partners. They undertake to obtain your consent before any transmission and processing by our Group.

- ii. When necessary to **perform a contract** between PIERRE ET VACANCES - CENTER PARCS Group and you or pre-contractual measures taken at your request, your Personal Data shall be collected and Processed, in particular, for the purposes of:
  - a. booking and monitoring a stay and/or activities and other Services provided by PIERRE & VACANCES CENTER PARCS Group;
  - b. payment for reserved products, activities and other Services provided by PIERRE & VACANCES CENTER PARCS Group;
  - c. the creation, use of and access to a customer account allowing you to create and use your customer account, update your personal

information, consult or modify or cancel your stay information or book additional services ;

- d. the conduct of satisfaction surveys after stays;
- e. contact with a customer relations manager in case of booking in progress or confirmed;
- f. the recall of current baskets that have not been validated or whose payment has not been successful;
- g. the creation of a customer database for the monitoring and performance of the Services of the entities of the PIERRE ET VACANCES - CENTER PARC Group or its subcontractors and third-party entities responsible for delivering the promised service;

- iii. Your personal data may be further processed for the **legitimate interest** of PIERRE ET VACANCES - CENTER PARCS Group in order to allow us to ensure the continuity of service and the sustainability of the activity which includes, in particular:

- a. responding to Users' requests and related communications;
- b. direct marketing for the promotion of similar goods and services;
- c. analysis of the website browsing to improve ergonomics, response times and relevance (excluding commercial activity)
- d. prevention and the search for criminal offenses
- e. management and development of our business, including risk management
- f. establishment, exercise or defence of legal claims against us or, as may be applicable, against User or Partners (such as in case of failure to comply with applicable statutory or contractual obligations or in case of late payments for Services).
- g. Any other purpose that appears legitimate subject to respect for fundamental rights and freedoms

- iv. PIERRE ET VACANCES - CENTER PARCS may also Process your Personal Data in order to comply with our **legal obligations**, which may include in particular:

- a. retaining your personal information for accounting purposes (in line with applicable laws);
- b. disclose your Personal Data to public authorities, or public-sector bodies/bodies with a public-service mission, in line with applicable legislation.

#### c) **Personal Data Processed**

Prior to collecting Personal Data, the User will be informed if the Personal Data requested must be filled in or if it is optional. The consequences of a failure to transmit data considered as mandatory will be specified at the time of collection.

Some data collected on the website, are strictly necessary for the establishment and monitoring of your contract (eg booking of stay / service) or browsing our website. These purposes will be specified at the time of data collection.

Personal Data identified as mandatory are marked with asterisk. If not provided, access to the Services and their use by the individual concerned will be impossible or a request associated with a form will not be able to be satisfied

The rest is optional and not supplying it will not affect the delivery of the Services promised or responses to requests for information, although it may limit their relevance.

In particular, the entities of the PIERRE ET VACANCES - CENTER PARCS Group may collect and further Process particularly the following Personal Data concerning you:

- i. **Identity:** title, surname, forenames, address, telephone number (fixed or mobile), e-mail address, date of birth, client number, bank card number, number of children, date of birth of the children, first name of the children.
- ii. **Personal Data relating to the way of payment:** postal or bank identification statement, transaction number, cheque number, third-party financing;
- iii. **Personal Data relating to invoice payments and history :** terms of payment, discounts granted, information relating to the credits subscribed (amount and duration, name of the lender), receipts, unpaid invoices, reminders, balances, etc;
- iv. **Personal Data relating to the commercial relationship:** customer number, reservation number, documentation requests, products and services reserved and purchased, quantity, amount, frequency, delivery address, purchase history, origin of the sale (seller, representative) or order, correspondence with the customer and after-sales service);
- v. **Communication details and related (meta-)data:** the correspondence exchanged, date and time of the messages;
- vi. **Personal Data relating to newsletter subscriptions:** title, surname, first names, e-mail address, country of residence, date of birth.
- vii. **Technically required data when using our website:** When users visit the website, the web server automatically stores data and information of the device and browser used by them. This information about the browser type and the version used, the operating system, the Internet access provider, the IP address of their device, the date and time of access to the website from which users visit this website and the pages they visit on the website

Additionally, Geo-location may be set up on mobile applications with the consent of the User. The related Personal Data will not be retained once the Site is left. The

User can deactivate geo-location at any time. Depending on the services offered, deactivation may disrupt operation of the application.

