

PRIVACY CONSENT

myWorld Retail Services Canada Inc. (“**myWorld**”) with offices at 5000 Yonge Street, Suite 1706, Toronto, Ontario, M2N 7E9 Canada collects and uses personal information of its members (“**Members**”) as part of such Members’ participation in the Benefit Program. This includes, by way of example, use of Members’ personal information to calculate their respective Benefits. In this regard, myWorld will collect the following personal information from Members: (i) first name and surname; (ii) title; (iii) gender; (iv) date of birth; (v) e-mail address; (vi) postal address; (vii) geographic coordinates (longitude and latitude); (viii) telephone number(s); (ix) fax number; (x) Member ID; (xi) bank account details and (xii) data on Users’ shopping behaviour and purchase history (date of purchase, place of purchase, time of purchase, purchase amount, currency, shopping cart, industry, type of purchase [online, off-line, in SME, in key account, with myWorld Card]). myWorld may also use myWorld 360 AG (Grazbachgasse 87-93, 8010 Graz, Austria) as the service provider when processing the aforementioned data.

Each Member hereby consents to this personal information being collected, processed and stored by myWorld and/or myWorld 360 AG to determine and send personalised information to such Member, and for myWorld and/or myWorld 360 AG to contact him or her to promote the Benefit Program and offers of myWorld and Loyalty Merchants, and to the anonymous processing of this personal information for statistical surveys and assessments by or for myWorld.

In addition, each Member hereby consents to the following information being made available to the Referrer to contact him or her to offer information regarding new Loyalty Merchants, new shopping opportunities, or special offers: (i) Member ID, (ii) first name and surname, (iii) e-mail address, and (iv) telephone number.

A Member may at any time revoke his or her consent provided hereunder by communicating such revocation to myWorld’s privacy officer by mail at 5000 Yonge Street, Suite 1706, Toronto, Ontario, M2N 7E9 (Attention: Privacy Officer) or by e-mail to service.ca@myworld.com. Revocation of consent may limit or prevent the continued receipt of services and benefits by the Member, however.

The defined terms and associated definitions shown in Annex 1 to the General Terms and Conditions for the Benefit Program apply to this Privacy Consent.