

## PRIVACY POLICY

This Privacy Policy explains privacy practices of **Lucky Laika Distribution OÜ** and applies when Lucky Laika Distribution OÜ processes Your personal data related to Your use of the VOD Platform.

This Privacy Policy may be subject to change from time to time, without prior written notice, taking effect upon making the changes available on the VOD Platform. Please read this Privacy Policy carefully to understand our practices regarding Your personal data and how we will collect and may use and disclose Your personal data.

If You have any questions about how we process Your personal data specifically or if You wish to submit an application for exercising Your rights related to processing of Your personal data, please contact us through the contact information provided in the section "**Contacts**" below.

### 1. DEFINITIONS

|                          |   |
|--------------------------|---|
| <b>"Content"</b>         | means any films, live events and/or other content made available on the VOD Platform;   |
| <b>"LLD"</b>             | means Lucky Laika Distribution OÜ, a company registered in Estonia, registry code: 16282680, address: Estonia pst 9, Tallinn 10143, Estonia, e-mail: info@firebirdmovie.com   |
| <b>"VOD Platform"</b>    | means the video on demand platform operated by LLD, which enables to make the Content available to the Users by way of providing TVOD services;   |
| <b>"TVOD"</b>            | means transactional video on demand, referring to the paid exploitation of content for temporary use by the User by way of streaming;   |
| <b>"Order"</b>           | means the declaration of intent of the User to purchase the right to view the selected Content on the VOD Platform in accordance with these Terms and Conditions;   |
| <b>"data controller"</b> | means a natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. In the context of this Privacy Policy, data controller means LLD, unless explicitly stated otherwise;        |
| <b>"data processor"</b>  | means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the data controller;   |
| <b>"data subject"</b>    | mean the natural person end users of the VOD Platform (consumers);  |
| <b>"GDPR"</b>            | means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation); |
| <b>"personal data"</b>   | means any information relating to an identified or identifiable natural person (data subject); an identifiable natural person is one who can be identified, directly or indirectly, in particular on  |

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|--------------------------------|---|
|                                | the basis of such a record as the name, personal identification code, place of location information or network identifier, or on the basis of one or more physical, physiological, genetic, mental, economic, cultural or social identities;  |
| <b>“processing”</b>            | means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction; |
| <b>“Privacy Policy”</b>        | defined in the preamble;  |
| <b>“Sales Contract”</b>        | means the contract concluded between the User and LLD in accordance with these Terms and Conditions for receiving the right to review the Content on the VOD Platform by way of TVOD;   |
| <b>“special category data”</b> | Personal Data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation;   |
| <b>“Terms and Conditions”</b>  | means terms for using the LLD services, available at <a href="https://www.firebirdfilm.com/terms-and-conditions">https://www.firebirdfilm.com/terms-and-conditions</a> and <a href="http://www.firebirdfilm.com/vod-terms-and-conditions">www.firebirdfilm.com/vod-terms-and-conditions</a> ;   |
| <b>“Website”</b>               | means website at <a href="https://www.firebirdmovie.com">https://www.firebirdmovie.com</a> and its subdomains;  |
| <b>“We”, “us”, “our”</b>       | has the same meaning as “LLD”;  |
| <b>“You” or “User”</b>         | has the same meaning as the “data subject”, meaning the natural person end users of the VOD Platform (consumers).   |

## 2. WHAT PERSONAL DATA WE MAY PROCESS?

2.1 Personal data LLD may process about You if You use our services, VOD Platform or Website may include the following data:

2.1.1 general personal information: name, age, gender;

2.1.2 contact information: e-mail address; mailing address; phone number;

2.1.3 payment information: payment methods and amounts paid in relation to the use of our services;

2.1.4 usage information: information on how our services, VOD Platform or Website are used, including feedback provided;

2.1.5 technical information: technical information collected during Your use of services, VOD Platform or Website such as your IP address or information collected through

cookies (please also see LLD Cookie Policy for further information about data collected through the use of cookies);

2.2 More detailed overview of the personal data LLD processes is provided in the Section 5 below.

### **3. ON WHAT LEGAL BASIS WE RELY WHEN PROCESSING PERSONAL DATA?**

3.1 LLD may process personal data of the User for the purpose of being able to provide the services in accordance with LLD Terms and Conditions. Legal basis for such data processing is GDPR Article 6-1-(b), i.e. processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract

3.2 LLD may process personal data when processing is necessary for compliance with a legal obligation to which LLD is subject. Legal basis for such data processing is GDPR Article 6-1-(c). As an example, LLD may need to process collect and process personal to comply with accounting regulations and tax obligations. LLD also relies on legal obligation as a valid legal basis for data processing, when we are obligated to transfer personal data to relevant authorities on the basis of their valid requests (such as to the court on the basis of valid court order).