Under all circumstances, the entities of the PIERRE ET VACANCES - CENTER PARCS Group undertake to Process all of the Personal Data collected in compliance with the applicable regulations and, in particular, the Regulation.

**d) Recipients of the Personal Data collected – provision of the Personal Data to third parties**

The personal data collected on a Site or a form is intended for the publisher of the Site or the issuer of the Form (whose details appear in the Legal Information or whose identity is specified on the data collection form) and, if appropriate, the official organisations and administrative or judicial authorities in the cases anticipated by the Law.

We may use and/or disclose to third parties, in accordance with the GDPR.

These third parties may be :

- a) Courts, administrative authorities, paralegals, departmental officers, as part of a legal obligation, or if the corporation could reasonably believe that disclosure of the data is necessary to avoid an imminent threat to life, loss of physical or financial integrity, or to report an alleged wrongful act.
- b) Where applicable, the bodies responsible for collecting debts, as part of contractual measures.
- c) When subcontracting, the Partners Process your Personal Data as our Data Processors on our behalf and pursuant to our instructions, end in accordance with this Policy and applicable data processing agreements. They are chosen for their capacity to present adequate guarantees regarding implementation of the appropriate technical and organisational measures, particularly in terms of reliability and security measures.
- d) The other entities PIERRE & VACANCES CENTER PARCS Group compagnies or their commercial partners for the purpose of prospecting, subject to your explicit and prior consent.
- e) The Center Parcs parks in which you have or will be staying as part of the execution of your booking contract or as part of our loyalty initiatives, subject to your explicit and prior consent.

**Abroad transfer of Personal Data**

In relation to a booking for a destination offered by the PIERRE ET VACANCES - CENTER PARCS Group located within the EU (or EEA), the Personal Data communicated by you will not be transferred outside the EU or EEA.

However, transfers may be made to countries outside the European Union or to the European Economic Area (EEA) Agreement that does not have a level of data protection equivalent to that established at the level of the European Union :

- In case of legal obligation;
- In relation to a booking for a destination offered by the PIERRE ET VACANCES - CENTER PARCS Group located outside the EU or EEA (particularly China), Personal Data transfers may be carried out. To guarantee that the stay and the reserved activities take place as they should, and strictly within the framework of the reservation contract to which you are a party, your Personal Data will – subject to applicable data sharing agreements - be sent or made available to the local entity of the PIERRE ET VACANCES - CENTER PARCS Group managing the destination site. While we reserve the right to change our Partners and/or data locations, when we would need to transfer any of your Personal Data to a country outside the EU or EEA in which PIERRE ET VACANCES - CENTER PARCS Group, its affiliates, subcontractors, suppliers or vendors maintain facilities, we will implement such appropriate legal mechanism as are required by EU law to ensure an adequate level of Personal Data protection by such third parties receiving your Personal Data (for example, European Commission's Standard Contractual Clauses, Binding Corporate Rules or Privacy Shield). These mechanism will be described in case of transfer outside the EU or EEA
- Contact customer service as part of a customer service call (Morocco and Turkey) and call back regarding of abandoned baskets (you can oppose to this call back thanks the checkbox at the bottom of the booking form or via our Privacy Center) under the European Commission's Standard Contractual Clauses and following a regular analysis of the impact of the data transfer.
- Processing accounting operations via external service providers (Mauritius and India) under the European Commission's Standard Contractual Clauses and following a regular data transfer impact assessment. Credit card numbers or payment solutions are not concerned by these transfers.

In case of use of a Service Provider, outside the EEA, necessary for the performance of a contract to which you are a party, the PIERRE & VACANCES - CENTER PARCS group undertakes to implement the appropriate guarantees required by EU law in order to " ensure an adequate level of protection of Personal Data (for example, the Standard Contractual Clauses of the European Commission or the Binding Corporate Rules or any other mechanism for international data transfers, in particular concerning the United States). These guarantees will be presented to you in the context of a transfer of your data and may be communicated to you following the process described in and their communication may be requested according to the procedure provided for in this policy, Article 6 – Rights of Individuals.

