

PRIVACY POLICY

TIME TO PLAY FINGER FOOD CONTEST - 2026

1. Data Controller

The Data Controller for the Contest is:

Ajinomoto Foods Europe, a Simplified Joint-stock Company with capital of €35,000,000, 32 rue Guersant, 75017 Paris, France.

2. Data collected

The following data is collected via the entry form:

- Email address of the entrant
- Restaurant in which he/she enters the Contest

No other data, in particular **sensitive** or **geolocation** data is collected.

3. Purposes of the data processing

The data is collected solely for the purposes of:

- Entering the Contest;
- Determining the winners and **managing and distributing the prizes**;
- Responding to any complaints.

Anonymous statistics: The data collected may also be used for **internal analysis purposes**, to generate anonymous statistics (e.g. product popularity, number of entries per restaurant). These statistics **do not enable any entrant to be identified** and are not used for commercial or promotional purposes.

4. Legal basis for data processing

The legal basis for data processing is the execution of a **contract** (entering the Contest and awarding prizes) and the legal obligations resulting therefrom.

5. Data recipients

The data can only be accessed by:

- **Ajinomoto Foods Europe**, as the Organiser of the Contest;
- **Loyalty Company – Kiss the Bride**, authorised agency for the technical management of the platform, acting **as a data processor** pursuant to the GDPR.

No data is transferred to third parties or outside the European Union.

6. Retention period

The data is retained for **3 months after the end of the Contest**, then permanently deleted.

7. Rights of entrants

In accordance with Regulation (EU) 2016/679 (GDPR) and the French Data Protection Act, each entrant has the following rights:

- Right to access and rectify his/her data;
- Right to erase his/her data;
- Right to limit the processing of his/her data;
- Right to object to the processing of his/her data.

These rights may be exercised by writing to:

Ajinomoto Foods Europe – Marketing Department

32 rue Guersant, 75017 Paris, France

or by email: GDPR_contact@afe-emea.eu

8. Data security

Ajinomoto Foods Europe and its subcontractor **Kiss the Bride** implement the technical and organisational measures required to ensure the **confidentiality, integrity and security** of the data collected.

9. CNIL contact

In the event of any unresolved difficulties, entrants have the right to lodge a complaint with the French Data Protection Authority, CNIL (www.cnil.fr).

10. Updates to the policy

Ajinomoto Foods Europe reserves the right to **amend this Privacy Policy** at any time.

The applicable version is the one available on the **Contest platform** at www.timetoplay-fingerfood.eu when entering the Contest.