



REALD INC.

REALD SPARK, LLC

PRIVACY POLICY

Effective: January 1, 2020

This privacy policy ("**Policy**") describes how RealD Inc., RealD Spark, LLC (d/b/a RealD Me) and our related companies (collectively referred to herein as the "**Company**") may collect, use and share personal information of users of this website (the "**Site**"). This Policy also applies to any of our other websites that post this Policy. This Policy does not apply to websites that post different statements regarding their privacy policies.

California residents should review the Section entitled "Important Information for California Residents" below.

WHAT WE COLLECT

We may get information about you in a range of ways.

Information You Give Us. We may collect your name, postal address, email address, phone number, username, password, demographic information (such as your gender and occupation) as well as other information you directly give us on our Site.

Information We Get From Our Business Partners. We may get information about you from other sources. We may add this to information we get from this Site.

Information Automatically Collected. We automatically log information about you and your computer. For example, when visiting our Site, we may log your computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site.

Cookies. We may log information using "cookies." Cookies are small data files stored on your hard drive by a website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer



you, and to tailor the experience with us, to meet your special interests and needs.

USE OF PERSONAL INFORMATION

We may use your personal information as follows:

- We may use your personal information to operate, maintain, and improve our sites, products, and services.
- We may use your personal information to process and deliver contest entries and rewards.
- We may use your personal information to respond to comments and questions and provide customer service.
- We may use your personal information to send information including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.
- We may use your personal information to communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners.
- We may use your personal information to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- We may use your personal information to provide and deliver products and services customers request and in doing so we may transmit financial information to banks, credit card companies or payment clearance services and we may transmit personal identifiers to permit shipping services to deliver products to you.

SHARING OF PERSONAL INFORMATION

We may share personal information within the RealD group of companies and to our affiliates.

We may share personal information with your consent.

We may share personal information for legal, protection, and safety purposes:

- to comply with laws;



which includes enforcing our agreements, policies, and terms of use;

- in an emergency, which includes protecting the safety of our employees and agents, our customers, or any person; and
- with those who need it to do work for us, including our service providers and professional advisors.

We may also share aggregated and/or anonymized data with our studio and exhibitor partners. Those uses will be subject to their privacy policies.

INFORMATION CHOICES AND CHANGES

Our marketing emails tell you how to “opt-out” from receiving such emails. If you opt-out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing your personal information with others, and update your personal information.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

CONTACT INFORMATION. We welcome your comments or questions about this privacy policy. You may also contact us at our address:

RealD Inc.

9777 Wilshire Blvd. Suite 400

Beverly Hills, California 90212

Attention: Legal Department

CHANGES TO THIS PRIVACY POLICY. We may change this privacy policy. If we make any changes, we will change the Effective Date above.



best to protect its security on our systems. For example, we protect personal information we gather on a secured server behind a firewall; it is not directly connected to the Internet.

Unfortunately, however, no data transmission over the Internet can be guaranteed 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to or from our Site, and you do so at your own risk. Accordingly, we disclaim liability for any theft, loss, or interception of or any unauthorized access or damage to any data or communications. By using the Site, you acknowledge that you understand and agree to assume these risks.

Anyone with access to the e-mail address and password you use to create an account with us can obtain access to the personal information you have provided to us. We urge you to keep your password in a safe place and not share it with anyone. Always sign out from your account and close your browser window when you have finished your visit to our Site. This ensures that others cannot access your account, which is especially important if you are sharing a computer with someone else or are using a computer in a public place.

You are responsible for maintaining the confidentiality of your account password, and you are responsible for any access to or use of the Site by any person or entity using your password, whether or not such access or use has been authorized by you.

IMPORTANT INFORMATION FOR CALIFORNIA RESIDENTS

This section applies only to California residents. It describes how we may collect, use and share Personal Information of California residents in operating our business, and their rights with respect to that Personal Information. For purposes of this section, "**Personal Information**" has the meaning given in the California Consumer Privacy Act of 2018, as amended from time to time ("**CCPA**"), but does not include information exempted from the scope of the CCPA.