**f) Retention periods**

The entity or entities of the PIERRE ET VACANCES - CENTER PARCS Group involved in the Processing store your Personal Data in a secure environment for the time necessary to achieve the purposes for which it is Processed, plus the period indicated below or, otherwise, what can be determined from the applicable laws or regulations, particularly civil and commercial limitation periods.

These periods may differ in accordance with the national requirements of the country in which the entity or entities of the PIERRE ET VACANCES - CENTER PARCS Group concerned is/are located.

When deemed appropriate, some of your Personal Data may be retained for longer periods exclusively for archiving purposes, in the public interest, for the purposes of scientific or historical research or for statistical purposes. In the latter cases, the data will be anonymised.

Regarding the retention periods:

- i. The Personal Data collected and processed for the provision of our Services are stored (a) for the duration of the contractual relationship, then (b) on an active basis for 5 years - unless otherwise justified by the needs of operation (such as pending litigation) - from the end of the Service. In any event when deemed necessary, these periods may be extended until the date on which the contractual liability expires, at which time the Personal Data will be pseudonymised during this extension period;
- ii. All Personal Data is kept for the periods of time required to meet the obligations imposed on the Data Controller by legal obligations;
- iii. Your credit card information is not stored beyond the transaction period unless you have consented to its registration;
- iv. The information Processed in the context of games and competitions is kept for the duration of these and the awarding of prizes;
- v. Personal Data related to requests for information, without a consecutive contract, are kept for the time necessary to respond, plus a maximum of 6 months;
- vi. The Personal Data Processed in the context of prospecting or communication operations for which you have given your consent will not be kept for more than 3 years after the last contact made by you; they will also be deleted as soon as you express your opposition to their use.

**g) Social networks**

- If you have a social network account and you access our Site or other Services without previously having signed up for the Services, with your consent, we may receive information from the said social networks to facilitate the creation of an account on the Site or Service.

- When you use a Service via a social network, you allow us to access some information that you have provided to the social network, in particular your User name, your surname and forename, your profile image and your data about the use of this Service. By accessing a Service via a social network, you authorise us to collect, store and use all information that you have authorised the social network to provide us.
- Additionally, when you visit, like, follow or otherwise engage with our social media pages or accounts (including, to the applicable extent, use of your social media User account) we may be considered joint-controllers of your Personal Data with the provider of the particular social media/network. We do not use your Personal Data by any other way than described in this Policy. In order to find out more information about how the social media/network provider uses you Personal Data and other information, please contact the respective provider.

#### **4 – PROTECTION OF THE PERSONAL DATA OF JUVENILES**

The PIERRE ET VACANCES - CENTER PARCS Group neither collects nor retains Personal Data related to juveniles below the age of consent defined by each country without obtaining ascertainable parent consent, recognizing that those in possession of parental authority may ask to receive the information about their child and request its deletion. This age of consent may differ depending on the country in which the involved entity of the PIERRE ET VACANCES - CENTER PARCS Group is located.

#### **5 - COOKIES**

You are informed that, when connecting to the Sites or Applications and when during use of the Services, cookies (small files stored on a user's computer) or other similar or complementary technologies are (or may be) used, subject to the choices expressed by you, where these are permitted. These choices can be modified at any time, by configuring the browser settings or by using specific tools, as shown below.

A cookie allows its issuer, during its period of validity, to recognize the device concerned (computer, tablet, smartphone, etc.) each time the device accesses digital content including cookies from the same issuer. A cookie records information about your computer's navigation on our site (the pages you viewed visited, the date and time they were viewed, etc.) which can be read during your subsequent visits.

Most browsers support cookies, but you can set their browsers to decline them and can delete them whenever they like (<https://us.norton.com/internetsecurity-privacy-how-to-clear-cookies.html>).

These cookies facilitate navigation and make the website more user-friendly.

