PRIVACY POLICY

1. WHAT'S IN THIS POLICY?

AIM Experience Group is committed to protecting your privacy and ensuring that your Personal Data is protected at all times.

This policy (and any other documents referred to in it) (collectively referred to as **"the Policy"**) sets out the basis upon which any Personal Data in relation to you which we collect will be processed by us.

This Policy applies to all users, members, partners, suppliers and corporate representatives interacting with AIM Experience Group across all its services and products, including, but not limited, to Membership Tiers, platforms, services and experiences.

This Policy should be read together with AIM's General Membership Terms and Conditions, the AIM Application Terms and Conditions, any applicable Event Terms and Conditions, and any Supplier terms that apply to a Service, Experience or Event.

Please read this Policy carefully to understand our views and practices regarding your Personal Data and how we will treat it.

2. WHO WE ARE AND HOW TO CONTACT US

AIM Experience Group Limited is a limited company registered in Ireland under company number 631717 and has its registered office at Block 3, Harcourt Centre, Harcourt Road, Dublin 2, D02 A339 (**"AIM Experience Group"**).

AIM Experience Group is subject to the requirements of the GDPR as well as those national and local laws and regulations in the jurisdictions within which it operates.

For the purposes of the GDPR, AIM Experience Group acts as the Data Controller in respect of your Personal Data.

Any data protection related queries can be sent to info@aimexperiencegroup.com.

3. INFORMATION WE COLLECT FROM YOU

We collect Personal Data in relation to you when you interact with us or that you provide to us whether through the App, the Website, by engaging with us on messaging platforms and/or social media platforms, by utilising our services or otherwise. We may also receive Personal Data in relation to you from a third party, or we may obtain such other Personal Data about you as may be provided to us in the course of our legitimate business activities.

Where required to administer a Membership or deliver a Service, Experience or Event, we may collect Personal Data relating to Private Members, Corporate Members, Corporate

Representatives, guests, invitees, employees, authorised users and Event attendees. This may include information required to confirm eligibility, process bookings, arrange travel, comply with Supplier requirements, manage safety, and support the delivery of the relevant Service, Experience or Event.

For the purposes of this Clause, where we receive Personal Data about you from a third party, we presume that party is lawfully processing your data in compliance with Data Protection Law and AIM Experience Group accepts no responsibility for non-compliance with Data Protection Law by any such third party.

Corporate Members and Corporate Representatives

For consistency with AIM's General Membership Terms and Conditions, references in this Policy to Business Members shall be read as references to Corporate Members where applicable.

Where Personal Data relates to Business Members and Corporate Representatives, such Personal Data may be processed in a business-to-business context for the purposes of delivering corporate services, strategic partnerships, experience platforms, travel services, brand experiences and corporate hospitality services.

Where a Membership is entered into by a corporate entity or other legal person, Personal Data may be processed in connection with the administration of that Membership, the delivery of services, relationship management, financial administration, compliance, and governance activities.

Corporate Representatives act on behalf of Business Members and are authorised to provide Personal Data to AIM Experience Group in connection with the provision of services and the administration of Memberships. AIM Experience Group shall process such Personal Data in accordance with this Policy and applicable Data Protection Law.

We will collect and process the following Personal Data:

3.1. **Information collected via the App**

This is information about you that either you or a third party on your behalf provide to us through the App. Ordinarily it includes information such as your name, contact details, professional details and other profile information you provide to us via the App. It may also include your financial information (if applicable), as well as your location information, where this is required for use of the Concierge, Travel or Experience service or where you permit the App to use your location services via your device settings.

3.2. **Additional information we might collect about you via the App**

When you use the App we will automatically collect the following information:

- information you provide through online surveys and questionnaires, preference choices you make (such as preferred destinations, cuisine types and personal interests) and information on your usage of the App including pages viewed, facilities used etc.;

- we also monitor user/usage of the App and collect and process statistical information on a non-personally identifiable basis about users, their profile, preferences and use of the App. This includes the information which is otherwise Personal Data except that it is processed on an anonymous basis and cannot be linked to specific individuals or entities;

- on an aggregated basis, we also collect anonymous data related to the pages, downloads and other content that is sampled, clicked on, streamed, searched for, transferred from and downloaded.

3.3. **Information collected via the Website**

This is information about you that either you provide to us through the Website. Ordinarily it includes information such as your name, address, personal description, e-mail address, phone number and, in some instances, your financial and credit card information where payment is required for any particular reason.