3.3 LLD may process personal data where processing of personal data is necessary for the purpose of legitimate interests pursued by LLD or other controller, if appropriate. For example, we may process statistical and/or aggregated data on how our services, VOD Platform or Website are used to improve and further develop our services, VOD Platform or Website so that we can provide a better user experience in future. Legal basis for such data processing is GDPR Article 6-1-(f). Additionally, LLD may rely on the legitimate interest to establish, exercise and defend legal claims, to handle complaints or for administrative purposes. When relying on a legitimate interest as a legal basis, LLD ensures that processing is proportionate and that we have carried out proper legitimate interest impact assessment, if necessary.

3.4 LLD may process personal data based on the consent granted by the User. Legal basis for such data processing is GDPR Article 6-1-(a). In those situations, we process personal data on the terms as provided in the consent that has been granted to us by each User. If you have granted a consent for data processing, the types and categories of personal data we transfer, the specific recipient(s) of the personal data and other appropriate and relevant information are provided in the specific consent that may be asked from you.

3.5 More detailed overview of the legal bases LLD relies on when processing personal data is provided in the Section 5 below.

### **4. HOW LONG IS PERSONAL DATA RETAINED?**

4.1 LLD does not retain personal data longer than it is necessary for the purposes of processing personal data or pursuant to applicable law. As a general rule, LLD applies the following retention periods.

4.2 Personal data related to contracts can be retained during the term of the contract and based on LLD legitimate interest pursuant to Article 6 (1) (f) of the GDPR until the end of the statutory limitation periods under applicable law. Accordingly, as a general rule LLD retains User data collected in relation to the provision of the services as long as it is necessary for the provision of the service during the term of the Sales Contract and for 3 years after the termination of such agreement.

4.3 Personal data collected on the basis of the consent will be retained until the withdrawal of the consent or in accordance with the terms of specific consent.

4.4 Personal data related accounting source documents and accounting journals must be retained in accordance with the relevant accounting laws. LLD must retain accounting documents for 7 years.

4.5 More specific details about the retention periods are provided in Section 5 below.

**5. FOR WHAT PURPOSES DO WE PROCESS YOUR PERSONAL DATA**

LLD processes personal data for the following purposes:

| <b>Purpose of processing</b>  | <b>Types of personal data</b>   | <b>How have we obtained personal data</b>                              | <b>Retention period applied by LLD</b>  | <b>Legal basis for processing</b>                                 |
|---|---|--|---|---|
| Enabling the User to submit Order and conclude Sales Contract to enable access to the Content (performance of the Sales Contract).  | E-mail address, ticket ID created for User.   | Directly from each data subject.                                       | During the term of the Sales Contract and for the period of 3 years after the term of the Sales Contract based on our legitimate interest until the end of the limitation periods under applicable law. | GDPR Article 6-1-(b); GDPR Article 6-1-(f).                       |
| Determining the general geographic location of the User to enable the Content in accordance with territorial limitations under the applicable laws (including in compliance with the Regulation (EU) 2017/1128 and other relevant legal acts) | Location data, IP address and relevant technical data.  | Automatically.   | During the term of the Sales Contract and for the period of 3 years after the term of the Sales Contract based on our legitimate interest until the end of the limitation periods under applicable law. | GDPR Article 6-1-(b); GDPR Article 6-1-(c); GDPR Article 6-1-(f). |
| Sending newsletter to the Users who have opted to receive marketing to e-mail.  | E-mail address.   | Directly from each data subject.                                       | Until the withdrawal of the consent by the User.  | GDPR Article 6-1-(a).   |
| Accounting and payment related information data (compliance with the legal obligation)  | Accounting source documents created in the course of use of the services by the User and performance of the Sales Contract that include payment | Directly from each data subject or from our payment service providers. | 7 years.  | GDPR Article 6-1-(c).   |