These cookies facilitate navigation and improve the user-friendliness of the website. It should be noted that on customer accounts, only cookies necessary for navigation and audience measurement are set.

You may choose to accept or reject all or part of the cookies, with the exception of browsing cookies, which are necessary for the operation of our Site.

Refusal of other cookies (audience, personalization, advertising) will not prevent you from accessing our Site although some of its services and sections may work in a degraded manner or you may be deprived of an optimized user experience.

We strive to provide you with the best experience during your browsing on the site, by customizing the content of the pages according to your course and interests when browsing, as well as by personalizing the messages on the site with current commercial offers. All these animations on the site are managed with personalization tools; the refusal to accept marketing, audience and personalization cookies will prevent us from displaying these highlights and will lead us to provide you with standard content without animation.

#### **1°/ Types of cookies:**

##### **a) Strictly necessary cookies: browser cookies**

Browser cookies improve the performance of the Services in order to enable you to make a better use of the Site and Applications. These cookies are essential as they allow you to crawl our websites and use its features (for example, they allow you to access secure areas of our websites). Without these cookies, the services you have requested (such as the search) cannot be provided to you.

These cookies do not require your prior information and consent to be stored on your terminal.

More precisely, these navigation cookies allow to:

- ✓ Adapt the presentation of the Site and Applications to the display preferences of the terminal (language used, display resolution, operating system used, etc.) when you visit the Site and Applications, depending on the display or reading hardware and software that the terminal contains;
- ✓ access to a restricted area, subject to login and password confirmation;
- ✓ To store information related to the forms completed by you on the Site and Applications or to information that you have chosen on the Site or Application;
- ✓ To offer you access - through your login - to your account including, but not limited to, the shopping cart, your payment, the orders history, or any other area restricted to customers;
- ✓ To implement security measures, for example when you are asked to reconnect to content or a Service after a certain period of time has elapsed.

Examples :

Domains : pierreetvacances-immobilier.com ; avis.pierreetvacances-immobilier.com ; pierrespective.com ;lhevana-meribel.com; pierreetvacances-immobilier.com; pierreetvacances.com ; centerparcs.com ; Sunparks.com	
Cookie	Description
PHPSESSID	PHP session. These cookies tell us how you crawl our website. This information allows us to do different things, including analyzing why errors have occurred on our website and ensuring that your selected products reappear when you return to the same page so that you do not have to select them again.
marketLangChoice	Choice of language[market]
SESS# _cs_#	Session cookies allow users to be recognized on a website so that any changes or selections of articles or data you make on a page are kept in memory from one page to another. The most common example of this feature is the shopping cart option of any e-commerce site. When you visit a page of a catalog and select items, the session cookie remembers your selection so that your shopping cart contains the items you selected when you are ready to make payment. Without session cookies, if you click "PAY", the new page would not recognize your past activities on previous pages and your shopping cart would still be empty.
Uid IsNewBooker magicalCookie_xxxxx	The UID cookie makes it possible to uniquely and anonymously identify sessions with transactions or registrations on the site, in order to be able to provide connection information or last navigation to users who have interacted with the site and carried out a "transaction" with the concerned entity of the Groupe PIERRE&VACANCES AND CENTER PARCS.

## b) Cookies for audience measurement

Cookies for audience measurement help to establish statistics and volumes of attendance and use of the various elements composing the Site and Applications (sections and content visited, browsing), allowing the publisher to improve the interest and ergonomics of the Services.

Examples:

Publisher	Name	Purpose/ Description	Storage time
Google Analytics Premium (Google LLC, USA)	ga, gid, __utma, __utmb, __utmc, __utmv, utmt,__utmx, et __utmz.	<p>Google Analytics stores cookies from our websites to analyse how our websites work and how users move around it. This information then allows us to make changes on our websites to improve your online experience. The cookies that Google stores also help us to evaluate the effectiveness of our advertising campaigns.</p> <p>°ga allows to distinguish site users in the solution (takes a random ID)</p> <p>utmb is used to track the user's page views on your site</p> <p>utmz keeps track of the point of entry into one of our websites.</p> <p>gtm-UA make the link with Google tag manager</p> <p>See more information about Google below</p>	13 months max.
ContentSquare (ContentSquare, Fr)	_cs_c _cs_id _cs_s	<p>ContentSquare records cookies from our websites to analyze how our websites work and how the user moves around the websites.</p> <p>This information then allows us to make changes on our websites to improve your online experience. The cookies that Content</p>	

