

# PRIVACY POLICY OF MULTIMAXX FAMILY ENTERTAINMENT COMPLEX

**Effective Date: 23/ 08 / 2024**

This Privacy Policy (the “Policy”) outlines how **MULTIMAXX FAMILY ENTERTAINMENT COMPLEX** (“we,” “us,” or “our”) collects, uses, discloses, and protects your personal information when you interact with us through our website ([www.starwarsmalta.com](http://www.starwarsmalta.com)), online booking platforms, mobile app, WhatsApp, social media channels (including Facebook, Instagram, and TikTok), or other services. This Policy will help you understand our data handling practices and your rights under applicable data protection laws.

## 1. Introduction

We are committed to protecting your privacy and ensuring that your data is handled securely and responsibly. This Policy complies with all relevant data privacy laws, including Regulation (EU) 2016/679 (General Data Protection Regulation, GDPR) and any other applicable legislation (collectively, the “Applicable Law”).

## 2. Essential Definitions

- **Personal Data:** Any information related to an identified or identifiable natural person. This may include but is not limited to, names, identification numbers, location data, and other identifiers.
- **Processing:** Any operation performed on Personal Data, including collection, recording, organization, modification, retrieval, consultation, use, disclosure, or deletion.
- **Data Subject:** An individual whose Personal Data is processed by us.

## 3. Data Collection

We collect various types of information to provide and improve our services:

1. **Personal Identity Information:** Such as your name, email address, phone number, and location.
2. **Gaming Information:** Details about the games you use.
3. **Internet Provider and IP Address:** Including traffic sources and usage data.
4. **User Behavior:** Including your purchase history and time spent on our services.
5. **Additional Information:** Any information you provide via our contact forms or interactions with us.

6. **Multimaxx Card Status:** Information regarding your Multimaxx card details, history, movements, and related promotions.
7. **Payment Information:** Including credit card details, expiration date, and billing address.

#### **4. Purpose of Data Processing**

We process your data for various purposes based on our legitimate interests, your consent, or to fulfill legal obligations:

- **Customer Feedback and Service Improvement:** To enhance our products and services based on your feedback.

- **Demographic Studies:** To analyze and tailor our offerings to better meet community needs.

- **Internal Marketing:** To inform you about our products, services, offers, special coupons, and events based on your consent.

- **Job Applications:** To process and manage your job application.

- **Customer Support:** To address your queries and support requests.

#### **SPECIAL NOTE 1: Consent for Use of Content and Media**

By participating in activities, games, and events at Multimaxx, you acknowledge and agree that Multimaxx reserves the right to capture, record, and use any content created within its facilities, including photographs and videos taken on-site at any of its locations. This content may include but is not limited to, images and videos of participants engaging in activities, both individually and in groups.

Multimaxx may use this content for marketing and promotional purposes, including but not limited to, social media platforms, online advertising, print materials, and other forms of media as deemed appropriate by the company. Your participation in Multimaxx activities implies your consent to this use, without any expectation of compensation or notification.

If you do not wish to appear in any promotional material, please notify the staff before participating in activities.

#### **5. Data Protection and Security**

We implement robust security measures to safeguard your Personal Data, including encryption, secure servers, and access controls. We regularly review and update our security practices to ensure the protection of your information.

## 6. Data Sharing and Disclosure

We may share your Data in the following circumstances:

- **Service Providers:** With third parties who assist in operating our services, such as payment processors and analytics providers.
- **Legal Requirements:** When required by law or in response to valid requests by public authorities.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your data may be transferred as part of the transaction.

We do not sell, trade, or otherwise transfer your Data to third parties for their marketing purposes.

## 7. Data Retention

We retain your Data only as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, or as required for our legitimate business interests.

## 8. Your Rights

Under the GDPR, you have the following rights regarding your Personal Data:

- **Access:** You can request access to the data we hold about you.
- **Correction:** You can request correction of any inaccurate or incomplete data.
- **Deletion:** You can request deletion of your Personal Data under certain circumstances.
- **Restriction:** You can request restriction of processing in certain cases.
- **Objection:** You can object to the processing of your Personal Data based on legitimate interests.
- **Portability:** You can request to receive your Data in a structured, commonly used format, and transmit it to another data controller.

To exercise these rights or for any inquiries, please contact us using the information provided below.

## **9. Third-Party Links**

Our website and services may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. Please review their privacy policies before providing any Personal Data.

## **10. Updates to This Policy**

We may update this Policy from time to time. Any changes will be posted on this page, and the "Effective Date" at the top of this Policy will be updated accordingly. We encourage you to review this Policy periodically.

## **11. Contact Us**

For any questions or concerns regarding this Privacy Policy or our data practices, please contact us at:

### **MULTIMAXX Family Entertainment Complex**

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