

# Personal Data Policy – WIN YOUR NEXT DREAM VACATION

## Preamble

The game " WIN YOUR NEXT DREAM VACATION " is offered by LAGARDERE DUTY FREE, SAS with a capital of 5,260,470 euros, whose registered office is located at Tour Prisma, 4/6 avenue d'Alsace 92400 Courbevoie, registered in the Nanterre Trade and Companies Register under number 380 253 518 ("LDF").

Aware of the importance of ensuring data confidentiality, LDF undertakes to protect personal data in accordance with the regulations in force on the protection of personal data, applicable in Europe and France. The purpose of this policy on personal data is to inform you about the commitments and practical measures taken by LDF to ensure that your personal data is respected during your interactions with the WIN YOUR NEXT DREAM VACATION game teams.

## 1. Purposes of collection

The processing operations carried out by LDF serve the following purpose: participation in the game called " WIN YOUR NEXT DREAM VACATION ", the rules of which are annexed hereto.

The game is offered at certain of the points of sale in the countries participating in the operation and invites the buyer of certain products to register online to participate in the game by entering the code and password on their receipt at the following address:

The data is recorded on the WIN YOUR NEXT DREAM VACATION game's website.

For this purpose, personal data are used for:

- Allow participation in the game WIN YOUR NEXT DREAM VACATION
- Receive newsletters

## 2. Collected data

The data are collected via exchanges with the participating customer by authorised parties:

- The sales teams of participating Paris boutiques in France and abroad

Here is the list of the collected data:

- Basic identity (title, surname, first name, e-mail)
- Name of the airport where the customer participates in the game
- Sales receipt number
- LDF and its partners ensure that only data that are strictly necessary for the purpose of the processing operation are collected and processed.

### **3. Recipients of the data collected**

Your personal data will only be used by identified and authorised persons:

- The agency organising the game
- The organising shops' sales force
- LDF

### **4. Commercial prospecting**

You can choose to receive newsletters from LDF. You may then withdraw your consent at any time by contacting customer service. LDF undertakes not to disclose your data to third parties without your permission.

Customer Service Contact: [CS-dreamvacation@aeliadutyfree.com](mailto:CS-dreamvacation@aeliadutyfree.com)

### **5. Data retention**

The client data used and mentioned in section "2. Data collected" are kept for:

- The time necessitated by the purpose of their processing (active member)
- 3 years in other cases (inactive member)

At the end of these periods, these data will be irreversibly deleted.

### **6. Security**

LDF ensures the security and confidentiality of your personal data by implementing enhanced data protection through the use of physical and logical security measures.

### **7. Your rights**

In application of the regulations, you have a right of access, rectification, deletion, opposition and a right to the portability of all data concerning you. You also have the right to limit the processing using your personal data. Everyone also has the right not to be the subject of individual decision-making based exclusively on automated processing such as profiling. If you have consented to the processing of personal data, you may withdraw your consent at any time.

These rights are exercised with the Data Protection Officer by post or e-mail accompanied by a copy of identity documents at the following addresses:

- By e-mail: [privacy@lagardere-tr.com](mailto:privacy@lagardere-tr.com).
- By post: Data Protection Officer,

Marina Gzenkampf  
Tour Prisma, 4/6 avenue d'Alsace  
92400 Courbevoie

You also have the right to define directives concerning the fate of your personal data after your death and you have the right to appeal to the Commission nationale de l'informatique et des libertés (CNIL).

## **8. Contact**

For all requests for information concerning the personal data protection policy implemented by LDF, you can contact [privacy@lagardere-tr.com](mailto:privacy@lagardere-tr.com).

## **9. Updating of the data protection policy**

The Privacy Policy is subject to change or modification at any time. In case of modification, the new privacy policy will be notified at the time of connection to the application.