

# Privacy Policy

Last updated : 18 November 2025

Pathé Live (hereinafter referred to as “We” or “Pathé Live”) would like to provide you, as a customer, with transparency regarding the processing of your personal data (your “Data”) and your rights under the applicable data protection regulations.

This privacy policy (hereinafter the “Policy”) applies to all services offered by Pathé Live, particularly when you subscribe to our newsletter or create a Pathé Live account on our website [www.pathelive.com](http://www.pathelive.com) (hereinafter the “Website”).

We may update this Policy by amending this page. Therefore, we encourage you to review it regularly to ensure that you agree with any changes.

<b>Data Collected</b> When you subscribe to one of our services, create a Pathé Live account, or sign up for our newsletter, we ask you to provide certain personal data. In addition to the data you provide directly, other data may be automatically collected or generated by our IT systems, or collected through our partners.	<b>How We Use Your Data</b> Collecting your data allows us to provide the services you’ve subscribed to, and also helps us get to know you better so we can offer personalized content and offers.
<b>Data Recipients</b> Your data is shared with internal departments or subsidiaries that need access to it, as well as authorized service providers who process data on our behalf to deliver the associated	<b>Data Location and Transfers</b> We primarily store your data within the European Union. Some data may be transferred outside the EU for optional features (e.g., social media interactions). These transfers are governed

services.	by appropriate safeguards, including the use of Standard Contractual Clauses approved by the European Commission.
<p><b>Managing Your Preferences</b></p> <p>You can manage your cookie and tracker consent settings at any time on our website. If you have a Pathé Live online account, you can also manage your preferences for receiving film news and special offers directly on our website.</p> <p>If you no longer wish to receive these communications, you can unsubscribe at any time using the link included in each email.</p>	<p><b>Contact Us</b></p> <p>For any questions regarding this Privacy Policy, you can contact us:</p> <ul style="list-style-type: none"> <li>- By email at: <a href="mailto:dpo@pathe.fr">dpo@pathe.fr</a> (for requests that cannot be handled via your Pathé Live account)</li> <li>- By post at: Pathé Live – DPO 1 rue Meyerbeer 75009 Paris France</li> </ul>

## 1. Who are we ?

Pathé is a group of companies involved in film production, distribution, and exhibition in France and internationally.

Pathé Live, a simplified joint-stock company with a share capital of €45,000, registered with the Paris Trade and Companies Register under number 439 778 226 and headquartered at 1 rue Meyerbeer, 75009 Paris, is a subsidiary of Pathé Cinémas. Its main activity is the exhibition of live events in cinemas and the management of the website.

Pathé Cinémas (Paris RCS 392 962 304) is responsible for film exhibition. The implementation of services and offers provided by Pathé Cinémas also involves the following subsidiaries (hereinafter referred to as "Pathé Cinémas"):

- Pathé Cinémas Services (General Partnership, Paris RCS 392 706 412) manages and curates the website [www.pathe.fr](http://www.pathe.fr) and handles customer relations.
- Pathé CinéPass (Economic Interest Group, Paris RCS 432 845 683) manages CinéPass subscriptions.
- Pathé CinéCarte (Economic Interest Group, Paris RCS 754 049 088) manages national prepaid cards.

Ticket bookings are made via the website [www.pathe.fr](http://www.pathe.fr) for the purpose of delivering services provided by Pathé Live and managing reservations. For more information about how Pathé Cinémas Services processes your data, please refer to the Privacy Policy available on [www.pathe.fr](http://www.pathe.fr).

## 2. Who is data controller ?

The data controller for your personal data on this website is Pathé Live.

When you are redirected to the website [www.pathe.fr](http://www.pathe.fr), the data controller for your personal data on that site is Pathé Cinémas Services (SNC, Paris RCS 392 706 412), whose registered office is located at 1 rue Meyerbeer, 75009 Paris, France.

Pathé Cinémas Services also acts as an independent data controller for the purposes of delivering services on behalf of Pathé Live and managing ticket reservations.

## 3. What types of data do we collect ?

When you access the Website, we collect the following data:

- **When you create your Pathé Live account** by filling out the form on the Website: your first and last name, email address, phone number, notification preferences for receiving marketing offers, city, postal code, and professional information such as the company or institution you work for.
- **Information you provide** when signing up for mailing lists: your email address.

- **Information you explicitly share** when using the Website, email, or third-party platforms such as social media sites.
- **Automatically collected data** when you access the Website and/or log into your Pathé Live account: your IP address, technical connection logs, technical information about your browser and device, and browsing data.
- **Automatically during ticket booking** on the Website: approximate geolocation data.
- **If you consent**, your geolocation may be used to identify the nearest cinema. This data is not stored by Pathé Live.