|  |   |                                  |                |                       |
|--|---|----------------------------------|----------------|-----------------------|
|  | information such as the amounts paid by the User, date of making the payment and payment method used,   |                                  |                |                       |
| Answering the inquires of the data subject.                                    | To comply with the requests that the User may send to us from time to time.   | Directly from each data subject. | 3 years.       | GDPR Article 6-1-(b). |
| Usage information concerning the use of our services, VOD Platform or Website. | To be able to understand how our services are used to enable better user experience and to help us prevent, detect and investigate potentially prohibited or illegal activities on VOD Platform or our Website, including fraud or intellectual property and copyright related violations, and to enforce our Terms and Conditions or Sales Contract. | Automatically.                   | Up to 3 years. | GDPR Article 6-1-(f). |
| Technical data collected though cookies.                                       | Please see Cookie Policy.   |                                  |                |                       |

## 6. WHEN DO WE SHARE YOUR PERSONAL DATA?

- 6.1 LLD may share User personal data with certain third parties service providers e.g. IT suppliers, other service providers or co-operation partners.
- 6.2 LLD may also share User personal data with third parties if LLD is legally required to do so, for example if personal data is requested from us by any authority competent to ask such data in accordance with applicable law.
- 6.3 LLD may also share your personal data with third parties if you have granted your consent for that for specific transfer or based on other appropriate legal basis (for example, performance of a contract or legitimate interest).
- 6.4 LLD may transfer User personal data to third countries, i.e. countries outside the EU/EEA area, for the purposes explained in this Privacy Policy. When transferring User personal data to third countries, LLD will ensure that the transfer is subject to appropriate safeguards under the GDPR and that User rights are protected, such as the Commission's model contracts for the transfer of personal data to third countries (i.e., the standard contractual clauses). User

may request a copy of the safeguards we have put in place with respect to the transfer of personal data by contacting LLD via contact details below.

6.5 In relation to the use of the Services and the Platform, User personal data may be disclosed to following recipients:

| <b>Type of recipient</b>   | <b>Purpose of disclosure</b>   | <b>Location of the recipient</b> | <b>Applied safeguard</b>   | <b>Role of the recipient</b> |
|--|--|----------------------------------|----------------------------|------------------------------|
| Providers of IT-services and servers   | Provision of IT-solutions and other related services (including servers) necessary for LLD daily business functions and to enable the functionality of VOD Platform. | EEA and worldwide.               | Data processing agreements | Processor to LLD             |
| Providers of payment solutions.  | Provision of payment solutions and other related services to enable to functionality to make payments under the Sales Contract.                                      | EEA and worldwide.               | Data processing agreements | Processor to LLD             |
| Other service providers to LLD   | Provision of other services that are necessary for LLD to enable the Platform and Services.  | EEA and worldwide.               | Data processing agreements | Processor to LLD             |
| Public authorities on the basis of valid requests (such as the court on the basis of valid court order). | Legal obligation to comply with such requests.   | EEA and worldwide.               | N/A                        | Independent controller       |

6.6 LLD may also share personal data in connection with business transfers, such as any reorganization, restructuring, merger or sale, or other transfer of assets, provided that the receiving party agrees to protect Your personal data in accordance with this Privacy Policy.

6.7 LLD may also share anonymized User data and/or statistical data with third parties, for example for research purposes. Please be noted that in cases where we share anonymized User data and/or statistical data we make sure that no personal data is shared (which means

that no User can be identifiable) and therefore personal data processing regulation and the GDPR shall not apply to such transfers (as no personal data is shared).

## 7. HOW DOES LLD PROTECT YOUR PERSONAL DATA?

7.1 To protect User personal data from unauthorized access, unlawful processing or disclosure, accidental loss, modification or destruction, LLD uses appropriate technical and organisational measures that comply with applicable laws. These measures include but are not limited to the implementation of appropriate computer security systems, protection of paper and electronic format files by technical and logical means, controlling and limiting access to documents and buildings.

## 8. COOKIE POLICY

### A. WHAT ARE COOKIES?

8.1 Cookies are small text files that are placed on Your computer or other device (such as smartphone, tablet, etc) by websites that You visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The table below explains the cookies we use and why.

8.2 Cookies may be session cookies or persistent cookies.

8.2.1 Session cookies are temporary cookie files, which are erased when You close Your browser

8.2.2 Persistent cookies remain in the browser's subfolders until You delete them manually or Your browser deletes them based on the duration period contained within the persistent cookie's file.