Your California privacy rights. As a California resident, you have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

- **Information.** You can request the following information about how we have collected and used your Personal Information during the past 12 months:



- The business or commercial purpose for collecting and/or selling Personal Information.
- The categories of third parties with whom we share Personal Information.
- Whether we have disclosed your Personal Information for a business purpose, and if so, the categories of Personal Information received by each category of third party recipient.
- Whether we've sold your Personal Information, and if so, the categories of Personal Information received by each category of third party recipient.
- **Access.** You can request a copy of the Personal Information that we have collected about you during the past 12 months.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Opt-in.** If we know that you are younger than 16 years old, we will ask for your permission (or if you are younger than 13 years old, your parent's or guardian's permission) to sell your Personal Information before we do so.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination. This means that we will not penalize you for exercising your rights by taking actions such as denying you services; increasing the price/rate of services; decreasing service quality; or suggesting that we may penalize you as described above for exercising your rights.

How to exercise your rights

You may exercise your California privacy rights described above as follows:

- Right to information, access and deletion. You can request to exercise your information, access and deletion rights by:
 - calling us toll free at 1-833-661-0117
 - emailing consumerdatainquiries@reald.com
 - sending correspondence to RealD Inc., 9777 Wilshire Blvd. Suite 400, Beverly Hills, California 90212, Attention: Legal Department.



do not provide us with sufficient detail to allow us to understand and respond to it.

California residents can empower an “authorized agent” to submit requests on their behalf. We will require the authorized agent to have a written authorization confirming that authority.

Personal information that we collect, use and share

The below summarizes how we may collect, use and share Personal Information by reference to the statutory categories specified in the CCPA, and describes our practices during the 12 months preceding the effective date of this Privacy Policy.

We may collect the following personal information (PI) from the statutory categories listed below:

- Commercial Information(records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies)
 - We may collect “Commercial Information” from our exhibitor customers who purchase RealD products or services.
- Financial Information(bank account number, debit or credit card numbers, insurance policy number, and other financial information).
 - We may collect “Financial Information” from our exhibitor customers who purchase RealD products or services.
- Identifiers(real name, alias, postal address, unique personal identifier, customer number, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers)
 - We may collect “Identifiers” from our exhibitor customers who purchase RealD products or services and from individuals who elect to participate in our marketing promotions, engage with our social media content and/or attend our live events.
- Inferences(the derivation of information, data, assumptions, or conclusions from any other category of Personal Information to create a profile about a person reflecting



- We may collect “Inferences” from individuals who visit our Site, elect to participate in our marketing promotions, engage with our social media content and/or attend our live events.
- Internet or Network Information(browsing history, search history, and information regarding a person’s interaction with an Internet website, application, or advertisement)
 - We may collect “Internet or Network Information” from individuals who visit our Site, elect to participate in our marketing promotions and/or engage with our social media content.
- Online Identifiers(an online identifier or other persistent identifier that can be used to recognize a person, family or device, over time and across different services, including but not limited to, a device identifier; an Internet Protocol address; cookies, beacons, pixel tags, mobile ad identifiers, or similar technology; customer number, unique pseudonym, or user alias; telephone numbers, or other forms of persistent or probabilistic identifiers (i.e., the identification of a person or a device to a degree of certainty of more probable than not) that can be used to identify a particular person or device)
 - We may collect “Online Identifiers” from individuals who visit our Site, elect to participate in our marketing promotions and/or engage with our social media content.
- Protected Classification Characteristics(age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information))
 - We do not intentionally collect “Protected Classification Characteristics” but it may be revealed in the other data or information we collect.

The sources from which we may collect PI are:

- Information you give us,
- Information we get from our business partners, and



the purpose for the collection of PI is for the following purposes:

- We may use your personal information to operate, maintain, and improve our sites, products, and services.
- We may use your personal information to process and deliver contest entries and rewards.
- We may use your personal information to respond to comments and questions and provide customer service.
- We may use your personal information to send information including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.
- We may use your personal information to communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners.
- We may use your personal information to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- We may use your personal information to provide and deliver products and services customers request and in doing so we may transmit financial information to banks, credit card companies or payment clearance services and we may transmit personal identifiers to permit shipping services to deliver products to you.

The following are the categories of third parties to whom we may “disclose” the PI for a business purpose:

- We may share personal information within the RealD group of companies and to our affiliates.
- We may share personal information with your consent.
- We may share personal information for legal, protection, and safety purposes.
 - We may share information to comply with laws.
 - We may share information to respond to lawful requests and legal processes.
 - We may share information to protect the rights and property of RealD Inc., RealD Spark, LLC, our affiliates, agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.



- We may share information with those who need it to do work for us, including our service providers and professional advisors.
- We may also share aggregated and/or anonymized data with our studio and exhibitor partners. Those uses will be subject to their privacy policies.

We have not sold your personal information in the preceding 12 months.



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