

Privacy Notice on the use of MSC Cruises Social Media Pages

1. General

We maintain publicly accessible profiles on various social networks. Your visit to these profiles triggers a variety of data processing operations. Below, we provide an overview of which of your personal data we collect, use and store when you visit our profiles. Personal data refers to information that can be linked to you as a specific individual (e.g. name, age, address, photos, email addresses, and IP addresses, amongst others). We also inform you of the rights you have in relation to the processing of your personal data. You are not obliged to provide us with your personal data. However, this may be necessary for certain features of our profiles on social networks. These features will not be available to you, or will only be available to a limited extent, if you do not provide us with your personal data.

When you visit our profiles, your personal data is collected, used and stored not only by us but also by the operators of the respective social network. This occurs even if you do not have a profile on the respective social network yourself. The specific data processing operations and their scope vary depending on the operator of the respective social network and are not necessarily transparent to us.

This information applies to our presence on the following social networks: Facebook, Instagram, YouTube and LinkedIn. On our own website, we only use linked icons to these profiles; we do not use embedded plugins, 'Like' or 'Share' buttons, or feeds that transmit data to the platforms as soon as the page is loaded.

2. Data controller

MSC Cruises S.A., headquartered in Avenue Eugène-Pittard 16, Geneva, Switzerland, registered for tax purposes under number 060.667.071 (CHE- 112.808.357), is the joint controller (alongside each social media network) for all global MSC Cruises social media pages.

For local social media pages, the relevant local MSC Cruises entity operating that specific page acts as the joint controller with the social network provider.

Please, see below to grasp a comprehensive overview as to all the relevant local MSC Entity running the local social network account:

YouTube	
MSC Cruises Official	https://www.youtube.com/channel/UCNFGZePvLWgw87vjITmmc1A
MSC Cruceros Argentina	https://www.youtube.com/channel/UCJyyd686GFk-v7A5i5T5Thw
MSC Cruzeiros Brasil	https://www.youtube.com/channel/UCGRQZH4MAug_-2CAfo0lbeA
MSC Croisières France	https://www.youtube.com/channel/UCbP6qTJUziE_UxH52_U9GAg
MSC Cruises Deutschland	https://www.youtube.com/channel/UC_n2KTf81DIFmZX4vSrAm4g
MSC Cruises Österreich	https://www.youtube.com/channel/UC4aGsmicF8V-1JMKIJsFJbw
MSC Cruceros España	https://www.youtube.com/channel/UCy5GZY0MHH1xhJDcG1s30jw
MSC Cruises UK & Ireland	https://www.youtube.com/channel/UCcnKYIf1sDi2HN1uhOUEpyA
MSC Cruises Türkiye	https://www.youtube.com/channel/UCZflaXRfziu_TfhRy5aHC0g
X	
MSC Cruises UK	https://twitter.com/MS_Cruises_UK
MSC Cruzeiros Brasil	https://twitter.com/MSCCruzeiros
MSC Crociere	https://twitter.com/MS_Crociere
MSC True Partnerships USA	https://twitter.com/MSCTruePartners
MSC Cruceros México	https://twitter.com/MSCCruceirosMex
MSC Cruises (USA)	https://twitter.com/MSCCruisesUSA
MSCCruceros	https://twitter.com/MSCCrucerosArg
MSC Krstarenja	https://twitter.com/msckrstarenja
MSC Cruises News	https://twitter.com/MSCCruises_PR

