

Panavision US Data Privacy Notice

Effective Date: January 1, 2020.

This Data Privacy Notice (this "Notice") applies to Panavision Inc. and its subsidiaries (including Light Iron, Panalux, Lee Filters, Direct Digital, and Island Studios) and explains how and why we use personal data of individuals located in the United States. In this Notice, when we talk about personal data, we are referring to any information that relates to you as an identifiable natural person. You should read this Notice so that you understand what personal data we collect about you, what we do with it and how you can exercise your rights in connection with it.

We understand that your privacy is important to you and we are committed to keeping your data safe and private.

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Who We Are

The Panavision family of companies is a global business made up of a number of different companies. Our companies are among the best-known and most respected companies globally as providers of production and post-production products and services to the entertainment industry. As such, we recognize the importance of maintaining the confidentiality of your private information.

For any concerns or questions you may regarding this Notice or if you require more details on how we use your personal information, you can contact our Data Protection Team at dataprivacy@Panavision.com.

Types Of Information We Collect

The following provides examples of the type of information that we collect from you and how we use that information.

<u>Context</u>	<u>Types of Data</u>	<u>Primary Purpose for Collection and Use of Data</u>
Account Management	Depending on the type of account you have with us, we collect your name, contact information, financial information, payment information, information about your business, creditworthiness information, shipping and billing information, among other things.	We use this information to perform our contract to provide you with products, leases, or other services.
Client Information	We collect the name, and contact information, of our clients and their employees with whom we may interact.	We have a legitimate interest in contacting our clients and communicating with them concerning normal business administration such as projects, services, and billing.

<u>Context</u>	<u>Types of Data</u>	<u>Primary Purpose for Collection and Use of Data</u>
Cookies and first party tracking	We use cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a web site is viewed. See our Cookie Policy for more information.	We have a legitimate interest in making our website operate efficiently.
Cookies and Third Party Tracking	We participate in behavior-based advertising, this means that a third party uses technology (<i>e.g.</i> , a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interests on our website, or on other websites. See our Cookie Policy for more information.	We have a legitimate interest in engaging in behavior-based advertising and capturing website analytics.
CCTV Recording and photographs	Your image which may be recorded on CCTV or by our sign in system when you visit our premises.	We have a legitimate interest in protecting our customers, our premises, assets and business partners from crime, we operate CCTV security and sign in systems in a number of our premises and car parks which record images for security.
Feedback/Support	If you provide us feedback or contact us for support we will collect your name and e-mail address, as well as any other content that you send to us, in order to reply.	We have a legitimate interest in receiving, and acting upon, your feedback or issues.
Mailing List	When you sign up for one of our mailing lists we collect your email address or postal address.	We share information about our products and services with individuals that consent to receive such information. We also have a legitimate interest in sharing information about our products or services.
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when visiting our website.	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with us on their mobile devices.
Order Placement	We collect your name, billing address, shipping address, e-mail address, phone number, and credit card number when you place an order.	We use your information to perform our contract to provide you with products or services.
Partner Promotion	We collect information that you provide as part of a co-branded promotion with another company.	We have a legitimate interest in fulfilling our promotions.

<u>Context</u>	<u>Types of Data</u>	<u>Primary Purpose for Collection and Use of Data</u>
Surveys	When you participate in a survey we collect information that you provide through the survey. If the survey is provided by a third party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.	We have a legitimate interest in understanding your opinions, and collecting information relevant to our organization.
Sweepstakes or contests	When you participate in a sweepstakes or contest we collect information about you which includes contact information to notify you if you are selected.	We have a legitimate interest in operating the sweepstakes. In some contexts we are also required by law to collect information about those that enter into our sweepstakes, and we have a legitimate interest in complying with those laws.
Website interactions	We use technology to monitor how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include unique identifying information about your device or browser, such as IP address information.	We have a legitimate interest in understanding how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also have a legitimate interest in detecting and preventing fraud.
Web logs	We collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We have a legitimate interest in monitoring our networks and the visitors to our websites. Among other things, it helps us understand which of our services is the most popular.