		<p>Square stores also help us to evaluate the effectiveness of our advertising campaigns.</p> <p>The cookies that Content Square records also help us evaluate the relevance of our advertising campaigns.</p> <p><a href="https://contentsquare.com/fr/confidentialite-securite/">https://contentsquare.com/fr/confidentialite-securite/</a></p>	
Realytics	_realytics	<p>Realytics is an audience measurement and statistics cookie used to measure the performance of advertiser's digital campaigns and to optimize these measures.</p> <p>Data privacy policy :  = <a href="https://www.realytics.io/protection-of-personal-data-cookies/">https://www.realytics.io/protection-of-personal-data-cookies/</a>  Consent management page :  = <a href="https://www.realytics.io/optout/">https://www.realytics.io/optout/</a></p>	12 mois

### c) Google Analytics and Privacy – “Do Not Track” function

This website uses a web analysis service provided by Google Inc ("Google").

The information generated by the cookies about your use of this website is transmitted to and stored by Google on servers in the United States. Google uses this information to evaluate your use of the website, to compile reports on website activity for website operators and to provide other services relating to website activity and internet usage. Google will therefore transfer this information to third parties where required to do so by law or where such data is processed by third parties on Google's behalf. Under no circumstances will the IP address be associated with other Google data.

On our website was added to Google analytics the code "gat.\_anonymizelp ();". This one guarantees the anonymous collection of IP addresses (called IP masking) .As a rule, IP addresses are shortened on Google's servers. Member States of the European Union or parties to the EEA Agreement prior to storage or transmission in the US A transfer of the unabbreviated IP address to Google's servers in the United States United is only an exceptional case, in which case a reduction of the IP address takes place before storage.

This information may be disclosed to third parties by Google, if required by law or if third parties process such data on behalf of Google. In no case will the IP address be associated with other Google data.

Google also provides a disabling add-on for common desktop browsers that prevent the execution of Google Analytics and the transmission and evaluation by Google of personal data relating to your use of our web pages (and your IP address) can download and install the browser plug-in here: <http://tools.google.com/dlpage/gaoptout?hl=en>

For more information about the purpose and scope of the data collection, and their subsequent processing and use by Google, including your rights or configuration options for the protection of your personal data, see links at <http://www.google.com/analytics/terms/en.html>, at <http://www.google.com/intl/en/analytics/privacyoverview.html> and <https://policies.google.com/privacy?hl=en>.

You can disable cookies, and/or activate the "DO NOT TRACK" function, by modifying the settings of his browser. If the "DO NOT TRACK" option is activated, no information will be collected to establish your profile: you and your terminal will not be tracked.

#### **d) Advertising and behavioral analysis cookies**

Behavioral analysis cookies make it possible to identify which information on the sites and applications could be of most interest to you, to help improve your navigation and to make it more fluid and more relevant - according to your needs.

These cookies also make it possible to determine in real time which advertisement to display, based on your recent browsing on the site and applications, in order to limit the number of times you have seen an advertisement, and to help measure the effectiveness of an advertising campaign.

Advertising content may contain cookies issued either by the entity of the PIERRE & VACANCES - CENTER PARCS Group that created the advertising content in question, or by a company outside the PIERRE & VACANCES ET CENTER PARCS Group (communication consulting agency, audience measurement company, targeted advertising service provider, etc., otherwise known as "Third Party Cookie") or an advertising agency, which has associated

a cookie with the advertising content of the PIERRE & VACANCES - CENTER PARCS Group entity in question.