MSC Croisières	https://twitter.com/MSCCroisieres
Facebook	
MSC Cruceros	https://www.facebook.com/MSC.Cruceros.Argentina
MSC Cruzeiros	https://www.facebook.com/MSC.Cruzeiros.Brasil
MSC Cruceros	https://www.facebook.com/MSC.Cruceros.Espana
MSC Cruises	https://www.facebook.com/MSC.Cruises.Deutschland
MSC Krstarenja	https://www.facebook.com/MSC.Cruises.Krstarenja
MSC Cruises	https://www.facebook.com/msc.cruises.india1
MSC Cruises	https://www.facebook.com/MSC.Cruises.GCC1
MSCクルーズ	https://www.facebook.com/msc.cruises.japan
MSC Cruzeiros	https://www.facebook.com/MSCCruzeirosPortugal
MSC Cruises	https://www.facebook.com/MSC.Cruises.Scandinavia
MSC Croisières	https://www.facebook.com/MSC.Croisieres.France
MSC Cruises	https://www.facebook.com/msccruisesturkey
MSC Cruceros	https://www.facebook.com/MSCCrucerosMexico
MSC Cruises	https://www.facebook.com/MSC.Cruises.Australia
MSC Cruises	https://www.facebook.com/MSC.Cruises.Switzerland
MSC Cruises	https://www.facebook.com/MSC.Cruises.SouthAfrica
MSC Cruises (AT)	https://www.facebook.com/MSC.Cruises.Austria
MSC Cruises	https://www.facebook.com/MSCCruisesLebanon
MSC Cruises	https://www.facebook.com/MSC.Cruises.Nederland
MSC Cruises	https://www.facebook.com/MSC.Cruises.Ireland
MSC Cruises	https://www.facebook.com/MSC.Cruises.Canada
MSC Foundation	https://www.facebook.com/MSCFoundationOfficial
MSC Cruises Careers	https://www.facebook.com/msccruisescareers
MSC Cruises	https://www.facebook.com/MSCCruises.US
MSC Cruises	https://www.facebook.com/MSC.Cruises.UK
MSC Cruises	https://www.facebook.com/MSC.Cruises.Belgium
MSC Cruises	https://www.facebook.com/MSC.Cruises.International
MSC Crociere	https://www.facebook.com/MSC.Crociere.Italia
MSC Cruises	https://www.facebook.com/MSC.Cruises.Israel
Instagram	
MSC Foundation	https://www.instagram.com/mscfoundationofficial
MSC Cruises US	https://www.instagram.com/msccruises.us
MSC Cruises Official	https://www.instagram.com/msccruisesofficial
MSC Cruises Careers & Jobs	https://www.instagram.com/msccruisescareers
MSC Cruzeiros	https://www.instagram.com/msccruzeirosbrasil
MSC Crociere	https://www.instagram.com/msccrociereitalia
LinkedIn	
MSC Cruises	https://www.linkedin.com/company/msc-cruises
MSC Foundation	https://www.linkedin.com/company/msc-foundation
TikTok	
msccrociere	https://www.tiktok.com/@msccrociere
MSC Cruises Official	https://www.tiktok.com/@msccruisesofficial
MSC Cruises US	https://www.tiktok.com/@msccruises_us
Pinterest	
msccruisesofficial	https://pinterest.com/msccruisesofficial
Threads	

You can contact us and/or our Data Protection Officer – also with regard to local social media pages, at dpo@msccruises.com.

For details regarding the collection and storage of your personal data, as well as the nature, scope and purpose of its use by the operator of the respective social network, please refer to the privacy policies of the respective operator.

- Facebook: the joint controller is Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. You can view Facebook's privacy policy at <https://www.facebook.com/privacy/policy>.
- Instagram: The joint controller is Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. You can view Instagram's privacy policy at <https://help.instagram.com/155833707900388>.
- YouTube: The data controller is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. There is no joint controllership under Article 26 of the GDPR in this respect. You can view YouTube's privacy policy at <https://www.youtube.com/howyoutubeworks/privacy/>.
- LinkedIn: The joint controller is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. You can view the privacy policy for LinkedIn at <https://www.linkedin.com/legal/privacy-policy>.
- Pinterest: the joint controllers are Pinterest Europe Ltd. and Pinterest, Inc. Pinterest Europe Ltd. is an Irish company with its registered office at Waterloo Exchange, 3rd Floor, Waterloo Road, Dublin 4, Ireland. Pinterest, Inc. is a US company with its registered office at 651 Brannan St., San Francisco, CA 94107, USA. You can view Pinterest's privacy policy at <https://policy.pinterest.com/en/privacy-policy>.
- TikTok: : the joint controllers are TikTok Technology Limited (10 Earlsfort Terrace, Dublin 2, D02 T380, Ireland) and, where applicable, TikTok Information Technologies UK Limited (One London Wall, London EC2Y 5EB, United Kingdom). You can view TikTok's privacy policy at <https://www.tiktok.com/legal/page/us/privacy-policy/en>.
- Threads: : the joint controller is Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. You can view Facebook's privacy policy at <https://www.facebook.com/privacy/policy>.