This list is not exhaustive and we don't use all this personal data in the same way. Some of it is used for marketing or promotional purposes or for providing services to you and some of the information is sensitive and we use it in a private and ethically responsible way.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources.

Panastore Site - Shopify

Our Panastore Site is hosted by Shopify. Shopify provides us with the online e-commerce platform that allows us to sell our products and services to you. Shopify stores and uses your personal information, including personal information that is collected when you visit our Site. You can read more about how Shopify uses your personal information in its privacy policy here: <https://www.shopify.com/legal/privacy>. We have selected Shopify as the payment gateway to complete your purchases from our Site. Shopify and their third-party vendors, such as, PayPal, Visa, Mastercard, American Express or Discover will collect your information to process payment for your purchases, and may use your information in other ways. You may read more about how PayPal, Visa, Mastercard, American Express or Discover use your personal information in their privacy policy here:

<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

<https://usa.visa.com/legal/privacy-policy.html>

<https://www.mastercard.us/en-us/about-mastercard/what-we-do/privacy.html>

https://www.americanexpress.com/us/legal-disclosures/privacy-center.html?inav=footer_privacy_statement
https://www.discover.com/privacy-statement/?ICMPGN=PUB_FTR_QL_PRIVACY

Once you leave our Site or are re-directed to a third-party website or application (such as PayPal, Visa, Mastercard, American Express or Discover), you are no longer governed by this privacy policy and should review the privacy policy applicable to the sites you visit.

Use And Processing Of Information.

In addition to the purposes and uses described above, we use information in the following ways:

- To identify you when you visit our websites.
- To provide products and services or to process returns.
- To improve our services and product offerings.
- To streamline the checkout process.
- To conduct analytics.
- To respond to inquiries related to support, employment opportunities, or other requests.
- To send marketing and promotional materials, including information relating to our products, services, sales, or promotions.
- For internal administrative purposes, as well as to manage our relationships.

Although the sections above describe our primary purpose in collecting your information, in many situations we have more than one purpose. For example, if you complete an online purchase we may collect your information to perform our contract with you, but we also collect your information as we have a legitimate interest in maintaining your information after your transaction is complete so that we can quickly and easily respond to any questions about your order. As a result, our collection and processing of your information is based in different contexts upon your consent, our need to perform a contract, our obligations under law, and/or our legitimate interest in conducting our business.

Sharing Of Information.

In addition to the specific situations discussed elsewhere in this policy, we disclose information in the following situations:

1. **Affiliates and Acquisitions.** We may share information with our corporate affiliates (*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also share information with that company, including at the negotiation stage.
2. **Other Disclosures with Your Consent.** We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.
3. **Other Disclosures without Your Consent.** We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies, or to comply with your request for the shipment of products to or the provision of services by a third party intermediary.
4. **Public.** Some of our websites may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publically available.
5. **Partner Promotion.** We may offer contests, sweepstakes, or other promotions with third party partners. If you decide to enter a contest, sweepstakes, or promotion that is sponsored by a third party partner the information that you provide will be shared with us and with them. Their use of your information is not governed by this privacy policy. **Service Providers.** We may share

your information with service providers. Among other things service providers help us to administer our website, conduct surveys, provide technical support, process payments, and assist in the fulfillment of orders.

Your Choices.

You can make the following choices regarding your personal information:

