



PRIVACY STATEMENT OF SNOWWORLD LEISURE N.V.

GENERAL

With this Privacy Statement, SnowWorld Leisure N.V. (SnowWorld) informs you what information SnowWorld collects from you and for what purpose. Our Privacy Statement applies to all services offered by SnowWorld, including our website (including webshop), mailings and promotions. Any data you provide to SnowWorld will be treated confidentially and in accordance with the General Data Protection Regulation.

FOR WHICH PURPOSES DOES SNOWWORLD COLLECT DATA?

1. SnowWorld members

SnowWorld has members in the form of discount card holders and fitness subscribers. Discount card holders have the right to unrestricted access to the slopes for a certain period. Fitness subscribers can use the SnowWorld Health Club for a certain period. We use a registration form and an automated access system to record the agreements concerning the discount cards and fitness subscriptions. To identify the members, Personal data (including a passport photo) is recorded herein. In addition to identification data, visitor data is also recorded for the purpose of obtaining a better picture of your visiting and purchasing behaviour so that we can improve our product and can make personalised offers to you if you have given us permission to do so.

2. Mywellness Health Club

SnowWorld Health Club offers *mywellness* functionality via Technogym. *mywellness* is a web-based platform (incl. linked app) where participants can track and view sporting performance and measurement data. It is also possible to register for group lessons and to participate in challenges via this platform. Each participant manages their own profile (photo, name, etc.). When participating in group lessons or challenges, the name and photo of the participant will become visible to other athletes/participants. Data as included in the *mywellness* environment may contain special personal data (according your health).

3. Reservations and orders

When you make a reservation or order, we process your data in order to be able to process the reservation properly. This could take the form, for example, of communication relating to your arrival, your visit or a confirmation from our webshop. We will use the personal data you give us when placing your reservation/order. We will use this personal data only for this purpose and it will only be accessible to those within SnowWorld who are engaged in the reservation made by you and/or the ordered product or service.

4. Offers, mailings and promotions

SnowWorld regularly has special offers, such as savings campaigns, competitions or promotions, in which you can participate. In some cases, we will ask you to fill in a registration form from, for example, a brochure, advertisement or website in order to take part in such a special offer. When you participate in such a promotion, SnowWorld will only process the personal data you provide to register your participation and/or to confirm it, unless you have given your consent to use your information for another purpose. In this way it can be determined whether you meet the promotion conditions and we can send you any prizes and benefits you may have been granted. We will use this personal data only for this purpose and it will only be accessible to those within SnowWorld who are engaged in these offers and promotions.

We strive to make our communication as interesting as possible for you. That is why it is personalised as much as possible and its content will depend on your preferences. We also use your data to, for example, tailor our websites, apps and emails as closely as possible to your preferences, based on your specific purchases and visiting behaviour, among other things.

For this purpose, we process your purchase data, such as time of purchase of the products/services and the data you have provided to us such as your name, gender, address details and email address. In addition, we analyse clicking behaviour in our newsletters and on our websites.

5. Questions and Complaints

When you ask SnowWorld a question or make a complaint, or when you contact SnowWorld by phone, email, social media or post, we will ask for your contact details to resolve your question or complaint. We will use this personal data only for this purpose and it will only be accessible to those within SnowWorld who are engaged in handling your question or complaint.

6. Visiting SnowWorld websites

To facilitate your visit to our websites, SnowWorld uses so-called 'cookies'. Cookies are small text files that are stored on the hard disk or in the memory of your computer. SnowWorld uses cookies to track the use of its websites and to record the preferences you have set for a particular service or web page so that you do not need to fill them in again when you next visit our site. Cookies are also used to make personal offers to you through various channels based on your behaviour on the website. In addition, some of our social media features may use cookies. Cookies are not used to retrieve your private data from your computer or to find out passwords. You can read more about the use of cookies in our Cookie Statement.

7. Application purposes

If you apply for a job at SnowWorld, we will use your data solely for the purpose of the application process.

HOW LONG DO WE STORE YOUR DATA?

We do not store your data for longer than is permitted by law and is necessary for the purposes for which you have provided your information.

WHO CAN ACCESS YOUR INFORMATION?

SnowWorld may share your personal data with parties carefully selected by SnowWorld for the performance of its services for which you have given your consent. These parties may be engaged, for example, to provide services on behalf of SnowWorld or to carry out general data analysis. Think, for instance, of the sender of webshop orders or a party providing us with marketing support. SnowWorld will never sell or rent your personal data to anyone.

HOW CAN I INSPECT, MODIFY OR DELETE MY DATA?

You can ask what data SnowWorld has recorded about you and what it is used for. If you wish to do so, please send an email (containing a short but clear description of your question) to automatisering@snowworld.com.

If your details are incorrect or incomplete, you may request that these details be amended. It is also possible to submit a request to have your data deleted. To do this, use the above email address.

WHAT ABOUT CHILDREN'S PRIVACY?

If you are younger than 16, you must first obtain permission from one of your parents or a legal representative. We therefore ask you not to provide us with any data if you have not yet obtained permission.

HOW DO WE PROTECT YOUR PERSONAL DATA?

SnowWorld takes the protection of your information very seriously and takes appropriate measures to prevent their misuse, loss, unauthorised access, unauthorised disclosure, and unauthorised alteration. If you feel that your data is not being properly protected or there is evidence of abuse, please contact us via automatisering@snowworld.com.

SnowWorld has taken the following measures to protect your personal data:

- Security software such as a virus scanner and firewall
- TLS (formerly SSL): we only use a secure internet connection. This is indicated by the 'https' and padlock in the address bar.
- DKIM, SPF and DMARC are three internet standards that we use to prevent you from receiving emails on our behalf that contain viruses, are spam, or are intended to obtain personal login data and other personal information.