3. Information on the collection of personal data

3.1 Facebook page

Together with Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, we are jointly responsible for data processing on this Facebook page within the meaning of Article 26 of the GDPR. The key points of our joint controller agreement can be found here: https://www.facebook.com/legal/terms/page_controller_addendum

We operate this page as a communication and information channel to provide information about our services. Personal data is processed in accordance with Article 6(1)(f) of the General Data Protection Regulation on the basis of our legitimate interest in using this modern means of providing information and interacting with users and visitors to the page.

Please note that you use this Facebook page and its features at your own risk. This applies in particular to the use of interactive features (e.g. commenting, sharing, rating).

Processing of personal data by Facebook:

When you visit our social media pages or use embedded content from these platforms on our website, the operators of the social networks may store and read so-called cookies or similar technologies on

your device. This is generally carried out under the sole responsibility of the respective platform operators.

Where the use of cookies or similar technologies to store information on your device or to access information already stored is not strictly necessary, this is generally carried out on the basis of your consent. We have no influence over the use and analysis of these technologies by the platform operators. For further information on the use of cookies, please refer to the privacy policies and cookie policies of the respective operators. <http://de-de.facebook.com/help/pages/insights>.

We do not integrate any social media plugins, 'Like' or 'Share' buttons, feeds or other active widgets from the aforementioned networks on our own website. We link to our profiles exclusively via simple icons or links that only redirect to the respective platform after an active click. Therefore, no personal data is automatically transmitted to the platform operators simply by visiting our website; consent or a so-called two-click solution is not required for this.

The data collected about you in this context is processed by Facebook Ltd. and may be transferred to countries outside the European Union.

Facebook describes in general terms what information it receives and how it is used in its Data Policy. There you will also find information on how to contact Facebook and on the settings options for advertisements. The Data Use Policy and the information required under Article 13(1)(a) and (b) of the GDPR are available at the following link: <http://de-de.facebook.com/about/privacy>.

Facebook does not clearly and conclusively state how it uses data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are attributed to individual users, how long Facebook stores this data, or whether data from a visit to the Facebook page is passed on to third parties, and we are not aware of this.

When accessing a Facebook page, the IP address assigned to your device is transmitted to Facebook. According to Facebook, this IP address is anonymised (for 'German' IP addresses) and deleted after 90 days. Facebook also stores information about its users' devices (e.g. as part of the 'Login Notification' feature); where applicable, this enables Facebook to link IP addresses to individual users.

If you are currently logged into Facebook as a user, there is a cookie on your device containing your Facebook ID. This enables Facebook to track that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook buttons embedded in websites allow Facebook to track your visits to these websites and associate them with your Facebook profile. This data can be used to tailor content or advertising to you. If you wish to avoid this, you should log out of Facebook or deactivate the "stay logged in" function, delete the cookies stored on your device, and close and restart your browser. This will delete Facebook information that can be used to identify you directly. This allows you to use our Facebook page without your Facebook ID being revealed. If you access interactive features on the page (Like, Comment, Share, Messages, etc.), a Facebook login screen will appear. Once you have logged in, you will once again be recognisable to Facebook as a specific user.

Processing of data by us:

We can access statistical data in various categories via the Facebook page's 'Insights'. These statistics are generated and provided by Facebook. As the page operator, we have no influence over their generation or presentation. We cannot disable this function or prevent the generation and processing of the data. For a selectable period and for the categories of fans, subscribers, people reached and people interacting, Facebook provides us with the following data relating to our Facebook page:

- Total number of page views and activities, post interactions ('Likes', comments, shared content, clicks on links, etc.), (post) reach, video views, replies,
- proportion of men and women,
- origin by country and city,

- Language,
- Views and clicks in the shop,
- Clicks on route planners,
- Clicks on phone numbers.

Data relating to the Facebook groups linked to our Facebook page is also provided in this way. Due to the constant development of Facebook, the availability and presentation of the data is subject to change; therefore, for further details, please refer to Facebook's privacy policy mentioned above. We use this data, which is available in aggregated form, to make our posts and activities on our Facebook page more appealing to users. For example, we use the breakdowns by age and gender to tailor our messaging and the users' preferred visiting times to optimise the timing of our posts. Information about the types of devices used by visitors helps us to adapt the visual design of our posts accordingly. In accordance with Facebook's Terms of Service, to which every user has agreed when creating a Facebook profile, we can identify the page's subscribers and fans and view their profiles as well as other information they have shared.

