

PRIVACY NOTICE – PROTECTION OF PERSONAL DATA

DPG DIGITAL MEDIA S.A. takes the necessary measures to fully ensure your privacy and the security of your personal data, in full harmonization with the applicable European and national legislation. This Privacy Notice (herein Notice) applies to the personal information retained by DPG DIGITAL MEDIA and companies cooperating with us, as ‘processors’, as described below. This Notice records and analyzes which information we collect about you, how we will use this information, if and whom we are going to share it with, when we are going to share it and how we will ensure that this information remains private and secure. This Notice is applicable even if you stop being a member of DPG DIGITAL MEDIA, as well as if your data has been entered in any other way into our information system.

This Privacy Notice covers all types of relationships you have with us.

Scope of information collection

The basic purpose of processing your personal data is for the functioning of DPG DIGITAL MEDIA and its compliance with the regulatory framework. Furthermore, we collect your data in order to contact you, inform you about the products that DPG DIGITAL MEDIA promotes, inform you about the news and the actions of DPG DIGITAL MEDIA, a communication based on your free consent. You can request withdrawal of consent at any time upon request, by sending a respective message to our website, using the special contact form.

Which information we collect

DPG DIGITAL MEDIA mainly collects information that you have provided us with (as required by law), such as personal data, e.g. name, sex, date and place of birth, SSN, VAT and contact information, e.g. postal address, e-mail address, home phone numbers and mobile numbers, identity card or passport information, nationality. Also, login and subscriber data, e.g. certified login information for electronic applications, as well as other information about you, that you provide us with, by filling out forms or contacting us, either physically or via telephone or e-mail or otherwise (e.g. by proxy).

We also collect information from other sources or information that we have created, such as commercial promotion and sales information, for example details of the services you receive and your preferences, cookies and similar technologies we use to recognize you, to remind us your preferences and to adjust the content we provide to you.

Moreover, we keep archives of correspondence and other communications between us, including e-mail, in person communication, direct messages and communications in social media.

Finally, we process information that we need in order to meet our regulatory obligations, as amended and in force.

Use of your information

DPG DIGITAL MEDIA will use your information only if we either have your consent or have any other legitimate reason for its use. Legitimate reason for the use of your information includes indicatively cases in which:

it is necessary to pursue your legitimate interests

it is necessary to process information about services provision or in general, to perform our contractual obligations to you

it is necessary to process information to comply with one of our legal obligations

we believe that the use of your information, as described, is in favor of public interest, e.g. for preventing or detecting criminal offences

Furthermore, we use your data in order to:

- Investigate and resolve complaints
- Ensure the security and the business continuity of DPG DIGITAL MEDIA
- Manage risks
- Optimize the products and services we provide or create
- Analyze data to meet your preferences and to suggest you tailored DPG DIGITAL MEDIA services, by sending you relevant newsletters

Recording your Actions

We may record and retain the conversations you have with us – including letters, e-mails, live chats, or any other forms of communication. We may use these recordings to evaluate, analyze and improve our services, train our personnel, manage risks or prevent and detect fraud and other criminal offences. We can also collect additional information concerning these communications, e.g. telephone numbers from which you contact us and information about the devices or software you use, if it is required. According to law, we are obligated to give access to interrogative, judicial or other competent authorities.

Marketing and Market Research

Any use of your personal information for marketing purposes and market research will follow your previous consent. You can withdraw your consent any time. We may use your information to be able to inform you of DPG DIGITAL MEDIA products or services and products or services from our partners and other third parties. We may send you marketing messages by post, e-mail, telephone, text messages or social media. You may change your mind about the way you communicate with us, these messages included, or you may even opt to stop receiving these messages. In order to

accomplish this change, please contact us, using the special contact form in our website.

Please note that in case you request to stop receiving promotional messages, we may need a short period of time to update our systems and our records, so as to meet your request, during which you may continue to receive relevant messages.

Whom we may share your data with

Generally, DPG DIGITAL MEDIA does not share with third parties the data that is processing. However, we may share your information with others, whenever this is obligatory by law or it is required in order to offer you (or third parties offer you on our behalf) products or services you may ask for.

Moreover, we may share your information, if necessary, for the submission of regulatory compliance reports, court proceedings, claim or defense of legitimate rights and interests of DPG DIGITAL MEDIA.

We share your personal information with third parties whenever we / they have legal and fair reason to do so, e.g. for identification reasons, to facilitate third companies to provide you with the services you requested, such as buying a ticket, or evaluating your appropriateness for the products or services you have requested.

Lastly, we may share your information when we/ they have requested your permission to share this information and you have agreed.

Scope of sharing your information with third parties

We may also share your information with third parties for further purposes, such as third companies that collaborate with us and any subcontractors, representatives or services providers who work for us or provide services to us. We may also share your information with governmental parties or institutions, courts, sports or other dispute resolution bodies, our supervisory and regulatory bodies, controllers and any third party who has been appointed or requested by our supervisory and regulatory agencies to conduct inspections or investigations on our activities. Finally, we / they may share your information with third parties involved in disputes, disputed transactions included.

Data Retention Period

We retain your personal information for as long as it is required by the current regulatory framework. For example, we will retain any data related to ticket purchases for three years minimum from the purchase date. Generally, we retain your data for up to three years, with the sole exception of the contact data for marketing purposes, which we retain for five years.

If required, we may retain your data for a longer period, if necessary to comply with the regulatory framework.

If there is no need to retain your information for the abovementioned period of three years, we may destroy, delete or anonymize them as soon as possible.

Security of your Data

DPG DIGITAL MEDIA has already taken and applies measures to keep your information safe and protected. These measures include role-based access control, as well as encryption or other forms of security. Our personnel or/and third parties have been informed about DPG DIGITAL MEDIA Privacy Policy and we demand compliance thereof, to protect your personal data to the highest level.

Your rights

We notify you that you have the right to:

- Access to your data
- Rectification of your data, in case of inaccuracy
- Erasure your data, in certain cases
- Restriction of processing your data
- Object the processing of your data
- Data Portability to another company
- Complaint to the Data Protection Authority, in the event of an unfortunate violation of your personal data.

The company will respond to your above-mentioned requests within one (1) month of receipt of the request, although, this period may be extended by two (2) further months, if necessary.

Responsibility

Please keep in mind that should you have any queries regarding the privacy of your data, or should you need further information or you are not satisfied by the processing method of your data by DPG DIGITAL MEDIA, you should always contact our company, through the following telephone number: 210-3503107, or e-mail: dataprotection@dpg.gr. Mr. Alexios Andriopoulos is appointed as your Data Protection Officer in our company.