

## Data Privacy Policy

BANDAI NAMCO EUROPE is a simplified joint-stock company with a capital of 21,690,000.00 euros, registered in the Lyon Trade and Companies Register under number 320 623 317, with its head office located at 15 rue Félix Mangini, 69258 Lyon Cedex 09.

Website: <https://bnent.eu/SOTE-Artbook-PP>

### Question 1: Why does BANDAI NAMCO EUROPE implement such a policy?

As part of your purchase of the "Elden Ring Shadow of the Erdtree Collector's Edition," BANDAI NAMCO EUROPE will collect your personal data to organize the delivery of your Art Book. This Privacy Policy explains in clear and understandable language the methods of collecting, storing, using, and disclosing the personal data you will provide for this purpose.

Question 2: What personal data is covered by this Privacy Policy, how do we collect it, and what is the legal basis?

When you receive your "Elden Ring Shadow of the Erdtree Collector's Edition," you will receive a flyer with a QR code. Scanning this QR code will redirect you to a form that you must fill out to allow us to deliver the Art Book. The following personal data will be collected on this form:

- Name;
- First name;
- Email address;
- Email address confirmation;
- Postal address;
- Phone number;
- City;
- Postal code;
- Country;
- Code mentioned on the flyer.

We collect your personal data to fulfill the contract you have with our partners to receive your collector's edition.

### Question 3: How do we use your data?

We collect your personal data solely to deliver the Art Book to you.

**Question 4: With whom do we share your data during this collection?**

The personal data we collect is intended for us as the data controller. We will share it with our subcontractor DIMOTRANS, the transport company that will deliver your Art Book. We ensure that only authorized persons at BANDAI NAMCO and DIMOTRANS have access to this data.

We are committed to ensuring that our subcontractor DIMOTRANS complies with this Privacy Policy. BANDAI NAMCO contractually requires DIMOTRANS to guarantee the security and confidentiality of personal data through technical protection measures and appropriate human resources.

**Question 5: How long do we retain your personal data?**

We will retain your personal data for the duration of the processing, which is the time necessary to deliver the Art Book in the active database. Subsequently, your personal data will be stored in an intermediate database for evidentiary purposes for one year. Finally, your personal data will be permanently deleted from our database and that of our subcontractor.

**Question 6: What security measures do we take to ensure the confidentiality of your personal data?**

BANDAI NAMCO recognizes that all personal data must comply with the legal framework applicable to security. BANDAI NAMCO is committed to taking the necessary measures to ensure the security of the processing of your personal data in compliance with data protection regulations.

The security and confidentiality of your personal data is a priority for us. Therefore, we have implemented technical, administrative, and physical security measures based on the nature of the personal data we process and the risks involved to preserve their security and prevent them from being altered, damaged, or accessed by unauthorized third parties. However, despite our extensive initiatives and measures, no security protocol is perfect, infallible, or impenetrable.

BANDAI NAMCO contractually requires its subcontractor DIMOTRANS to guarantee the security and confidentiality of personal data through technical protection measures and appropriate human resources.

**Question 7: What rights do you have?**

Your right to information: You acknowledge that this Privacy Policy informs you of the purposes, legal framework, interests, and recipients with whom your personal data is shared. In addition to this information, and to ensure fair and transparent processing of your data, you declare that you have received additional information regarding:

- The retention period of your personal data;

- The existence of your recognized rights and the modalities of their exercise.

Your right of access and rectification of your data: You have the right to access and rectify your personal data, which you can exercise by contacting: [dpo@bandainamcoent.eu](mailto:dpo@bandainamcoent.eu). In this regard, you have access to your data and information concerning:

- The purposes of the processing;
- The categories of personal data concerned;
- The recipients to whom the personal data has been or will be communicated;
- The retention period of your personal data;
- The right to request BANDAI NAMCO to rectify, delete, or limit your personal data processing;
- The right to lodge a complaint with a supervisory authority;
- Information about the source of your personal data.

You can request that your personal data be rectified or completed if they are inaccurate, incomplete, equivocal, or outdated.

Your right to erasure of your data: You can request the deletion of your personal data when one of the following reasons applies:

- The personal data is no longer necessary for the purpose for which it was collected;
- You withdraw your previously given consent;
- The processing of personal data is not in compliance with applicable legislation and regulations.

However, this right cannot be exercised if the retention of your personal data is necessary under legislation or regulations, particularly for establishing, exercising, or defending legal rights.

Your right to restrict data processing: You can request the limitation of the processing of your personal data in cases provided by legislation and regulations. This right does not include derived or inferred data, which are personal data created by BANDAI NAMCO.

Your right to lodge a complaint: You have the right to lodge a complaint with the competent authority in your country responsible for personal data protection, without prejudice to any other administrative or judicial remedy.

How to exercise your rights: All the rights listed above can be exercised by email at [dpo@bandainamcoent.eu](mailto:dpo@bandainamcoent.eu) or by mail addressed to BANDAI NAMCO Europe SAS, 15 rue Félix Mangini,

69258 Lyon Cedex 09. However, regarding the right to information, we may not be obligated to respond if:

- You already have this information;
- The recording or communication of your personal data is explicitly provided for by law;
- The communication of information is impossible;
- The communication of information would require disproportionate efforts.

**Question 8: How to ask questions or send comments about this Privacy Policy?**

For any questions regarding this Privacy Policy, write to us by email at [dpo@bandainamcoent.eu](mailto:dpo@bandainamcoent.eu) or by mail to BANDAI NAMCO Europe SAS, 15 rue Félix Mangini, 69258 Lyon Cedex 09.

Last modified: June 14, 2024