User rights:

Under the joint responsibility agreement concluded between us and Facebook, Facebook Ireland assumes primary responsibility under the GDPR for the processing of Insights data and fulfils all obligations under the GDPR with regard to the processing of Insights data (including Articles 12 and 13 of the GDPR, Articles 15 to 22 of the GDPR and Articles 32 to 34 of the GDPR). Furthermore, Facebook Ireland will make the key points of this Page Insights Supplement available to data subjects.

You are welcome to contact us or Facebook if you have any questions. Under the agreement between us and Facebook, we will forward your enquiry to Facebook without delay where Facebook is solely responsible for fulfilling your data subject rights. Facebook Ireland will respond to enquiries in accordance with the obligations incumbent upon us under this Page Insights Supplement.

3.2. Instagram Page

Together with Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, we are jointly responsible for data processing on this Instagram page within the meaning of Article 26 of the GDPR.

The key provisions of our joint controller agreement can be found here: https://www.facebook.com/legal/terms/page_controller_addendum

We operate this page as a communication and information channel to provide information about our services. Personal data is processed in accordance with Article 6(1)(f) of the General Data Protection Regulation on the basis of our legitimate interest in using this modern means of providing information and interacting with users and visitors to the page.

Please note that you use this Instagram page and its features at your own risk. This applies in particular to the use of interactive features (such as commenting or rating).

When you visit our Instagram page, Facebook collects, among other things, your IP address and other information stored on your device in the form of cookies. This information is used to provide us, as the operator of the Instagram page, with statistical information regarding the use of the Instagram page. The data collected about you in this context is processed by Facebook and may be transferred to countries outside the European Union. Facebook describes in general terms what information it receives and how it is used in its privacy policy. There you will also find information on how to contact Facebook and on the settings options for advertisements. The privacy policy is available at the following link: <https://help.instagram.com/519522125107875>

Facebook does not provide a clear and definitive explanation of how it uses data from visits to Instagram pages for its own purposes, to what extent activities on the Instagram page are attributed to individual

users, how long Facebook stores this data, or whether data from a visit to the Instagram page is passed on to third parties; we are not aware of this information.

When you access an Instagram page, the IP address assigned to your device is transmitted to Facebook. According to Facebook, this IP address is anonymised (in the case of 'German' IP addresses) and deleted after 90 days. Facebook also stores information about its users' devices (for example, as part of the 'login notification' feature); where applicable, this enables Facebook to link IP addresses to individual users.

If you are currently logged in to Instagram as a user, there is a cookie on your device containing your Instagram ID. This enables Facebook to track that you have visited this page and how you have used it. This also applies to all other Instagram pages. Through Instagram buttons embedded in websites, Facebook is able to track your visits to these websites and associate them with your Instagram profile. Based on this data, content or advertising can be tailored to you. If you wish to avoid this, you should log out of Instagram or deactivate the "stay logged in" function, delete the cookies stored on your device, and close and restart your browser. This will delete Instagram information that can be used to directly identify you. This allows you to use our Instagram page without your Instagram ID being revealed. If you access interactive features on the page (like, comment, messages and others), an Instagram login screen will appear. Once you have logged in, you will once again be recognisable to Instagram as a specific user.

3.3. YouTube page

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, is solely responsible for data protection on our YouTube page.

There is currently no joint responsibility with Google/YouTube under Article 26 of the GDPR.

Further information can be found in Google's privacy policy: <https://policies.google.com/privacy>

We operate this page as a communication and information channel to provide information about our services. Personal data is processed in accordance with Article 6(1)(f) of the General Data Protection Regulation on the basis of our legitimate interest in using this modern means of providing information and interacting with users and visitors to the page.

Please note that you use the YouTube channel offered here and its features at your own risk. This applies in particular to the use of the 'Discussion' feature. Information on which data is processed by Google and for what purposes can be found in Google's privacy policy: <https://policies.google.com/privacy>.