8.3 Cookies may be first party cookies or third-party cookies.

8.3.1 First party are cookies set by the website You're visiting. Only that website can read them.

8.3.2 Third-party cookies are cookies set by external services.

### B. WHICH COOKIES DO WE USE?

8.4 LLD uses the following cookies:

| Cookie | Type                             | Description   | Retention period |
|--------|----------------------------------|---|------------------|
| _ga    | Third party cookie for analytics | <p>This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.</p> <p>Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize</p> | 2 years          |



|                     |                                  |  |            |
|---------------------|----------------------------------|--|------------|
|                     |                                  | and personalize the ads of its own advertising network. For more information on the privacy practices of Google, please visit the Google Privacy & Terms page available at <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a> .   |            |
| _gid                | Third party cookie for analytics | <p>Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.</p> <p>Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. For more information on the privacy practices of Google, please visit the Google Privacy &amp; Terms page available at <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>.</p> | 1 day      |
| _gat_UA-210783191-1 | Third party advertisement cookie | <p>A variation of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure site performance. The pattern element in the name contains the unique identity number of the account or website it relates to.</p> <p>Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. For more information on the privacy practices of Google, please visit the Google Privacy &amp; Terms page available at <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>.</p>                | 1 minute   |
| test_cookie         | Third party advertisement cookie | This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.   | 15 minutes |
| IDE                 | Third party advertisement cookie | This cookie is set by Doubleclick and carries out information about how the end user uses the website and any  | 2 years    |

|                |                                  |   |          |
|----------------|----------------------------------|---|----------|
|                |                                  | advertising that the end user may have seen before visiting the said website.                               |          |
| _gcl_au        | Third party advertisement cookie | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services | 3 months |
| cookie_consent | Preference cookie                | To track whether the user has accepted the cookies or not.  | 1 year   |

### C. HOW TO MANAGE COOKIES

- 8.5 You can manage and delete cookies as You wish. Please note that all functions of the Website or VOD Platform may not work properly if You delete or block cookies.
- 8.6 More information on cookies and details for deleting the cookies may be accessed on <http://aboutcookies.org>.
- 8.7 Please note that You can delete all cookies that are already on Your device by clearing the browsing history of Your browser. This will remove all cookies from all websites You have visited.
- 8.8 Please also note that Your browser settings options (for example Google Chrome, Microsoft Edge, Mozilla Firefox, Microsoft Internet Explorer, Opera or Apple Safari) may allow You to prevent any cookies being placed on Your device, but You may then have to manually adjust some preferences every time You visit a site/page. For more information, please visit the browser developer's website.

### 9. DATA SUBJECT RIGHTS

- 9.1 LLD is dedicated ensuring that all data subject rights arising under applicable law are always guaranteed to the User. In particular, any User who is a data subject has:
- 9.1.1 the right to access the personal data processed about him/her;
  - 9.1.2 the right to request that rectification of any inaccurate personal data about him/her;
  - 9.1.3 the right to request erasure of personal data and/or restrict of processing of personal data if personal data is processed without a valid legal basis for processing;
  - 9.1.4 the right to receive processed personal data in a structured, commonly used and machine-readable format and have the right to transmit personal data to another controller;
  - 9.1.5 the right to object to the processing of personal data;
  - 9.1.6 If the User believes that his/her rights have been infringed, the User may contact and lodge a complaint to the supervisory authority applicable for the User jurisdiction (Data Protection Inspectorate in Estonia address Tatari 39, Tallinn 10134, [info@aki.ee](mailto:info@aki.ee) or other competent authority in the User jurisdiction. List of national Data Protection Authorities in EU is available at [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)).

### 10. GOVERNING LAW AND JURISDICTION

This Privacy Policy will be governed by the substantive law of Estonia, unless the mandatory provisions applicable to consumers provide for a different governing law. If the respective dispute resulting from this Privacy Policy cannot be settled by negotiations, then the dispute will be finally solved in Harju County Court in Tallinn, Estonia, unless the mandatory provisions applicable to

consumers provide for a different jurisdiction. Data subjects may also lodge complaint to relevant Data Protection Authority (see Section on Data Subject Rights above).

## **11. CONTACTS**

If you have any questions about this Privacy Policy or if you have any concerns about how we use your personal or if you want to exercise your rights as described above, please contact LLD via e-mail or in writing using the following contact information:

**business name: Lucky Laika Distribution OÜ**

**address: Estonia pst 9, Tallinn 10143, Estonia**

**e-mail: [info@firebirdmovie.com](mailto:info@firebirdmovie.com)**