3.4. **Additional information we might collect about you via the Website:**

With regard to each of your visits to the Website we will automatically collect the following information:

- technical information, including the internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

- information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from the Website (including date and time), properties you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number.

You will not be personally identifiable from the information we collect about you as set out in this Clause 3.4 and AIM Experience Group does not combine information collected in this way with any personally-identifiable information.

3.5. **Additional Information which may be collected**

We may collect and process Personal Data generally in the course of providing services to you or communicating with you which could contain your Personal Data, including your full name; your address; your various email addresses; your various phone numbers including mobile phone numbers; your nationality; gender; financial information about you, including your bank account details, credit card details, or other payment details; details of contracts you have entered with third parties for us to provide services to you; details of your relationship to other parties; details of your membership of professional or other organisations; your date of birth; your event booking confirmation, details of children; medical details, including details of allergies and other health information; details of your car registration number; details of your driving licence; and details of your passport, your employer and employer contact information references, criminal records checks, details of emergency contacts, photographs and/or video images, CCTV images. This may also include visa information, travel permissions, travel insurance details, dietary requirements, accessibility requirements, emergency contact details, guest preferences, itinerary details, booking references, Supplier confirmations, and any information reasonably required by AIM or a Supplier to deliver or facilitate a Service, Experience or Event.

We may require you to provide certain financial information (including pension information) in order to facilitate the processing of payments and all other Data which you ask us to process on your behalf, or which is necessary for us to process in order for us to fulfil our role as providing event organisation and other related services to you.

3.6. **Cookie Policy**

We make use of cookies and other similar technologies to let us know whether you have or have not seen a particular web page or email. Certain features of our App and Website require cookies or similar technologies on a strictly necessary basis to allow the site to function. In other cases, your specific consent is required. You can also find out more about the cookies we use in our App and Website.

3.7. **General Notice On Messaging Apps**

Should you wish to engage with AIM Experience Group's services via messaging apps, the aforementioned data may also be collected from you there.

4. PURPOSES FOR WHICH WE COLLECT YOUR INFORMATION

4.1. We may collect Personal Data through our social media channels, platforms and messaging services where individuals engage with AIM Experience Group, communicate with us, interact with our content, attend events, participate in experiences, or engage with our brands through social platforms.

4.2. **Personal Data collected through the APP**

We process Personal Data for the purposes of delivering Membership services, administering Membership accounts, delivering Experiences, providing travel and experience services, delivering corporate services, supporting strategic partnerships, managing relationships, supporting operational delivery, administering financial processes, complying with legal and regulatory obligations, managing risk, ensuring security and fraud prevention, undertaking quality assurance, improving services, developing platforms, managing communications, and undertaking marketing activities (subject to consent where required). This includes processing Personal Data to administer Membership accounts, display or manage Credit or points, process booking requests, communicate with Private Members and Corporate Representatives, and support the delivery of Services, Experiences and Events through the AIM App or any successor digital platform.

4.2.1. Personal Data collected via the App will be primarily used by AIM Experience Group to carry out its obligations arising from the services it renders to its users/members.

4.2.2. We rely on our legitimate interests in promoting a high-end luxury lifestyle app to use your Personal Data to verify that you are a suitable user for the App and/or to ensure that only users to whom the App is aimed at are using it.

4.2.3. We will rely on your consent to process cookies and also to provide you with additional information, services and features that you have requested from us which fall outside our contract with you.

4.2.4. AIM Experience Group has a legitimate interest in ensuring that no unlawful activity is taking place on the App and where such activity is suspected and/or has been reported, your Personal Data may be processed by AIM Experience Group to investigate and deal with such matters. Your Personal Data may also be shared with our legal advisors, insurers and appropriate law enforcement agencies in such circumstances.

4.2.5. AIM Experience Group also has a legitimate interest in pursuing and/or defending legal claims which may arise from time to time as a result of your use of the App. In such circumstances, your Personal Data may be shared with our legal advisors, insurers and/or any other party relevant in the context of dealing with such claim.

4.2.6. In limited circumstances your Personal Data may be processed to comply with a statutory and/or legal obligation to which AIM Experience Group is subject.

4.2.7. To fulfil our legitimate interest in providing a high-quality service for users/members, the information set out at Clauses 3.1 and 3.2 of the Policy will be processed for the following purposes:-

- to administer the App and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve the App to ensure that content is presented in the most effective manner for you and for your electronic device;
- to allow you to participate in interactive features of our service, when you choose to do

so;

- as part of our efforts to keep the App safe and secure;

- to measure or understand the effectiveness of any advertising we serve to you and others via the App, and to deliver relevant advertising to you.