We have no influence over the nature and scope of the data processed by Google, the manner of processing and use, or the disclosure of this data to third parties. Nor do we have any effective means of control in this regard. By using Google, your personal data is collected, transmitted, stored, disclosed and used by Google. Furthermore, regardless of your place of residence, your data will be transferred to the United States, Ireland and any other country in which Google LLC operates, and will be stored and used there. Data is transferred to companies affiliated with Google, as well as to other trusted companies or individuals who process it on Google's behalf. In doing so, Google processes, on the one hand, the data you voluntarily provide, such as your name, username, email address and telephone number. Google also processes the content you create, upload or receive from others whilst using the services. This includes, for example, photos and videos you save, documents and spreadsheets you create, and comments you post on YouTube videos. Furthermore, Google analyses the content you share to determine which topics you are interested in, stores and processes private messages that you send directly to other users, and can determine your location using GPS data, information about wireless networks or your IP address in order to provide you with advertising or other content.

For this analysis, Google may use analytics tools such as Google Analytics. We have no influence over Google's use of such tools and have not been informed of any such potential use. Should tools of this kind be used by Google for our YouTube channel, we have neither commissioned this nor supported it

in any way. Nor is the data obtained from the analysis made available to us. We can only view subscribers' profiles via their accounts. Furthermore, we have no means of preventing or stopping the use of such tools on your YouTube channel.

Finally, Google also receives information when you view content, for example, even if you have not created an account. This so-called "log data" may include your IP address, browser type, operating system, information about the website you visited previously and the pages you have visited, your location, your mobile network provider, the device you are using (including device ID and application ID), the search terms you have used, and cookie information.

You can restrict the processing of your data via the general settings of your Google account. In addition to these tools, Google also offers specific privacy settings for YouTube. You can find out more in Google's guide to privacy in Google products: <https://policies.google.com/technologies/product-privacy>.

Further information on these points can be found in Google's Privacy Policy under the heading 'Privacy settings': <https://policies.google.com/privacy?hl=en>.

We also process your data when you communicate with us via YouTube. Although we do not collect any data about your YouTube account ourselves, the data you enter on YouTube – in particular your username and the content published under your account – is processed by us to the extent that we may respond to your comments and posts under 'Discussions'. The data you freely publish and share on YouTube may thus be incorporated into our service and made available to our followers.

3.4. LinkedIn Page

Together with LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, we are jointly responsible for data processing on this LinkedIn page within the meaning of Article 26 of the GDPR.

The key provisions of our agreement on joint responsibility can be found here: <https://legal.linkedin.com/pages-joint-controller-addendum>

We operate this page as a communication and information channel to provide information about our services. Personal data is processed in accordance with Article 6(1)(f) of the General Data Protection Regulation on the basis of our legitimate interest in using this modern means of providing information and interacting with users and visitors to the page.

Please note that you use this LinkedIn page and its features at your own risk. This applies in particular to the use of interactive features (for example, when you post a comment, click the 'Like' button, share a post, send us a message, visit the page, or engage in any other possible interaction on our LinkedIn page).

We have no influence over the nature and scope of the data processed by LinkedIn, the manner of processing and use, or the disclosure of this data to third parties. Nor do we have any effective means of control in this regard. When you use LinkedIn, your personal data is collected, transmitted, stored, disclosed and used by LinkedIn.

You can restrict the processing of your data via the general settings of your LinkedIn account. Furthermore, on mobile devices (smartphones, tablet computers), you can restrict LinkedIn's access to contact and calendar data, photos, location data, etc. via the settings on those devices. However, this depends on the operating system used.

Information on the available personalisation and privacy settings can be found here: <https://www.linkedin.com/help/linkedin/answer/a1337839/managing-your-account-and-privacy-settings-overview>.

We also process your data when you communicate with us via LinkedIn. By analysing visits and interactions on our LinkedIn page, we obtain usage profiles and statistics. The visitor statistics generated are transmitted to us exclusively in anonymised form. We do not have access to the

underlying data. This information collected by LinkedIn is also used to generate demographic and geographical analyses, which are made available to us. Using all this information, companies can better understand which posts interest users, interact more effectively with their target audience, or place more effective advertisements.

3.5 Pinterest page

Together with Pinterest Europe Ltd. (Waterloo Exchange, 3rd Floor, Waterloo Road, Dublin 4, Ireland), we act as joint controllers, within the meaning of Article 26 of the General Data Protection Regulation ("GDPR"), only with regard to the processing of personal data necessary for the operation of our Pinterest page and the provision of aggregated page analytics and insights (Pinterest Analytics) made available to us by Pinterest. Pinterest remains solely responsible for any other processing of personal data carried out for its own purposes, including the operation of the Pinterest platform, account management, advertising, profiling, security, and compliance with its legal obligations.

