

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, offline, in SME, in key account, with myWorld Card]). myWorld may also use myWorld 360 AG (Grazbachgasse 87-93, 8010 Graz, Austria), Lyoness Canada Inc. (5000 Yonge Street, Suite 1706, Toronto, Ontario M2N 7E9, Canada) and Lyconet Canada, Inc. (5000 Yonge Street, Suite 1706, Toronto, Ontario M2N 7E9, Canada) 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 or 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 personal 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.

Each Member hereby consents to myWorld making the following personal information available to the Referrer of the Member as well as to his/her Referrer (hereinafter referred to as the “**indirect Referrer**”) to keep track of such Member’s purchasing activities for accounting purposes: (i) date of purchase, (ii) time of purchase, (iii) first name and surname, (iv) amount of purchase, and (v) currency used for payment. Please note, however, that only the first name and the first letter of the surname of the Member will be disclosed to the indirect Referrer.

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 Canada (Attention: Privacy Officer) or by e-mail to service.ca@myworld.com. A Member may also direct to myWorld’s privacy officer at the above coordinates any request to access or rectify his or her personal information. Please note that revocation of consent may limit or prevent the continued receipt of services and benefits by the Member.

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.