We may also collect the following data through our partner **GIDEC**: your first and last name, email address, and the postal address of your institution, in order to send you offers and information about our events.

#### 4. Why do we process your data/for what purposes ?

We use and process your data for several reasons:

- To allow you to access this website and provide the services and information you have requested from us;
- To send you updates and new Pathé Live content and services we believe may be of interest to you;
- Subject to your consent, to share your data with third parties so they may contact you on behalf of Pathé Live;
- To deliver content in accordance with the written contract that binds us;
- To optimize or improve Pathé Live's products, services, and operations;
- To enhance this website and ensure that the information it contains is presented in the most effective and user-friendly way;
- To send you personalized information and offers (such as recommendations for publications and events you may enjoy on your Pathé Live account);
- To conduct statistical studies, particularly to better meet your expectations;
- To improve our website and your browsing experience;
- To enable you to book a show in your city.

In addition, we may retain and process your data to defend our interests in the event of a dispute or legal action.

## 5. Are you required to provide your data ?

There is no legal obligation for you to provide us with your personal data.

However, we may be unable to deliver the requested service if you do not provide the data marked as mandatory in our collection forms.

You are, of course, free to provide the optional data, which helps us improve the quality of the service we offer.

## 6. How do we collect your consent ?

Where required by applicable regulations, we only collect, process, and use your data after obtaining your clear, explicit, and unambiguous consent.

We collect your consent in the following situations:

- When you subscribe to our newsletter, in order to offer you personalized services;
- When you accept cookies during your web browsing;
- Indirectly, when you share your data with us through our partner GIDEC to receive offers and information about our events.

## 7. How long do we keep your data ?

Your data is retained for the duration of the contractual relationship or subscription to a service, and then for a period necessary to manage the end of the contract or service and to protect our interests in the event of a dispute or legal action. We ensure that the retention period is reasonable and proportionate to the purpose for which the data was collected.

Below, we provide details on the specific retention periods for each service we offer.

<b>Purpose</b>	<b>Legal basis</b>	<b>Retention period before deletion pr anonymization</b>
Website security	Legitimate interest	6 months
Use of the Pathé Live online account	Contract	For the duration of use, then 2 years from the last activity
Sending personalized information and offers	Consent or legitimate interest, depending on the situation	Until consent is withdrawn or up to 3 years from the last interaction
Booking a show in your city	Legitimate interest	Approximate geolocation data not processed
Locating the nearest cinema	Consent	Data not retained by Pathé Live
Conducting statistical studies	Legitimate interest	For the duration necessary to complete the study or until the right to object is exercised
Exercising or defending legal rights	Legitimate interest	5 years from the date the dispute is known

## 8. Cookies and similar technologies

When you visit our website, cookies and other tracking technologies may be placed and read in your browser or on your device.

These cookies and similar technologies allow us to collect data in order to:

- Enable navigation on our website;

- Track your browsing activity and measure audience metrics;
- Personalize your browsing experience.

The maximum retention period for cookies is **thirteen (13) months** from the time they are stored in your browser or on your device. Once this period has expired, new consent will be required. You may withdraw your consent at any time.

Type of Cookie or Similar Technology	Partner	Maximum Lifespan	Consequences of blocking
Consent management	Didomi	12 months	Loss of consent, which will need to be renewed at each visit
Security	Akamai	2 hours	Blocking access to account creation, login, or customer service
Security	Google reCAPTCHA	6 months	Blocking access to account creation, login, or customer service
Trailer playback	Vimeo	13 months	Video content will not be viewable
Trailer playback	Youtube	13 months	Video content will not be viewable
Audience measurement	Google Analytics	13 months	No impact

Type of Cookie or Similar Technology	Partner	Maximum Lifespan	Consequences of blocking
Personalized advertising	Facebook Ads	3 months	No impact

### Cookies Are Set by Us or Third Parties Depending on Your Choices

Cookies are placed either by us or by third parties, depending on the preferences you selected when configuring your cookie consent during your first visit to the website.

As a reminder, you can manage your cookie preferences at any time by clicking the link available at the bottom of our website or in the dedicated sections.

To learn more about third-party cookies and our partners' privacy policies—and/or to exercise your rights with them—we invite you to consult the following links:

- Akamai: <https://www.akamai.com/fr/legal>
- Facebook Ads: <https://www.facebook.com/about/privacy/>
- Google reCAPTCHA: <https://policies.google.com/privacy>
- Youtube: <https://policies.google.com/privacy>
- Vimeo: <https://vimeo.com/privacy>

The partners listed above act either as data processors and/or joint controllers of your data, in accordance with the agreements established with each partner.