1. **Access To Your Personal Information.** You may request access to your personal information by contacting us at the address described below. If required by law, upon request, we will grant you reasonable access to the personal information that we have about you. Note that California residents may be entitled to ask us for a notice describing what categories of personal information (if any) we share with third parties or affiliates for direct marketing.
2. **Changes To Your Personal Information.** We rely on you to update and correct your personal information. You may contact us at the address described below in order to request that your information be modified. Note that we may keep historical information in our backup files as permitted by law.
3. **Deletion Of Your Personal Information.** Typically we retain your personal information for the period necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law. You may, however, request information about how long we keep a specific type of information, or request that we delete your personal information by contacting us at the address below. If required by law we will grant a request to delete information, but you should note that in many situations we must keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another one of our business purposes.
4. **Objection to Certain Processing.** You may object to our use or disclosure of your personal information by contacting us at the address described below.
5. **Online Tracking.** We do not currently recognize automated browser signals regarding tracking mechanisms, which may include "Do Not Track" instructions.
6. **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in e-mails that you receive. If you decide not to receive promotional emails, we may still send you service related communications.
7. **Revocation Of Consent.** If you revoke your consent for the processing of personal information then we may no longer be able to provide you services. In some cases, we may limit or deny your request to revoke consent if the law permits or requires us to do so, or if we are unable to adequately verify your identity. You may revoke consent to processing (where such processing is based upon consent) by contacting us at the address described below.

Please address written requests and questions about your rights to privacy@panavision.com or call us at (800) 367-7262. You may also submit a request for a copy of the personal information that we hold about you through our website at this link.

Note that, as required by law, we will require you to prove your identity. We may conduct an identity verification by phone call or email. Depending on your request, we will ask for information such as your name, the last item you purchased from us, or the date of your last purchase from us. We may also ask you to provide a signed declaration confirming your identity. Following a request, we will use reasonable efforts to supply, correct, or delete personal information about you in our files.

Authorized Agent

You may use an authorized agent to submit a request to access your information, delete your information, or opt out of the sale of your information. To designate an agent for these purposes:

1. You must provide us with a copy of a written and signed permission given to your authorized agent; and
2. You must verify your own identity directly with us.

How We Protect Personal Information

No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Miscellaneous

The following additional information relates to our privacy practices:

- **Transmission Of Information To Other Countries.** As a multi-national company we transmit information between and among our affiliates. As a result your information may be processed in a foreign country where privacy laws may be less stringent than the laws in your country. Nonetheless, where possible we take steps to treat personal information using the same privacy principles that apply pursuant to the law of the country in which we first received your information. By submitting your personal information to us you agree to the transfer, storage and processing of your information in a country other than your country of residence including, but not necessarily limited to, the United States. If you would like more information concerning our attempts to apply the privacy principles applicable in one jurisdiction to data when it goes to another jurisdiction you can contact us using the contact information below.
- **Third Party Applications/Websites.** We have no control over the privacy practices of websites or applications that we do not own.
- **Changes To This Privacy Policy.** We may change our privacy policy and practices over time. To the extent that our policy changes in a material way, the policy that was in place at the time that you submitted personal information to us will generally govern that information unless we receive your consent to the new privacy policy. We will note the effective date of the latest version at the beginning of the Privacy Policy.
- **Accessibility.** This Privacy Policy may be accessed through audio readers.
- **Children.** We do not sell the personal information of minors under 16 years of age without affirmative authorization.
- **Information for California Residents.** California Civil Code Sections 1798.115(c), 1798.130(a)(5)(c), 1798.130(c), and 1798.140 indicate that organizations should disclose whether certain categories of information are collected, "sold" or transferred for an organization's "business purpose" (as those terms are defined under California law). You can find a list of the categories of information that we collect and share **here**. Please note that because this list is comprehensive it may refer to types of information that we share about people other than yourself. If you would like more information concerning the categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing please submit a written request to us using the information in the "Contact Information" section below. We do not discriminate against California residents who exercise any of their rights described in this Privacy Policy.

Contact Information. If you have any questions, comments, or complaints concerning our privacy practices please contact us at the appropriate address below. We will attempt to respond to your requests and to provide you with additional privacy-related information.