These cookies may also be used for the purpose of targeting, retargeting, excluding marketing activations, or adapting the content, products, animation of the PIERRE & VACANCES Group's sites and applications - CENTER PARCS :

- Targeting: customization of the content of ads delivered according to your interests when coming into contact with our communications
- Re-targeting or retargeting: customization of the content of ads displayed according to navigation or other points of contact that you may have had with the PIERRE & VACANCES Group - CENTER PARC (registration contest games, Newsletter registration, shopping cart not validated, etc.)
- Exclusion or postponement: stopping the distribution of our marketing communications according to the level of commitment with the PIERRE & VACANCES - CENTER PARC Group (beyond a certain frequency of exposure without interaction with our communications, during a recent transaction, etc.)
- Adaptation of contents, products, site and application animation: create ab/tests on the site, to customize specific pages or content in order to improve the user experience according to several criteria (navigation, interest, interactions with the brand / product, etc.)

Subject to your consent, you may therefore be offered personalized content on our ecosystem or on third-party sites/environments.

You may at any time request to no longer receive advertisement or prospectings personalized with navigation information on your terminal, by contacting the PIERRE ET VACANCES - CENTER PARCS Group, or by means of the unsubscribe link included in any prospecting that the publisher may send you by e-mail, or by means of a module for collecting the consents present on our sites and applications.

If the you choose to refuse the PIERRE ET VACANCES - CENTER PARCS Group's advertising or behavioural analysis methods, we will take into account the consent and exclude you from the targeting and behavioural strategy for all our communications. However, you may nevertheless be exposed to PIERRE ET VACANCES - CENTER PARCS Group advertisements on third party environments when browsing the Internet, which do not involve any personalization related to navigation, interests, etc.

In the event that the PIERRE ET VACANCES - CENTER PARCS Group considers obtaining - from a third party – any navigation information from you that it may associate with the Personal Data provided by you, the PIERRE ET VACANCES - CENTER PARCS Group will first seek the your explicit consent before proceeding with such association and sending it

targeted advertising or prospecting. The explicit agreement will be provided by ticking a proposed box on the services in which it is listed.

#### Examples of advertising partnership, tracking and marketing partners

Publisher	Cookies name	Purpose / Description	Storage time max.
VWO	_vwo_sn _vwo_ds _vwo_uuid_v2 _vwo_uuid_57_602530 _vwo_ssm _vwo_uuid	test new features of the Site  This service uses cookies to identify a visitor's browser and to analyze the use of our website. Cookies do not collect personal information. For more information on how VWO processes your data, visit <a href="https://vwo.com/privacy-policy/">https://vwo.com/privacy-policy/</a> You will also find instructions on how to disable tracking at any time.	Maximum 13 months.
AdmotTV (Admo.TV, France)	AdmotTV	allows you to identify the users who browse the site <a href="https://admo.tv/en/privacy-policy">https://admo.tv/en/privacy-policy</a>	
DoubleClick (Google LLC, USA)	DoubleClick "ID" cookie	allows DoubleClick to offer a higher level of advertising. They are used to provide targeted ads on Internet users' searches, to improve reports on campaign performance and to avoid the redistribution of ads that the Internet user has already seen.  <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>	
Freespee (France)	fs_dncs_exttrack	tracking Information	

		<a href="https://www.freespee.com/privacy-policy/">https://www.freespee.com/privacy-policy/</a>	
Google analytics (Google LLC, USA)	gat_cmTracker	Google Analytics statistics (see above for more information about Google Inc)	
Criteo S.A., France	uid, tc, nxtck_srv	allows to identify the users who browse the site to display ads with products that may be of interest to you based on their browsing behavior or recent searches. <a href="https://www.criteo.com/en/privacy/">https://www.criteo.com/en/privacy/</a>	
Facebook Ireland Ltd., Ireland / Facebook LLC, USA	fr	allows to identify the users who browse the site <a href="https://www.facebook.com/about/privacy/update">https://www.facebook.com/about/privacy/update</a>	
Ligatus Gmbh, Germany		allows to identify the users who browse the site <a href="https://www.ligatus.com/en/privacy-policy">https://www.ligatus.com/en/privacy-policy</a>	
Google Adwords (Google LLC, USA)		allows to identify the users who browse the site <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>	
Bing (Microsoft Corporation, USA)		allows to identify the users who browse the site  <a href="https://privacy.microsoft.com/en-en/privacystatement">https://privacy.microsoft.com/en-en/privacystatement</a> ;	
VeInteractive (Ve Global UK Limited, UK)		The cookies applied store information on the pages of our website that you have visited and the interactions made with forms, registrations, transactions.	

