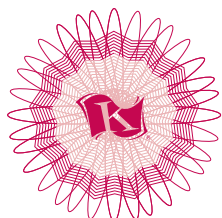
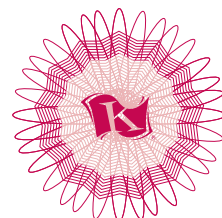




B•KIDZANIAN
BENEFITS FOR BETTER CITIZENS



B•KIDZANIAN ENROLLMENT FORM



CHILD INFORMATION

PARENT INFORMATION

By the signature of this form I acknowledge and accept the content of the B KidZanian Privacy Policy which I have fully read and understood; therefore I consent to the collection, use and sharing of my child's Personal Information.

Parent Signature



IMPORTANT: This form shall be printed, signed and sent via e-mail to B.KidZanian@kidzania.ae, to confirm enrollment and please attach a copy of your ID showing full name and signature. ID copy of the parent is required.

B•KidZanian Privacy Policy

This Privacy Policy ("Policy") governs the collection, use and sharing of Personal Information by KidZania Operations SARL, Luxembourg ("KidZania" or "We"), its affiliates and Operators of KidZania Franchises ("Operators") in connection with the KidZania Loyalty Program, B•KidZanian. B•KidZanian provides benefits and recognition across a spectrum of interactions with KidZania.

Scope of Policy

This Policy applies to Personal Information collected as part of the B•KidZanian program. "Personal Information" refers to information that may be used to contact or identify an individual. This may include, but is not limited to, first and last name; street address; email address; or other identifying information. It also includes non-identifying information that may be stored with Personal Information. Information that does not identify a person, such as anonymous or aggregated data, is not covered by this Policy. We may collect, use and disclose such information without limitation.

Personal Information Collection, Use and Disclosure

Enrollment

Collection: We ask parents and guardians to provide the following information about their child at the point of enrollment: the child's first and last name; month and year of birth; country of birth; the KidZania location where the child's Passport is issued; and the child's email address (optional). We also ask for your email address, mailing address, and/or telephone number. When your child's Passport is issued, we may take a photo of your child for the Passport. If you enroll online at www.BKidZanian.com, you are asked to create a User ID and password for your account.

Use: This information is used to issue a Passport for use at KidZania locations. Your child's Passport should be carefully safeguarded. We also use this information to send you relevant notices, promotions, and other offers. We may store your child's photo to replace lost Passports or personalize your child's online experience. Enrollment information may also be used to create an online account where you or your child may track progress in the program.

Sharing: KidZania shares enrollment information with our affiliates, Operators, and service providers in order to provide Program benefits (as described in Section II, below). KidZania will not share your or your child's Personal Information with any other third party, except as described in this policy, without first obtaining your consent.

B•KidZanian Program Participation

Collection: KidZania will track your child's activities in KidZania locations in order to provide program benefits. The information we collect from your child at our locations includes: time and date of entry at each location visited; information about each activity your child visits or participates in during his or her time at each location; kidZos earned or redeemed during each visit; specific accomplishments at certain activities, such as completing university requirements or other training.

Use: We use this information to determine your child's level in B•KidZanian and to provide your child with the benefits associated with that level. This information and your contact information will be used to provide you and your child with information about: the Program and its benefits; your child's activities and progress; B•KidZanian online services; and offers from KidZania and/or our Operators, sponsors, and advertisers.

Sharing: We share information regarding your child's activities at KidZania locations, B•KidZanian program status, pending offers, or interests to our Operators, Sponsors who directly operate activities at KidZania locations, or to other service providers to allow them to offer B•KidZanian services and to enhance and personalize your child's visit to each KidZania location.

B•KidZanian Online Services

B•KidZanian provides a website where both you and your child can create linked online accounts where you can create and edit profiles; view summaries of Program status, benefits, and activities; and manage account information and communication preferences.

Collection: To create an online account, parents must provide their first and last name, email address, a User ID, and password. Parents may establish an online account for their children by linking existing Passports to the online account and choosing a User ID and password. Your and your child's online account information will be combined with information collected at KidZania locations to allow us to provide a comprehensive B•KidZanian experience. To the extent that the B•KidZanian website allows enrolled members to participate in program activities through the website, information about such activities including the User ID, date and time, type of activity, and the Internet Protocol address will also be collected. In addition to the information you provide, we collect technical information which may be associated with your User ID, including your Internet Protocol Address, information about your browser and device and their configurations, as well as information about your session, such as its duration and the referring URL. If this information is collected and stored with your User ID or other personally identifiable account information, it will be treated as Personal Information under this Policy. However, we may also collect, or work with a third party service provider to collect, similar information anonymously. To do this, we, our affiliates and/or our service providers may use cookies or other technical measures to enable the collection of information and its correlation over time. KidZania, its affiliates, Operators and service providers will not combine anonymous data collected via the B•KidZanian website with Personal Information.