## 9. Who do we share your data with?

We share your data with:

- Our internal teams who need access to it in the course of their duties.
- Our data processors, whose involvement is strictly limited to the services they perform on our behalf. We ensure that our processors provide sufficient



guarantees to implement appropriate security and confidentiality measures for the data they access, in accordance with applicable regulations.

- Our subsidiaries, as identified in Section 1 of this Privacy Policy.

## 10. To which countries do we transfer your data?

We primarily store your data within the European Union.

Some of your data may be transferred outside the EU for certain optional features (e.g., social media interactions). These data transfers are governed by appropriate safeguards, including the use of Standard Contractual Clauses approved by the European Commission.

To learn more about these features and our partners' privacy policies, please refer to the links listed in Section 8 of this Policy.

## 11. What measures are taken to ensure the security of your data?

We implement appropriate **technical and organizational measures** to ensure a level of security suited to the risks of loss, unauthorized access, alteration, disclosure, or destruction of your data.

Access to your data is strictly controlled and limited to Pathé Live employees, our processors, and external advisors.

In accordance with applicable regulations, we also implement **physical and electronic backup procedures** for the data collected on the website.

Please Note : we would like to draw your attention to the fact that we do not control the risks associated with the functioning of the Internet, including the occurrence of isolated events that may result in data loss or breaches of the confidentiality of data transmitted online.

We cannot be held liable for any interruption in access to the website due to force majeure or events beyond our control.

In the event of a data security breach, such an incident will be reported to the Commission Nationale de l'Informatique et des Libertés (CNIL) and communicated to you when required by applicable regulations.

## 12. What are your rights and how can you exercise them?

### What Are Your Rights?

Depending on your personal situation, you may exercise the following rights:

- **Right of access:** You have the right to access the personal data we hold about you. This includes the right to receive a copy of your data and information about how it is processed.
- **Right to rectification:** You may ask us to correct your data if it is inaccurate or outdated.
- **Right to erasure:** You may request the deletion of your data. Please note that your data can only be deleted if it is no longer necessary for the purposes for which it was collected and if we have no other legal basis to retain it.
- **Right to object:** If we process your data based on legitimate interest, you may object to this processing if your particular situation justifies it. In some cases, we may refuse your request if we can demonstrate that our legitimate interest overrides yours.
- **Right to restriction of processing:** You may request that we restrict the use of your data, particularly when the data is no longer necessary, or if you contest its accuracy, for the time needed to verify it.
- **Right to data portability:** We will provide you, or a third party of your choice, with your data in a structured, commonly used, and machine-readable format. This right only applies to data processed automatically, (i) with your consent or (ii) as part of a contract with you.

- **Post-mortem data rights:** In accordance with Article 48 of the French Data Protection Act (Loi Informatique et Libertés), you have the right to define instructions regarding the fate of your data after your death. These instructions may be general or specific and can be modified or revoked at any time. In the absence of such instructions, or unless otherwise stated, your heirs may exercise your rights after your death under the conditions set out in Article 85 of the same law.
- **Withdrawal of consent:** If your data is processed based on your consent, you may withdraw that consent at any time.

## How to Exercise Your Rights

If you have an online customer account, you can directly exercise your rights of access and rectification. You may also contact us:

- For requests that cannot be made via your personal account, our Data Protection Officer (DPO) can be reached at: [dpo@pathe.fr](mailto:dpo@pathe.fr)
- Or by post at:  
**Pathé Live – DPO**  
1 rue Meyerbeer  
75009 Paris – France

To process your request efficiently, please include your **first and last name** and **email address**. Also indicate whether you prefer to receive a response by post or email. If not specified, we will respond by email. Please note that if the information you provide does not allow us to confirm your identity, or if there is reasonable doubt, we may ask you to provide additional information or documents.

We will respond as soon as possible and, in any case, within **one month** of receiving your request. This period may be extended by **two additional months** depending on the complexity of the request.

You can manage your cookie and tracker consent settings at any time by clicking the links available at the bottom of our website.

If you have a Pathé Live account, you can also directly manage your data deletion and rectification settings by logging into your account and accessing the relevant sections:

- **Request the deletion of my account and all personal data held by Pathé Live**

You can also manage your preferences for receiving our best offers at any time on our website.

If you no longer wish to receive updates or offers, you can unsubscribe using the link provided in each email.

- **Modify my cookie consent preferences**

### 13. Data protection officer

We have appointed a Data Protection Officer (DPO) who can be contacted at the following address: [dpo@pathe.fr](mailto:dpo@pathe.fr).

### 14. Submitting a complaint to the CNIL

If you believe that your data has not been processed in accordance with applicable data protection regulations, you have the right to file a complaint with the **CNIL** (French Data Protection Authority): <https://www.cnil.fr/fr/plaintes>.