



CUSTOMER FEEDBACK POLICY

HOW WE HANDLE YOUR FEEDBACK AND CONCERNS

We are here to help

At Vue, we want every customer to enjoy a great Big Screen experience. If something does not go as expected, we want to understand what happened and help put things right where we can.

This policy explains how to raise a concern, what information we need, how we review it and what you can expect from us.

What counts as a concern?

A concern is any expression of dissatisfaction about your Vue experience. This could relate to something that happened in one of our cinemas, a booking made through our website, a payment, accessibility support, or the service you received from our team.

Before getting in touch

If something happens during your visit, please speak to a member of the cinema team as soon as possible. They are best placed to look into the issue while you are still with us and, where possible, resolve it on the day.

If a concern is not raised with the cinema team at the time, our Customer Service team may have limited ability to investigate it fully afterwards. We will still review what we can and explain our position clearly.

How to share your concern with us

To make sure your concern is captured accurately and sent to the right team, please submit it through our online webform in the FAQs section at <https://www.myvue.com/get-in-touch/faq>.

Using the webform helps us gather the details we need upfront, route your concern correctly and respond as efficiently and fairly as possible.

Accessibility support: if you have an accessibility requirement that makes it difficult to use the website, please call +44 (0) 345 308 4620 and we will be happy to help.

What to include

Please provide as much relevant information as you can so we can review your concern quickly.

Information type	Details
Please include	• Your full name and contact details • The cinema visited, if relevant • The date and time of your visit, booking or interaction • Your booking reference, if you have one • Details of what happened • Who you spoke to at the cinema, if applicable • What support or resolution was offered at the time, if any
Please do <u>NOT</u> include	Full bank card numbers or financial account details Sensitive medical information beyond what is relevant to your concern

If key information is missing, we may need to contact you before we can progress your concern. If payment details are needed, we will only ask for the first 6 and last 4 digits of your card to help us with our investigations.

What happens after you submit?

Once your concern has been submitted, this is what you can expect:

1	Acknowledgement	We aim to acknowledge your concern within 48 - 72 hours.
2	Review	We review the information provided. This may include checking booking details, speaking with the relevant cinema team, or completing an internal review.
3	Response	We aim to respond as soon as reasonably possible. More complex concerns may take longer, and we will keep you updated if we need more time.
4	Resolution	We will explain our findings and, where appropriate, any action being taken.

Submitting a concern does not automatically mean it will be upheld. We will review the information available and be clear about our findings and reasons for our response.

Our response to you

Once we have reviewed your concern, we will explain our position clearly. Depending on the circumstances, our response may include:

- An explanation of what happened
- An apology, where appropriate
- Confirmation of any action taken or being reviewed internally
- A goodwill gesture, where appropriate and at Vue's discretion
- Details of any relevant Vue policy or process
- Confirmation if we are unable to uphold the concern

Any goodwill gesture or compensation offered by Vue is discretionary and does not constitute an admission of liability. Where a goodwill offer is made, it may include an acceptance deadline. If we do not hear back within that time, we may consider the matter closed.

If you are still not happy

If you are not satisfied with our response, you can ask for a further review using the webform or the response route provided by our Customer Service team.

When requesting a review, please explain why you remain dissatisfied and share any new information you would like us to consider.

A Team Leader or Customer Service Manager may review your concern at this stage. Once this review is complete, Vue will confirm its final position.

Please note we are unable to transfer customers directly to a manager during a live contact. If an escalation is required, this will be managed through written communication only.

Communicating with us

We understand that raising a concern can be frustrating. We will treat you with respect and care, and we ask that you communicate with our team in the same way.

If communication becomes abusive, threatening, discriminatory or persistently unreasonable, Vue may need to limit or end contact. In serious cases, information may be shared with the relevant authorities.

How feedback helps us improve

Every piece of feedback helps us improve. We review customer concerns to identify trends, support our teams and make meaningful improvements to the overall experience.

We also ensure positive feedback is shared with the relevant teams, so colleagues are recognised for the great service they provide and for the part they play in creating moments that help you Feel it Forever.

Your privacy

Complaint information is handled sensitively and shared only with the people or teams who need it to review and respond to your concern.

Personal data is handled in line with Vue's Privacy Policy, available at myvue.com/legal/terms-and-conditions.

If you are looking to make a CCTV request, please go to <https://www.myvue.com/get-in-touch/fag> and fill out the CCTV request form.

If you are looking to make a subject access request for your personal data other than CCTV footage, please visit <https://www.myvue.com/get-in-touch/fag> and fill out the subject access request form.

If you would like to make a data protection complaint, please email data.protection@vuemail.com.

Get in touch

Submit your concern using the webform in the FAQs section at myvue.com.

Contact route	Details
Accessibility support	+44 (0) 345 308 4620
Website	https://www.myvue.com/get-in-touch/faq
Head Office Address	Vue Entertainment One Ariel Way 3 rd Floor Westfield London W12 7SL

The accessibility support number is provided for customers who need support using our website or require accessibility assistance. General concerns should be submitted through the webform so we can capture and route them correctly.