The allocation of responsibilities between us and Pinterest is described in Pinterest's applicable legal documentation. Data subjects may exercise their rights under the GDPR with either us or Pinterest. However, as the platform provider, Pinterest is generally best placed to respond to requests relating to personal data processed by Pinterest for its own purposes.

We operate this Pinterest page as a communication and information channel to share content, ideas, and information about our products and services. We process personal data relating to interactions with our Pinterest page on the basis of our legitimate interests pursuant to Article 6(1)(f) GDPR, namely to communicate with users, promote our business, and evaluate the reach and effectiveness of our content. Pinterest processes personal data for its own purposes under the legal bases described in its Privacy Policy.

Please note that you use this Pinterest page and its features (such as saving Pins, repinning, commenting, or sending direct messages) at your own risk.

When you visit our Pinterest page, Pinterest may collect your IP address and other technical information from your device through cookies and similar technologies, where applicable and subject to your consent where required under applicable law. This information enables Pinterest to provide us with aggregated statistical information regarding the use, performance and reach of our Pinterest page and content (Pinterest Analytics). The personal data collected in this context is processed by Pinterest and may be transferred to countries outside the European Economic Area, including the United States, using the transfer mechanisms described in Pinterest's Privacy Policy.

Pinterest explains the categories of personal data it collects, the purposes of processing, the applicable legal bases, recipients of the data, international data transfers, retention periods, users' rights and the available privacy controls in its Privacy Policy, which is available at:

<https://policy.pinterest.com/en/privacy-policy>

Certain aspects of Pinterest's own processing operations are determined exclusively by Pinterest. We have no influence over, and only limited visibility into, such processing activities, including the detailed operation of Pinterest's advertising systems, profiling activities, internal data retention periods, and any subsequent disclosures to third parties carried out by Pinterest in accordance with its own privacy documentation.

If you are logged into your Pinterest account while visiting our Pinterest page, Pinterest may be able to associate your visit and your interactions with our content with your Pinterest account in accordance with its Privacy Policy. Similar associations may also occur when you visit third-party websites or applications that integrate Pinterest features, such as the "Save" or "Pin It" button. Pinterest may use such information for the purposes described in its Privacy Policy, including the personalization of content and advertising.

If you wish to reduce the likelihood that Pinterest associates your visit to our Pinterest page with your Pinterest account, you should log out of your Pinterest account before visiting our page and clear the

Pinterest cookies stored on your device. Please note, however, that if you subsequently use interactive features of our Pinterest page (such as saving a Pin, commenting, or sending a message), you may be required to log in again, and your activity may once again be associated with your Pinterest account in accordance with Pinterest's Privacy Policy.

3.6 Threads

Together with Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, we are jointly responsible for the processing of personal data relating to our Threads account within the meaning of Article 26 of the General Data Protection Regulation ("GDPR"), in particular with regard to the processing of Insights data made available to us by Meta. Meta provides analytics and Insights functionalities for Threads accounts. To the extent that aggregated Insights data is processed under a joint controllership arrangement, information regarding Meta's allocation of responsibilities is available in Meta's legal documentation.

We operate this Threads account as a communication and information channel to provide information about our products, services and activities. Personal data is processed pursuant to Article 6(1)(f) GDPR on the basis of our legitimate interest in using this communication platform to interact with users and visitors, promote our business, and evaluate the reach and effectiveness of our content.

Please note that you use this Threads account and its features (such as liking, reposting, commenting, mentioning, or sending direct messages) at your own risk.

Processing of personal data by Meta

When you visit our Threads account or interact with content made available through the Threads platform, Meta may store and access cookies and similar technologies on your device. Where the use of such technologies is not strictly necessary, this generally takes place on the basis of your consent in accordance with applicable data protection and ePrivacy legislation. We have no influence over the deployment or analysis of these technologies by Meta. Further information regarding Meta's use of cookies is available in Meta's Cookie Policy: <https://www.facebook.com/policy/cookies/>.

We do not integrate Threads social plugins, embedded feeds, "Like", "Share", or other active Meta widgets on our own website. Any reference to our Threads account is provided solely through simple hyperlinks or icons which redirect you to the Threads platform only after you actively click on them. Consequently, merely visiting our website does not automatically transmit personal data to Meta through such links.