Email: privacy@panavision.com

Mail: Panavision

6101 Variel Avenue
 Woodland Hills, CA 91367
 Attn: General Counsel

Toll Free Number: (800) 367-7262

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*****Separate page to be linked from the Information for California Residents Section*****

California Information Sharing Disclosure

California Civil Code Sections 1798.115(c), 1798.130(a)(5)(c), 1798.130(c), and 1798.140 indicate that organizations should disclose whether the following categories of personal information are collected, transferred for "valuable consideration," or transferred for an organization's "business purpose" (as those terms are defined under California law). The table below indicates the categories of personal information we collect and transfer in a variety of contexts. Please note that because this list is comprehensive, it may refer to types of information that we collect and share about people other than yourself. For example, while we transfer credit card or debit card numbers for our business purpose in order to process payments for orders placed with us, we do not collect or transfer credit card or debit card numbers of all individuals that visit our websites. Note: Panavision employees should refer to their employee privacy notice for a similar chart applicable to them.

Category of Personal Information	Is information collected by us?	Is information transferred for valuable consideration (sold)?	Is information transferred for business purposes?	Business Purpose for Collection	Categories of sources from which data is collected	Categories of third parties with whom data is shared
Audio, electronic, visual, thermal, olfactory, or similar information	✓	<input type="checkbox"/>	✓	CCTV at Panavision physical properties	Customers Visitors to our offices and properties	Service providers
Bank account number	✓	<input type="checkbox"/>	✓	Management of agreements with customers	Customers Business Partners	Service providers
Biometric information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Commercial information (e.g., products or services purchased, or other purchasing or consuming histories or tendencies)	✓	<input type="checkbox"/>	✓		Customers Business Partners	Service providers
Credit card number	✓	<input type="checkbox"/>	✓	Payment for orders placed by customers	Customers Business Partners	Service providers
Debit card number	✓	<input type="checkbox"/>	✓	Payment for orders placed by customers	Customers Business Partners	Service providers
Driver's License Number / State ID	✓	<input type="checkbox"/>	✓	Management of agreements with customers	Customers Business Partners	Service providers
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Electronic network activity (e.g., browsing history)	✓	<input type="checkbox"/>	✓	Website and application security, development and analytics purposes	Customers Business Partners Website visitors	Service providers
Email address	✓	<input type="checkbox"/>	✓		Customers Certain website visitors Business Partners	Service providers
Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Employment history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

Category of Personal Information	Is information collected by us?	Is information transferred for valuable consideration (sold)?	Is information transferred for business purposes?	Business Purpose for Collection	Categories of sources from which data is collected	Categories of third parties with whom data is shared
Geolocation data	✓	<input type="checkbox"/>	✓	Application security, development and analytics purposes	Panavision app users	Service providers
Health insurance information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Identifiers (e.g., name or alias)	✓	<input type="checkbox"/>	✓	Management of agreements with customers, responding to requests for information	Customers Certain website visitors	Service providers
Insurance Policy Number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Medical information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Online identifier (e.g. IP address)	✓	<input type="checkbox"/>	✓	Website and application security, development and analytics purposes	Website visitors	Service providers
Other financial information	✓	<input type="checkbox"/>	✓	Management of agreements with customers	Certain customers and business partners	Service providers
Passport Number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Physical Characteristics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Postal address	✓	<input type="checkbox"/>	✓	Management of agreements with customers, order fulfilment, shipping	Customers Business Partners	Service providers
Signature	✓	<input type="checkbox"/>	✓	Management of agreements with customers	Customers Business Partners	Service providers
Social Security Number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
Telephone Number	✓	<input type="checkbox"/>	✓	Management of agreements with customers	Certain customers and business partners	Service providers
Transaction information	✓	<input type="checkbox"/>	✓	Management of agreements with customers, business analytics	Certain customers and business partners	Service providers

Request Submission Form

If you would like to request a copy of the personal information that we hold about you or have other questions about our handling of personal information about, you may fill out the request form below, providing as much of the confirmation information as possible. Depending on the information provided we may request additional information in order to verify your identity. You may also email us questions or requests at privacy@panavision.com.

Name:

Email address:

Telephone number:

Shipping or mailing address:

Identify Panavision entity with which you conducted business:

Identify date of last transaction with Panavision entity and subject matter of the transaction:

Request: