

DATA PROTECTION AGREEMENT

mWI myWorld India Private Limited, having its registered office at DLF Prime Tower, Room No. 816, 8th Floor, Plot No. F 79-80, Okhla Industrial Area, Phase-1, New Delhi-110020, India,, (“myWorld/ we”) collects accesses, uses, stores, discloses, transfers and processes personal data of *Members* as part of their participation in the *Benefit Program* to calculate the respective *Benefits*, including your *Member ID*, your full name, title, gender, date of birth, postal address, address coordinates (longitude and latitude), your telephone number(s), fax number, e-mail address, bank details, aadhard card number/ passport number/voter id card number/permanent account number etc. and data regarding your shopping behaviour associated with your myWorld membership (*Purchase* date, place of *Purchase*, time of *Purchase*, *purchase* amount, currency, shopping cart, industry, type of *Purchase* – online/offline, whether *Purchase* is with SME or key account, whether *Purchase* is using a voucher, whether *myWorld Card* was used to record the *Purchase* etc), all collectively referred to as “personal data”). mWI myWorld India Private Limited may also use myWorld 360 AG (Grazbachgasse 87-93, 8010 Graz, Austria) and Lyconet Marketing India Pvt Limited (DLF Prime Tower, Room No. 816, 8th Floor, Plot No. F 79-80, Okhla Industrial Area, Phase-1, New Delhi-110020, India) as service providers when processing the aforementioned data.

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

In addition, the *Member* hereby gives his/her consent – revocable at any time – to the following information being made available to the *Recommender* 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 consent – revocable at any time – to mWI myWorld India Private Limited 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 the Grievance Officer, whose name and contact details are provided below:

Ms Krati Mehrotra

E-mail: grievanceofficer.in@myworld.com

Address: DLF Prime Tower, Room No. 816, 8th Floor, Plot No. F 79-80, Okhla Industrial Area, Phase-1, New Delhi-110020, India

The data protection rights of information, change, and cancellation can also be asserted under this contact information.

We urge you to review the Privacy Policy, available on <http://www.myworld.com>, for further details inter-alia on the data we collect and the purposes for which it is used. Any term or condition that appears in italics and which is not defined in this Data Protection Agreement or Privacy Policy, can be found in Appendix I, a glossary of defined terms, of the General Business Terms and Conditions for myWorld Members, available at <http://www.myworld.com>.