The personal data collected in connection with your use of Threads is processed by Meta and may be transferred to countries outside the European Economic Area, including the United States, using the safeguards described in Meta's Privacy Policy.

Meta explains the categories of personal data it collects, the purposes of processing, the applicable legal bases, recipients of personal data, international transfers, retention periods, users' rights and available privacy settings in its Privacy Policy, available here: <https://www.facebook.com/privacy/policy/>.

Certain aspects of Meta's processing operations are determined exclusively by Meta. We have no influence over, and only limited visibility into, such processing activities, including the operation of Meta's advertising systems, profiling activities, recommendation algorithms, internal data retention periods, and any subsequent disclosures of personal data carried out by Meta.

When you access our Threads account, your device transmits certain technical information, including your IP address, to Meta. If you are logged into your Meta account while visiting our Threads account, Meta may associate your visit and your interactions with our content with your user account in accordance with its Privacy Policy. Similar associations may occur when you visit other websites or applications integrating Meta technologies.

If you wish to reduce the likelihood that Meta associates your visit to our Threads account with your Meta account, you should log out of your account before visiting our Threads account, disable any "remember me" functionality, clear the cookies stored on your device and restart your browser. Please

note that if you subsequently use interactive features of our Threads account, you may be prompted to log in again, and your activity may once again be associated with your Meta account.

Processing of personal data by us

Through the analytics and Insights functionalities provided by Meta, we receive aggregated statistical information relating to the performance of our Threads account and our content. Depending on the functionality made available by Meta, this information may include, for example:

- the number of profile visits and content views;
- interactions with posts (such as likes, reposts, replies, shares and clicks);
- audience reach and engagement;
- demographic information, such as age ranges, gender, countries, cities and languages, presented only in aggregated form;
- information regarding the devices used to access our content.

We have no influence over the generation or presentation of these statistics and cannot disable the underlying processing carried out by Meta. We use the aggregated information made available to us exclusively to better understand how users interact with our content, improve the quality of our communications, optimise the timing and format of our publications, and tailor our content to the interests of our audience. We do not use this information to identify individual users.

Data subject rights

Under the joint controller arrangement concluded between us and Meta, Meta assumes primary responsibility for complying with the GDPR obligations relating to the processing of Insights data, including the provision of information to data subjects and the handling of requests to exercise rights under Articles 15 to 22 GDPR.

You may exercise your data protection rights either with us or directly with Meta. Where your request concerns processing activities for which Meta is solely responsible, or where Meta is better placed to respond, we will forward your request to Meta without undue delay. Further information regarding the exercise of your rights is available in Meta's Privacy Policy and the applicable joint controller arrangement.

3.7 TikTok

Together with TikTok Technology Limited (10 Earlsfort Terrace, Dublin 2, D02 T380, Ireland) and, where applicable, TikTok Information Technologies UK Limited (One London Wall, London EC2Y 5EB, United Kingdom), we are jointly responsible for the processing of personal data relating to the Analytics/Insights functions of our TikTok account within the meaning of Article 26 GDPR. The essential terms of the joint controller arrangement are set out in TikTok's Analytics Joint Controller Addendum, available here: <https://www.tiktok.com/legal/page/global/tiktok-analytics-joint-controller-addendum/en>.

Data subjects may exercise their rights under the GDPR with either us or TikTok. However, TikTok is generally best placed to respond to requests relating to personal data processed by TikTok for its own purposes.

We operate this TikTok account as a communication and information channel to share videos, updates and information about our products and services. We process personal data relating to interactions with our TikTok account on the basis of our legitimate interests pursuant to Article 6(1)(f) GDPR, namely to communicate with users, promote our business, and evaluate the reach and effectiveness of our content. TikTok processes personal data for its own purposes under the legal bases described in its Privacy Policy.

Please note that you use our TikTok account and its features (such as following, liking, sharing, commenting, creating Duets or Stitch videos, or sending direct messages where available) at your own risk.

When you visit our TikTok account, TikTok may collect your IP address and other technical information from your device through cookies, local storage technologies and similar technologies, where applicable and subject to your consent where required under applicable law. This information enables TikTok to

provide us with aggregated statistical information regarding the use, performance and reach of our account and content (Analytics). The personal data collected in this context is processed by TikTok and may be transferred to countries outside the European Economic Area using the transfer mechanisms described in TikTok's Privacy Policy, available here:

<https://www.tiktok.com/legal/page/eea/privacy-policy/en>.