		<p>These online advertisement tracking cookies display ads through the email marketing channel and partners, depending on what you have viewed and clicked on, as well as the pages of our website you have visited.</p> <p><a href="https://www.ve.com/privacy-guidelines">https://www.ve.com/privacy-guidelines</a></p>	
AddThis	di2, loc , ouid, uid, uvc, vc ,	<p>The cookies used store information on the pages you visit on our website and on the advertising campaigns that you have viewed or clicked. You will also see advertisements based on what you have seen and viewed, as well as pages of our website that you have visited.</p> <p><a href="https://www.addthis.com/privacy/">https://www.addthis.com/privacy/</a></p> <p>Opt-Out: <a href="https://www.addthis.com/privacy/opt-out/">https://www.addthis.com/privacy/opt-out/</a></p>	max. 13 Month

#### e) Cookies for sharing social networks

The PIERRE ET VACANCES - CENTER PARCS Group offers you some functionalities allowing you to share editorial content and any type of content published on the site, through social networking sites. Social network cookies are managed by the publisher of the social network site.

The publisher of the social network concerned may identify you through the sharing buttons, even if this button was not used when consulting our site/application. Indeed, this type of application button can allow the social network concerned to track your navigation on the site, solely because of the activation of your account on this social network (open session) on your terminal during your navigation on the site.

The PIERRE ET VACANCES - CENTER PARCS Group has no control over the process used by social networks to collect information related to your navigation on the site and associated with the Personal Data they hold. You are invited to read the policy for managing social

network cookies on the sites concerned. These protection policies must in particular allow you to exercise your choices with these social networks, in particular by setting up your user accounts for each of these networks.

f) "Flash"© Cookies from "Adobe Flash Player"™:

"Adobe Flash Player"™ is a computer application, by Adobe Systems Software Ireland Limited, une owned by Adobe Systems Inc., United States that allows the rapid development of dynamic content using the "Flash" computer language.

Flash (and similar applications) memorizes the settings, preferences and use of this content using a technology similar to Cookies. However, "Adobe Flash Player"™ manages this information and the your choices via an interface different from that provided by its browser software.

Insofar as your terminal is likely to view content developed using the Flash language, you can access your Flash cookie management tools directly from the website <http://www.adobe.com/fr/>

For more information on how Adobe processes your data, please visit: <https://www.adobe.com/privacy/policy.html>.

## **2°/ Rejecting cookies by setting your browser**

You may configure your browser in such a way that cookies are stored in the terminal or, to the contrary, that they are rejected, either systematically or according to their issuer. You may also configure his browser software in such a way that the acceptance or rejection of cookies is offered to you from time to time, before a cookie is likely to be stored in your terminal.

For the management of cookies and user choices, the configuration of each browser is different. It is described in the browser's help menu, which will tell you how to change your cookie preferences.

The PVCP group has set up a consents management platform allowing visitors to manage their choices regarding cookies placed on their devices.

If necessary, you are informed that access to certain services and sections of the site may, in this case, be altered or even impossible.

At any time, you may choose to express and modify your wishes regarding cookies.

Finally, you can connect to the Youronlinechoices site, offered by digital advertising professionals grouped within the European association EDAA (European Digital Advertising Alliance) and managed in France by the Interactive Advertising Bureau France.

You will thus be able to know the companies registered on this platform and which offer the possibility of refusing or accepting the cookies used by these companies to adapt to your information the advertisements likely to be displayed on his terminal: <http://www.youronlinechoices.com/fr/controler-ses-cookies>.

The length of time during which the cookies are stored varies depending on the type of cookie. We mostly use cookies that self-destruct after the connection has ended, in the case of so-called "session or navigation" cookies. Advertising cookies and behavioral analyses have a variable lifespan.

