

DATA PROTECTION CONSENT FORM

MY WORLD UAE L.L.C (Emaar Business Park, Building 4, 4th Floor, P.O. Box 390490, Dubai, UAE) collects and processes personal data of Members as part of their participation in the Benefit Program to calculate the respective Benefits, specifically first name and surname, title, gender, date of birth, e-mail address, postal address, address coordinates (longitude and latitude), telephone number(s), fax number, Member ID, bank account details (bank, IBAN, BIC, and account holder) as well as data on their shopping behaviour and purchases made (date of purchase, place of purchase, time of purchase, purchase amount, currency, shopping cart, industry, type of purchase (online, offline, in SME, in key account, with myWorld Card)). MY WORLD UAE L.L.C may also use myWorld 360 AG (Grazbachgasse 87-93, 8010 Graz, Austria) as the service provider when processing the aforementioned data.

The Member hereby gives his/her express consent – revocable at any time – to his personal data being processed by MY WORLD UAE L.L.C and/or myWorld 360 AG to determine and send personalised information to the Member, and for MY WORLD UAE L.L.C and/or myWorld 360 AG to contact the Member to promote the Benefit Program and offers of myWorld and Loyalty Merchants, and to the anonymous processing of this personal data for statistical surveys for MY WORLD UAE L.L.C.

In addition, the Member hereby gives his/her express consent – revocable at any time – to the following information being made available to the Recommender (as described in the General Terms and Conditions for Members) to contact the Member to offer information regarding new Loyalty Merchants, new shopping opportunities, or special offers: Member ID, first name and surname, e-mail address and telephone number.

In addition, the Member hereby gives his/her express consent – revocable at any time – to MY WORLD UAE L.L.C to make the following information available to the Recommender of the Member as well as to his/her Recommender (hereinafter referred to as the “indirect Recommender”) to keep track of the Member’s purchasing activities for accounting purposes: date of purchase, time of purchase, first name and surname, amount of purchase, currency. In lieu of the full first name and surname of the Member, only the first name and the first letter of the surname will be shown to the indirect Recommender.

The Member may revoke his/her consent to the relevant data processing at any time in writing (to MY WORLD UAE L.L.C, Emaar Business Park, Building 4, 4th Floor, P.O. Box 390490, Dubai, UAE) or by e-mail to service.ae@myworld.com in the future. The data protection rights of information, change, and cancellation can also be asserted under this contact information.