TikTok explains the categories of personal data it collects, the purposes of processing, the applicable legal bases, recipients of personal data, international data transfers, retention periods, users' rights and the available privacy controls in its Privacy Policy.

Certain aspects of TikTok's processing operations are determined exclusively by TikTok. We have no influence over, and only limited visibility into, such processing activities, including the operation of its recommendation algorithms, advertising systems, profiling activities, internal data retention periods, and any subsequent disclosures of personal data carried out by TikTok.

If you are logged into your TikTok account while visiting our TikTok account, TikTok may associate your visit and your interactions with our content with your account in accordance with its Privacy Policy. TikTok may also use such information for the purposes described in its Privacy Policy, including content personalization, recommendations and advertising.

If you wish to reduce the likelihood that TikTok associates your visit to our account with your TikTok account, you should log out of your TikTok account before visiting our page and clear the relevant cookies stored on your device. Please note that if you subsequently use interactive features of our TikTok account, your activity may once again be associated with your TikTok account in accordance with TikTok's Privacy Policy.

4. Contact via a social media channel – US Transfer – Data Privacy Framework

In connection with the operation of our social media presence, personal data may be transferred to recipients in countries outside the European Union ("third countries"), in particular to the operators of the respective platforms.

For certain providers (e.g. Meta/Facebook, Google/YouTube, LinkedIn), an adequacy decision has been in place since July 2023, issued by the European Commission pursuant to Article 45 of the GDPR ('EU-US Data Privacy Framework'), provided that the relevant provider is certified under the Data Privacy Framework. Data transfers to certified providers are carried out on this basis. In all other cases, data is transferred on the basis of appropriate safeguards under Article 46 of the GDPR, in particular standard data protection clauses. The responsibility for carrying out any necessary risk assessments ("Transfer Impact Assessments") and implementing additional safeguards lies with the respective platform operator. We ourselves do not transfer any personal data to recipients outside the EU/EEA in the course of operating our social media presence.

Further information on the safeguards in place can be found in the privacy policies of the respective platform operators.

5. Contacting us via a social media channel

If you use our profiles on social networks to contact us (e.g. by creating your own posts, reacting to one of our posts or sending us private messages), the data you provide to us will be processed by us solely for the purpose of contacting you. The legal basis for data collection is therefore Article 6(1)(a) and (b) of the GDPR.

You can contact us and/or our Data Protection Officer – also with regard to local social media pages, at dpo@msccruises.com.

Handling of sensitive information:

We ask that you do not transmit any special categories of personal data (e.g. health data, information on ethnic origin, religious affiliation, etc.) via social media communication channels. Should we nevertheless receive such information, it will be processed solely for the purpose of dealing with your enquiry and will otherwise be deleted immediately.

Retention period:

We will delete personal data stored by us in connection with the use of social media platforms as soon as the purpose of the processing no longer applies, you request us to delete it, or you withdraw your consent. Statutory retention obligations remain unaffected by this.

In all other respects, the respective privacy policy of the platform operators applies with regard to the retention period of the data processed by them.

6. Your rights as a data subject

As a data subject, you have the following rights:

- You have the right, within the scope of Article 15 of the GDPR, to obtain information from us regarding the processing of your personal data.
- You have the right, within the scope of Article 16 of the GDPR, to request that we rectify any inaccurate personal data concerning you without delay and/or complete any incomplete personal data.
- You have the right, within the scope of Article 17 of the GDPR, to request the erasure of your personal data without undue delay.
- You have the right, within the scope of Article 18 of the GDPR, to request the restriction of the processing of data concerning you.
- You have the right, within the scope of Article 20 of the GDPR, to receive the personal data concerning you that you have provided to us in a structured and machine-readable format and to transmit this data to another controller.
- You have the right, within the scope of Article 21 of the GDPR, to object at any time to the processing of your personal data on grounds relating to your particular situation, provided that the processing is based on a legitimate interest or your data is used for the purposes of direct marketing.
- You have the right to withdraw your consent to data processing at any time, without this affecting the lawfulness of the data processing carried out on the basis of your consent prior to withdrawal.
- You have the right to lodge a complaint with a supervisory authority regarding our processing of your data.