A log file also allows us to log all accesses to our web pages or downloads of the various files available on our sites for a period of 6 months. Finally, information about your consent to cookies is stored for a maximum period of 13 months.

### **3°/ Cookies subject to consent**

Some cookies are subject to consent. Your consent will be asked when browsing. You will always be able to change your choices later. Cookies not subject to consent will be affixed in the absence of opposition from you on the cookie management screen.

If your browser allows it, you can also prevent the record of cookies by setting your browser, as indicated above.

## **6 - RIGHTS OF INDIVIDUALS**

In compliance with the Regulation you have the right to ask the Data Controller/us for access to the Personal Data that relates to you (Art.15 GDPR), the rectification (Art.16 GDPR) or erasure of this data/right to be forgotten (Art.17 GDPR), or a limitation of the processing of your Personal Data (Art.18 GDPR) and the right to the portability of this data (Art.20 GDPR). When we process your Personal Data, you can also object to such a processing for reasons pertaining to your own particular situation (Art. 6 (1). e) ou f) GDPR).

In case of opposition, your data will not be processed, required thanks to legal constraints, an exploitation necessary for the execution of a contract to which you are a party, information necessary in the framework for the defense of a right to justice or an absence of risks for your fundamental rights and freedoms. You may object to the use and processing of your data for promotional purposes at any time.

For Personal Data not indicated as mandatory and which we process on the basis of your consent, you have the right- at any time - to withdraw your consent. Please be informed that the withdrawal of your consent has no retroactive effect on the processing that has been carried out on this basis, prior to the said withdrawal.

These rights are more fully described on the website of the CNIL: <https://www.cnil.fr/fr/node/22352>

You may also have additional rights provided by your national legislation, such as the definition of directives related to the retention, erasure and communication of your Personal Data after your death.

Regarding telephone canvassing, you have a specific right of objection by subscribing to the BLOCTEL list. You also have the right to oppose any advertising solicitation by registering on the ROBINSON list, within the limits of its scope, or any other list available in your country.

To exercise your rights, you can contact the customer service department of the company you dealt with initially:

- by clicking [here](#)
- or by postal mail, sent to the company's registered office, as it appears in the "Legal information" section.

To allow a rapid processing of your request, and protect your privacy, please indicate your family name, given names, address and customer number and/or case number if you have one. In case of doubt remaining concerning your identity, it may be requested for you to provide any valid proof of ID (particularly CNI, passport, residence card, to be send exclusively by postal mail).

The PIERRE ET VACANCES - CENTER PARCS Group has nominated a Data Protection Officer who you can contact in case of difficulty, via the contact form available here or by post to Groupe PIERRE ET VACANCES CENTER PARCS, L'Artois - Espace Pont de Flandres, 9 rue de Cambrai- 75947 Paris Cedex 19.

You also have the right to file a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL)( [www.cnil.fr](http://www.cnil.fr)) or the Monitoring Authority within your place of residence.

## 7 – SECURITY MEASURES

Taking into account the development of technology, implementation costs, the nature of the Personal Data to be protected as well as the risks to the rights and liberties of people, the PIERRE ET VACANCES - CENTER PARCS Group uses all appropriate technical and

organisational measures to ensure the confidentiality, integrity, availability and robustness of the Personal Data collected and processed as well as a level of security tailored to the risk.

In particular, to guarantee your security and ensure greater confidentiality, the websites use the encryption protocol SSL (Secure Socket Layer).

During transfer of the information on the network, your bank card number, as well as all information entered in the different forms, is encrypted automatically. The SSL encryption system allows the information to be encrypted automatically before its transmission on the network. Once it has arrived on our server, the bank data will be decrypted automatically using a unique SSL key that allows your browser to establish a connection with our website and to transparently negotiate a secure communications channel.

#### **ARTICLE 8 - MODIFICATIONS TO THE DATA PROTECTION POLICY**

If this Policy is modified or if legal or regulatory texts require it, the modified version will be published on our websites and will be effective upon publication.

We therefore ask you to refer to it each time you visit so you will be aware of the latest version, available permanently on our websites.