4.2.8. The App uses artificial intelligence and machine learning technologies to generate personalised recommendations, suggestions and curated content ("AI Recommendations") for Members. In order to provide AI Recommendations, AIM Experience Group processes Personal Data including (without limitation) your profile information, preference choices, booking history, usage data and interaction patters within the App.

4.2.8.1. AI Recommendations are generated by automated systems based on algorithms, data analysis and machine learning models and are not individually reviewed by a human prior to being provided to you. AI Recommendations are provided for general informational purposes only and do not constitute professional, financial or other specialist advice.

4.2.8.2. Where such processing constitutes automated decision-making (including profiling) which produces legal effects concerning you or similarly significantly affects you, you have the right to obtain human intervention, to express your point of view and to contest the decision. To exercise this right, please contact us at info@aimexperiencegroup.com.

4.3. **Personal Data collected through the Website**

4.3.1. Information collected via the Website (as set out at Clauses 3.3 and 3.4 above) will be used by AIM Experience Group for the following purposes:

- on the basis of your consent, to provide you with information, products and/or services that you have requested from us;

- in certain circumstances, to carry out our obligations arising from any contracts entered into between you and AIM Experience Group;

- to comply with any statutory obligations to which the AIM Experience Group is subject; and

- to ensure that content from the Website is presented in the most effective manner for you and for your computer or electronic device.

4.3.2. Additional information collected via the Website (as set out in Clause 3.4 above) will be used by AIM Experience Group for the following purposes:

- to administer the Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;

- to improve the Website to ensure that content is presented in the most effective manner for you and for your computer;

- to allow you to participate in interactive features of our service, when you choose to do so;

- as part of our efforts to keep the Website safe and secure;

- to measure or understand the effectiveness of any advertising we serve to you and others via the Website, and to deliver relevant advertising to you.

4.4. **Additional Information**

4.4.1. Additional information collected pursuant to Clause 3.5 above will be used by AIM Experience Group for the following purposes:

- to provide you with information, products and/or services that you have requested from us;
- to carry out our obligations arising from any contracts entered into between you and AIM Experience Group;
- to comply with any statutory obligations to which the AIM Experience Group is subject.

4.4.2. AIM Experience Group also has a legitimate interest in pursuing and/or defending legal claims which may arise from time to time as a result of your use of our services or interaction with us or our members. In such circumstances, your Personal Data may be shared with our legal advisors, insurers and/or any other party relevant in the context of dealing with such claim.

4.4.3. AIM Experience Group may process Personal Data, financial information and transaction information for the purposes of administering Membership Fees, Credit, Minimum Spend, invoices, refunds, payments to or from Suppliers, payment reconciliation, financial reporting and related accounting or compliance requirements.

5. DISCLOSURE OF YOUR INFORMATION TO THIRD PARTIES

5.1. For the purposes set out at Clause 4 above, AIM Experience Group may share your Personal Data with third parties including, but not limited to, our chosen service partners. This includes the sharing of Personal Data with partners, which may provide lifestyle services accessible via the App, by phone or by email, for the purposes of managing bookings, reservations and concierge requests on the behalf of certain Members. Where reasonably necessary to deliver, arrange or facilitate a Service, Experience or Event, we may share Personal Data with Suppliers, Event Partners and other third parties involved in the relevant booking or arrangement, including hotels, airlines, transport providers, venues, restaurants, guides, destination management companies, payment providers and technology providers. Where a Corporate Member, Corporate Representative or other authorised person provides Personal Data relating to employees, guests, invitees, authorised users or Event attendees, AIM relies on that person confirming that they have the authority and, where required, the necessary notices, consents or other lawful basis to provide such Personal Data to AIM for the purposes described in this Policy.

5.2. In certain circumstances, for the purposes outlined, it may be necessary to share your Personal Data with non-partner third parties, including external advisers, consultants and/or third party service providers for example payments service providers, IT support companies, cyber security service providers, mailing companies and/or researchers who carry out projects for AIM Experience Group or who are instructed on behalf of the AIM Experience Group.

5.3. In those instances where we share your Personal Data with third parties, we will comply with all Data Protection Law regarding data sharing and where necessary, we will put in place with such third parties written contracts to procure that your Personal Data is not used for any reason other than for which it has been provided to that party by AIM Experience Group and to generally ensure the protection and security of your Personal Data.

