

Effective from May 2017

This privacy policy applies only to this website (the "Site"). If you do not accept this privacy policy, you must not use the Site.

### Collection of Personal Information

We collect personal information from you (such as name, address, telephone number, email address etc) when you complete registration or enquiry forms or place an order for a Popcorn Pass membership as well as participate on blogs or any other user generated content facilities or send emails to us. Please do not submit your personal information to us if you do not wish us to collect it.

### Use of Cookies

In addition to personal information you provide, we may also collect information about you automatically when you visit the Site or access content in our electronic communications with you.

The collection of information may involve the use of cookies and web beacons. A web beacon is a small graphic image placed on a web page that is designed to allow us to monitor traffic on the Site or within electronic communications. A cookie is a small text file that is placed on your computer's hard drive by your browser.

Cookies allow us to identify your computer and find out details about your visit and browsing habits so that we can offer you a more personalised experience and manage, monitor and improve services.

Most internet browsers accept cookies automatically, but usually you can alter the settings of your browser to erase cookies or prevent automatic acceptance if you prefer. If you choose not to receive our cookies, you may not be able to use some of the core features of the Site.

The information collected by cookies and web beacons is not personally identifiable, it only includes general information about your computer settings, your connection to the internet e.g. operating system and platform, IP address, your browsing patterns and timings of browsing on the Site and geographical location.

Display advertising on the Site is provided by our advertising partners. Our advertising partners will serve advertisements that they believe are most likely to be of interest to you, based on information

about your visit to the Site and other websites (this information is anonymous in that it does not include your name, street address, email address or telephone number). For more information about this type of online behavioural advertising please visit [www.youronlinechoices.com](http://www.youronlinechoices.com).

You can learn more about cookies and how to reject cookies using different types of browser by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org).

Separate tools are also available for managing local shared objects or 'Flash cookies' from the Adobe website . These cookies may be used to manage the effective delivery of services using video or other flash related content.

### Use of Your Information

By using this Site, you agree that we may collect, hold, process and use your information (including personal information) for the purpose of providing you with the Site services and developing our business which includes (without limitation):

personalising your visits to the Site and developing the design and style of the Site to improve the services provided to you;

informing you about the latest changes to the Site, products, services or promotional offers that you might find interesting;

customer service and support;

communicating (and personalising such communication) with you;

enabling you to share our content with others e.g. using an 'Email a friend' or 'Share this' functionality;

conducting market research;

carrying out technical and statistical analysis to measure the performance of our services and the Site

### Sharing Your Personal Information

We may share information about you with suppliers that we engage to help us provide certain services and/or functionality e.g online payment processing. We will use reasonable endeavours to control and be responsible for the use of your information by such suppliers. Furthermore, by using the Site, you consent to the transfer of your personal information outside of the European Economic Area (which may not provide the same protection for).