

Data Protection Agreement

In order to calculate Benefits under the Benefit Program, myWorld Retail Services UK Limited (40 Bank Street, London E14 5NR) collects and processes the Member's personal data, specifically his first name and surname, title, gender, date of birth, email address, postal address, address coordinates (latitude and longitude), telephone number(s), fax number, Member ID, bank account details (bank, IBAN, BIC, and account holder) as well as information about the Member's shopping habits and purchases (date, location and time of purchase, purchase amount, currency, shopping basket information, sector, shopping type (online, offline, SME; key account, with myWorld Card)). When processing the above-mentioned data, myWorld Retail Services UK Limited can also use myWorld 360 AG (Grazbachgasse 87-93, 8010 Graz, Austria), Lyoness Europe AG (Bahnhofstrasse 22, 9470 Buchs, Switzerland), Lyconet International AG (Orbi Tower, Thomas-Klestil-Platz 13, 1030 Vienna, Austria) and Lyconet Global AG (Tödistrasse 48, 8002 Zurich, Switzerland) as processors.

The Member hereby gives his consent – which he can withdraw at any time – that myWorld Retail Services UK Limited may process his personal details for the purpose of contacting him by post or in person through myWorld Retail Services UK Limited by phone or push notification to advertise the Benefit Program or myWorld and Loyalty Merchant offers.

The Member also hereby gives his consent – which he can withdraw at any time – that the following information may be provided to the Member's Recommender for purpose of establishing contact regarding new Loyalty Merchants, new shopping options or special offers: Member ID, first name and surname, email address and phone number.

The Member hereby gives his consent – which he can withdraw at any time – that myWorld Retail Services UK Limited is authorised to provide his direct Recommender and his Recommender (hereinafter referred to as indirect Recommender) with the following data concerning his shopping habits and purchases to enable them to see his shopping activities for calculation purposes: date of purchase, time of purchase, first name and surname, purchase amount and currency. Instead of the Member's full name, the indirect Recommender will only see the Member's first name and the first letter of his surname.

The Member can withdraw his consent (s) (also separately) in writing (to myWorld Retail Services UK Limited, 40 Bank Street, London E14 5NR or by email to service.uk@myworld.com at any time for future effect. Until the withdrawal the data processing carried out on the basis of this consent remains legal. Under this contact information, the Member may also claim the right to information, modification, deletion, restriction of processing and data portability.