5.4. In certain circumstances AIM Experience Group may be under a duty to disclose or share your Personal Data in order to comply with a legal or statutory obligation, or in order to enforce or apply our terms and conditions (the Contract) and other agreements; or to protect the rights, property, or safety of AIM Experience Group, our members, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and the prevention of criminal activity. This may include processing and sharing Personal Data where necessary to investigate complaints, manage conduct issues, enforce confidentiality obligations, prevent circumvention of AIM's Supplier relationships, protect AIM's legitimate business interests, or

respond to legal claims or regulatory requests.

5.5. We may also disclose your Personal Data to third parties in the event that we sell or buy any business or assets.

5.6. Where you attend an AIM Event, Experience or related activity, photography, video or other recording may take place. AIM may process such images or recordings for event administration, internal records, promotional, marketing, website, social media or advertising purposes, subject to applicable law and any preferences or objections notified to AIM. Where AIM publishes imagery in which an attendee is clearly identifiable, the attendee may request removal by contacting AIM, and AIM shall use commercially reasonable efforts to remove or replace the imagery within a reasonable period.

5.7. Where Chatham House Rules apply to an Event, AIM may process attendee information for event administration, guest management and security purposes. Attendees must not disclose the identity or affiliation of speakers or other participants except where permitted by AIM or required by law.

6. HOW LONG DO WE RETAIN YOUR INFORMATION

6.1. AIM Experience Group will generally only retain your Personal Data for as long as necessary to fulfil the purposes for which it was collected. This will be longer in some instances than others.

6.2. In some circumstances it may be necessary to retain your Personal Data for longer than the purpose for which it was collected for example to comply with any relevant legal requirement or where we believe it is necessary to retain the information for longer for example to allow us to defend an actual or anticipated legal claim. This may include retaining Personal Data for as long as reasonably necessary to administer Memberships, manage renewal or termination, evidence bookings and Supplier arrangements, administer Credit or Minimum Spend, process payments or refunds, handle complaints, resolve disputes, comply with tax and accounting obligations, and establish, exercise or defend legal claims.

6.3. Certain anonymised data can be retained indefinitely by AIM Experience Group to understand trends, inform internal reports and improve AIM Experience Group's service offering.

6.4. We will securely delete your Personal Data when it is no longer required.

7. TRANSFERS OUTSIDE THE EUROPEAN ECONOMIC AREA ("EEA")

7.1. Your Personal Data may be processed, either by AIM Experience Group or its trusted third parties, outside of the EEA (to include the UK and other jurisdictions). Where your Personal Data is processed outside the EEA, information that we collect from you may be transferred to, and stored at, a destination outside the EEA. It may also be processed by AIM Experience Group staff operating outside the EEA who work for us or any of our agents, suppliers or product providers located outside the EEA. This may include transfers to Suppliers, Event Partners, hotels, transport providers, destination management companies and other service providers located in the destination country or otherwise involved in delivering a Service, Experience or Event.

7.2. AIM Experience Group will ensure that any such processing takes place in accordance with one of the methodologies permissible by Data Protection Law such as, for example the adoption of Standard Contractual Clauses approved by the European Commission or the selection of transferees which operate in countries considered as safe by the European Commission pursuant to Article 45 of the GDPR.

8. SECURITY MEASURES ADOPTED BY AIM EXPERIENCE GROUP

8.1. AIM Experience Group is committed to ensuring appropriate security measures are in place to protect your Personal Data as required by Data Protection Law. Although absolute security cannot be guaranteed (particularly from cyber-attacks), we have put in place a number of measures to protect your information. These include:

- ensuring that measures such as password encryption and database encryption are in place;

- keeping your personal data on encrypted, limited access servers;

- wherever possible and applicable, AIM Experience Group servers reside behind a corporate firewall that maintains controls on access to the system from both our internal network and the Internet. Access to your Personal Data is allowed only to our staff and third parties that require such access and we require our staff and such third parties to keep that information in confidence and to keep it secure. We require any third party that processes your Personal Data to maintain adequate technical and organisational measures to ensure the security of the information.

As effective as modern security practices are, no physical or electronic security system is entirely secure. We cannot guarantee the complete security of our databases, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the internet. We will continue to revise our policies and implement additional security features as new technologies become available.

9. YOUR RIGHTS

9.1. Where you are subject to the protections of the GDPR/European data privacy laws, you have a number of general rights in relation to your Personal Data (subject to some limited exceptions), including:

- the right to information about the Personal Data we hold about you, including who is processing the Personal Data, what is being processed and why it is being processed;

- the right to access to the Personal Data we hold about you either by way of a data subject access request or, in a machine-readable format, by way of a data portability request;

- the right to object to our processing of your data;

- the right to request that your Personal Data be erased or restricted from further use;

- the right to rectify incorrect or incomplete Person Data we hold about you;

- where we process your Personal Data on the basis of your consent, the right to withdraw this consent at any time.