Use: We may use Personal Information to provide you with relevant event notices, promotions, offers and advertisements by email or while you are visiting our website. Your child may use his

or her online account to view his or her profile, track progress within the B•KidZanian program, view KidZania activities completed, and monitor KidZania bank activity. KidZania may use cookies or other technical measures to remember you when you return to our website, to detect or investigate fraud, to protect the security of our site, to enforce our Program Rules and other policies, or other business purposes. Anonymous data collected will be used for evaluating and improving our online offers/promotions.

Sharing: We may share elements of your child's online account information with our affiliates, Operators, and/or service providers in order to provide program benefits. In addition, to the extent that KidZania works with third parties for purposes of delivering, evaluating and improving online services, such third parties may use their own cookies or other technical measures to gather anonymous information about your use of the site. Any information independently collected by third parties via our site will be subject to that party's privacy policy.

For more information about cookies or to stop accepting cookies, please see: OnGuardOnline's Understanding Cookies at www.onguardonline.gov. (link to: [http://onguardonline.gov/articles/0042-cookies-leaving-trail-web#Understanding Cookies](http://onguardonline.gov/articles/0042-cookies-leaving-trail-web#Understanding%20Cookies))

Customer Support. KidZania stands ready to help if you have questions or concerns regarding B•KidZanian. While at a KidZania location, please contact a supervisor in the Passport Office for assistance. You may also contact us by email or postal mail at the contact information provided below. If you contact us, we may collect your name, your child's name, your email address, your child's Passport number or other information necessary to verify B•KidZanian account information and to address your concern. This information may be stored and used to improve the B•KidZanian program, our customer service, or for other business purposes.

Other ways of Sharing of Personal Information. KidZania may also share your or your child's Personal Information with third parties in the following situations: to respond to a subpoena, court order, search warrant or other legal process; to protect the rights and property of KidZania, its affiliates or Operators; to respond to suspected fraud or other violations of the law or KidZania policies; or to respond to a potential risk to the safety of any person. If KidZania is involved in merger or acquisition, we will provide notice to you before the Personal Information under this Policy becomes subject to a new policy.

Right to Access, Change or Delete Personal Information. KidZania provides you with the ability to see, change or delete your contact information and/or child's Personal Information from B•KidZanian by visiting www.BKidZanian.com or by request at the contact information below. If you delete your contact information or essential fields of your child's information, we may be required to remove your child from B•KidZanian. Please refer to the B•KidZanian Program Rules for more information on account termination.

Respect for Children's Privacy. KidZania is committed to offering fun and safe experiences for children. We require a parent or legal guardian to authorize a child's participation in the full B•KidZanian program. We do not share your child's Personal Information with any third party, unless it is necessary to provide your child with program benefits.

Communication Preferences. KidZania collects parent or guardian contact information to be able to contact you in the future regarding important announcements, program changes, or to obtain consent to offer new or enhanced services to your child. We also use this information to send you marketing messages, including offers, discounts, advertisements, and other promotional information about KidZania and/or our sponsors and Operators. If you do not wish to receive marketing messages, please visit <http://bkidzanian.com/info/privacypolicy> or contact us using the information below.

Notice of Changes. If we update this Policy, we will post the revised Policy and a prominent notice regarding the update on www.BKidZanian.com. If we make material changes, we will provide you with direct notice through the contact information we have on file.

Security. We have implemented technical, physical, and administrative controls to provide an appropriate level of security to Personal Information that we collect and store. We contractually require that any party to whom we disclose Personal Information governed by this Policy implement similar safeguards to protect such Information.

Global Data Processing and Transfer. The Personal Information collected under this Policy will be processed on computer systems managed by KidZania and/or its affiliates, Operators, or service providers. Your data may be processed, transferred, or stored in a variety of jurisdictions, depending on factors such as the KidZania locations you visit and whether you use www.BKidZanian.com. Jurisdictions where your and your child's Personal Information may be transferred may not require equivalent protections as exist under your local laws. By providing Personal Information to us, you acknowledge and consent to the processing, transfer, and disclosure described in this Policy. Any third parties who process data subject to this Policy are contractually required to follow this Privacy Policy and appropriately protect your Personal Information. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between you and KidZania.

Questions. If you have questions regarding this Privacy Policy please contact: help@BKidZanian.com
Address: ATTN: B•KidZanian Customer Service Juan Salvador Agraz 50, PH, Col. Lomas de Santa Fe, Cuajimalpa, Mexico D.F. C.P. 05348

The most recent version of the B•KidZanian Privacy Policy is available at <http://bkidzanian.com/info/privacypolicy>.