

Privacy Policy

Last updated: October 2026

Cités Immersives takes the protection of your personal data seriously and is committed to processing it transparently and securely, in accordance with applicable data protection legislation, including the General Data Protection Regulation (GDPR) and, where applicable in the United Kingdom, the UK GDPR and UK data protection legislation.

1. Who are we?

Depending on the service, website or experience concerned, your personal data may be processed by:

Cités Immersives Holding [SAS, société par actions simplifiée]

[34 RUE GRENETA, 75002 PARIS]

France

and

Cités Immersives UK LIMITED

company number 17219224

registered in England and Wales, registered office Menzies LLP,

4th Floor, 95 Gresham Street, London, EC2V 7AB.

United Kingdom

In connection with **Alice Immersive Wonderland** in London, Cités Immersives UK is involved in operating and marketing the experience. Cités Immersives Holding may also process certain personal data, including in connection with customer relationship management, CRM tools and Cités Immersives group marketing communications.

If you have any questions regarding your personal data, you can contact us at: [contact@cites-immersives.fr].

2. What personal data may we collect?

Depending on how you interact with Cités Immersives, we may collect:

- your first and last name;
- your email address;
- your telephone number, where provided;
- information relating to your bookings, purchases or enquiries;
- your marketing preferences and consent;
- information submitted through contact forms or enquiries relating to groups, schools, events or private hire;
- certain technical information relating to your use of our websites and digital communications, including through cookies and similar technologies where permitted by applicable law.

Where you book through a ticketing platform or other partner, certain information required to manage your booking or to send communications you have consented to receive may be shared with us by that partner.

3. Why do we use your personal data?

We may use your personal data to:

- manage your enquiries and communications with our teams;
- manage bookings and customer relationships;
- manage enquiries relating to groups, schools, corporate events and private hire;
- operate, secure and improve our services;
- carry out statistical analysis and measure the performance of our activities;

- where you have consented, send you news, events, updates, offers and marketing communications relating to Cités Immersives and its experiences, including Alice Immersive Wonderland.

4. What are our lawful bases for processing?

Depending on the processing concerned, we may rely on:

- **the performance of a contract or steps taken prior to entering into a contract**, including to process bookings and certain enquiries;
- **your consent**, particularly for marketing communications where consent is required;
- **our legitimate interests**, including operating, securing and improving our services and carrying out certain analyses, where those interests do not override your rights and freedoms;
- **compliance with our legal obligations**, where required.

Where processing is based on consent, you may withdraw that consent at any time.

5. Marketing communications

Where you choose to receive our marketing communications, Cités Immersives UK and Cités Immersives Holding may use your contact details to send you information about their news, experiences, events and offers.

For Alice Immersive Wonderland, your consent may in particular be collected when registering or booking through our ticketing partner.

You may withdraw your consent at any time by using the unsubscribe link included in our emails or by contacting us at [contact@cites-immersives.fr].

Withdrawal of consent does not affect the lawfulness of processing carried out before consent was withdrawn.

6. Who do we share your personal data with?

Where necessary, your personal data may be accessible to:

- Cités Immersives Holding and Cités Immersives UK;
- authorised members of our teams and service providers;
- our technical and CRM providers;
- ticketing providers and partners involved in managing your booking;
- hosting, analytics, communications and marketing providers;
- public authorities or other bodies where disclosure is required by law.

Our partners may only access personal data to the extent necessary to perform their respective services and in accordance with applicable data protection requirements.

7. Tools and partners

We may use third-party solutions to provide ticketing, customer relationship management, communications and analytics services.

These may include ticketing platforms such as Fever and customer relationship management and email marketing solutions such as Brevo.

These providers may process certain personal data on our behalf in accordance with their contractual obligations and applicable data protection legislation.

8. International transfers

Certain personal data may be processed or accessed from countries outside the European Economic Area or the United Kingdom, particularly where we use international service providers.

Where such transfers take place, we seek to ensure that they are based on a mechanism recognised under applicable data protection legislation and, where required, appropriate safeguards designed to ensure an adequate level of protection for your personal data.

9. How long do we keep your personal data?

We retain personal data only for as long as necessary for the purposes for which it was collected and to comply with our legal obligations.

Personal data used for marketing communications is retained until you withdraw your consent following your last interaction with Cités Immersives, subject to applicable legal requirements.

Information relating to transactions and bookings may be retained for the periods necessary to comply with our accounting, tax and legal obligations.

10. Your rights

Depending on applicable law and your circumstances, you may have the following rights:

- the right to access your personal data;
- the right to rectify inaccurate personal data;
- the right to request erasure;
- the right to restrict processing;
- the right to object to certain processing;
- the right to data portability where applicable;
- the right to withdraw your consent at any time where processing is based on consent.

To exercise your rights, please contact us at [contact@cites-immersives.fr].

We may request certain information to verify your identity where necessary.

You also have the right to lodge a complaint with the relevant supervisory authority, including the **Commission Nationale de l'Informatique et des Libertés (CNIL)** in France or the **Information Commissioner's Office (ICO)** in the United Kingdom.

11. Cookies

Our websites may use cookies and similar technologies which are necessary for their operation and, subject to your consent where required, cookies used for purposes such as analytics, personalisation and marketing.

You can manage your preferences through the cookie management tool available on the relevant website.

12. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our activities, services or applicable legislation.

The latest version will always be the version published on our website.