9.2. To exercise any of the above rights please email us at info@aimexperiencegroup.com. Please note that whilst we will carefully assess every request we receive we may not always have to comply. When this happens, we will explain why.

10. QUERIES/COMPLAINTS

10.1. If you have any questions about the contents of the Policy or if you are not happy with the way in which AIM Experience Group handle/have handled your personal data or have dealt with a rights request, please contact us by email at info@aimexperiencegroup.com.

10.2. You may also have a right to make a complaint to your national supervisory authority for data protection.

11. OTHER IMPORTANT INFORMATION

11.1. The App and/or the Website may contain links to and from websites of other parties. If you follow a link to any such website, please note that those websites should have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any Personal Data to these websites.

11.2. All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a username or password which enables you to access certain parts of the App, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

11.3. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data (as set out in Clause 8 of this Policy), we cannot guarantee the security of your data and any transmission of your Personal Data via the App is at your own risk.

12. CHANGES TO THIS POLICY

We reserve the right to change this Policy from time to time in our sole discretion. Any changes we make to the Policy in the future will be posted on the App and on the Website through the updating of the relevant links. Please check back frequently to see any updates or changes to the Policy. By continuing to use the App, the Website and by availing of our services, you accept and agree to this Policy as modified.

This Policy is effective from May 29th, 2026, and supersedes all previous versions.

Glossary of Terms

In this Privacy Policy, the terms below have the following meaning:

AIM: Aim Experience Group, a company incorporated under the laws of Ireland with company number 631717, having its registered office at Block 3, Harcourt Centre, Harcourt Road Dublin 2, Dublin 2, Dublin, D02 A339.

AI Recommendations: the personalised recommendations, suggestions and content generated or curated for Members through the use of artificial intelligence and machine learning technologies within the App.

App: the AIM mobile application or digital platform (including any successor application) provided or made available by AIM Experience Group through which Members may access Services, track Credit or points, make bookings and receive communications from AIM.

Corporate Member: any company, limited partnership, corporation or other legal entity that is contracting wholly or mainly for the purposes of its trade, business, craft or profession.

Corporate Representative: the nominated authorised individual acting on behalf of a Corporate Member.

Credit: amounts paid by or on behalf of a Member for goods and Services supplied, arranged or facilitated by AIM in connection with personal travel, corporate travel, corporate experiences and/or AIM organised Member Experiences.

Data Controller: the entity which, alone or jointly with others, determines the purposes and means of the processing of Personal Data.

Data Processor: the party that Processes Personal Data on behalf of the Data Controller.

Data Protection Law: the GDPR, the Data Protection Acts 1988 to 2018 of Ireland and any other laws which apply to AIM Experience Group in relation to Processing of Personal Data.

Event: a Member Experience organised or facilitated by AIM, including an event connecting AIM Members or Corporate Members.

Event Partner: any third party with whom AIM collaborates in relation to hosting an Event or Events. The term "Event Partner" does not imply any legal partnership or relationship ither than a contractual arrangement with AIM.

Experience: any travel, accommodation, event, hospitality or lifestyle arrangement organised or facilitated by AIM.

GDPR: General Data Protection Regulation 2016/679.

Member: any individual or entity holding Membership with AIM Experience Group.

Membership: participation in any AIM Experience Group Membership Tier.

Personal Data: any information relating to a natural person which allows the identification of that person. Personal Data can include a name, identification number, location information, or any other information that is specific to that person.

Private Member: a natural person using the Services of a Membership, primarily for personal reasons and activities.

Processing: any operation or set of operations which is performed on Personal Data or on sets of Personal Data whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission,

dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Services: the services provided or arranged by AIM in connection with a Membership, including (without limitation) travel arrangements, accommodation bookings, event planning, hospitality services, lifestyle management, concierge services and access to Experiences.

Supplier: any third-party provider engaged, introduced or used in connection with the delivery of a Service, Experience or Event, including (without limitation) hotels, airlines, transport providers, venues, restaurants, guides, destination management companies and event partners.

Website: https://aimexperiencegroup.com as well as any website which may replace it.

You: any natural person in relation to Personal Data relating directly to themselves who downloads, uses and/or engages with the App or who visits, uses and/or engages with the Website or who utilises our services or otherwise engages with us, and not to persons in any other capacity.