

DATA PRIVACY POLICY

We take the protection of your personal and company data very seriously and strive to make the use of our services secure. We are also committed to observing all laws related to the protection of personal data. This Privacy Policy describes which of your data we collect and use, the purposes for which we do this, and how we protect your data.

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1. Area of Applicability

This policy applies to the website available at <https://partner.cashbackworld.com>. Please take into consideration that this refers to other Cashback World websites, even to those of other countries, to which other data protection regulations may apply.

As we continue to develop our websites to improve our services, we may need to amend and revise this Privacy Policy. Should this be the case, we will inform you in advance and ask for separate approval.

2. Which Data We Record

Personal and company data about you that we process includes any information about material or personal circumstances that we obtain from you in the course of your Cashback World membership, your participation in the Cashback World programme as a Loyalty Merchant, and your order for our Cashback World Partner Programmes, and that can be attributed to you directly or indirectly (e.g. via your membership number and Loyalty Merchant ID). This includes your membership ID, your full name, title, gender, date of birth, postal address, address coordinates (longitude and latitude), telephone number(s), fax number, email address and bank details. We also process your Loyalty Merchant ID, company wording, date of incorporation, company register number, company address, any existing sectors, your UID number, billing email address, fax number, company website, sector, Sales data, bank details, forename, surname, email address, date of birth and telephone number of the contact at your company, the Cashback World Partner Programmes product ordered and other products ordered.

3. Cookies and Web Tracking

Our websites use so-called cookies, which are small text files that are stored on your computer, and can be accessed there again. Cookies enable you to register for our services and help us to personalise the website for you.

You can also use part of our website without needing to register or log in. Even if you don't log in to the website, we will still record certain information automatically so that we can collate data on how our website is used and how efficient it is in a bid to adjust it to our users' needs. We will therefore collect and process information on your IP address, the time and length of your visit, the number of visits you make, which forms you use, your search settings, your display settings and your Favourites settings on our website. Different cookies are stored for different lengths of time. The majority of the cookies we use are automatically deleted when you leave our website (the so-called "session-cookies"). We log every access to our website and every download of files from the website. The cookies on our websites are used exclusively for information purposes and are processed by mWS myWorld Solutions AG, Grazbachgasse 87-93, 8010 Graz, Austria on behalf of MY WORLD UAE L.L.C, Emaar Business Park, Building 4, 4th Floor, P.O. Box 390490, Dubai, UAE, for the purpose of analysing the data collected.

We use JavaScript to track your user behaviour on our website to be able to tailor our web services to the needs of our users. We determine your browser type, location, time and duration of your use, URL and page name, as well as the referring website. You can refuse the collection of this data by deactivating JavaScript directly from your web browser.

We also use the following tools:

Google Analytics

This is a web analytics tool from Google Inc., 1600 Amphitheater Parkway Mountain View, CA 94043 USA, herein after referred to as "Google", to log your online activity on our website, to find out how many users visit us online, what page content they view and how often. This process is anonymous. Google Analytics' cookies – including the Google Analytics Tool "Anonymous IP Address" and usage data – are typically sent to a Google server in the United States and stored there. For further information, please refer to <https://support.google.com/analytics/answer/6004245?hl=de>. To stop your data from being logged, please visit Google Analytics at <https://tools.google.com/dlpage/gaoptout?hl=de>.

Piwik Open Analytics Platform

We use this tool to log your online activity on our website and to find out how many users visit us online, what page content they view and how often. This process is anonymous. Cookies are stored on your computer. For more information, please visit <https://piwik.org/faq/>.

Google AdWords

This is used to record website visits for advertising purposes (re-marketing) on Google and in the Display Network. When you visit the site, your browser saves cookies which make it possible to recognise you as a visitor when you visit other websites belonging to Google's advertising network. On these pages, visitors can then be presented with advertisements referring to the content they have previously viewed on other websites using Google's re-marketing feature. You can reject Google AdWords' tracking at <http://www.google.com/settings/ads>.

Conversion Tracking by Google AdWords

This is how we create conversion statistics that measure the effectiveness of our online advertising campaigns. The conversion tracking cookie is set when a user clicks on an ad served by Google. According to Google's privacy policy, no personally identifiable information is processed. If you do not want to be tracked, you can disable the Google Conversion tracking cookie through your Internet browser's internet settings.

Hotjar

We collect non-personal information, including standard internet log information and details of your behavioural patterns when you visit our website. This is done to enable us to provide you with a better user experience, to identify preferences, to diagnose technical problems, to analyse trends and to improve our website.

The following information may be collected related to your device and browser: device's IP address (captured and stored in an anonymized form), device screen resolution, device type (unique device identifiers), operating system, and browser type, geographic location (country only), preferred language used to display our website. The following information is collected related to your user interaction: mouse events (movements, location and clicks), keypresses.

For a sampling of visitors, Hotjar also records information which is collected from our website: referring URL and domain, pages visited, geographic location (country only), preferred language used to display our website, date and time when the website pages were accessed.

You may opt-out from having Hotjar collect your information when visiting our website at any time by visiting the [Opt-out](https://www.hotjar.com/opt-out) page <https://www.hotjar.com/opt-out> and clicking 'Disable Hotjar'.

Salesforce Marketing Cloud

This is how we record your behaviour on our website in order to optimise our offer. This way, we find out how many users visit us online, what page content they view and how often. This analysis is anonymous and is used in automatic processes to improve our offers using predictive intelligence. The behaviour of registered members on our websites is recorded to improve the user experience and identify relevant content. Salesforce's Cookies are typically sent to a Salesforce server in the US and stored there.

In addition to the cookies described in the analysis tools used, the following additional cookies are used:

Cookie	Domain	Purpose / Function
language	Cashbackworld	This cookie stores the user's language settings.
cookiesession1	Cashbackworld	This cookie is used to distribute the load of HTTP requests in the network infrastructure.
authSession	Cashbackworld	Cookie that is created for the duration of a session and contains a session ID.
authToken	Cashbackworld	Authentication cookie created for logged-in users so that they can be clearly identified.
lyo_AT_cookie_privacystatement	Cashbackworld	This cookie is used to track whether the website user has agreed to the use of cookies.
__RequestVerification_Token	Cashbackworld	An anti-fraud token cookie used to prevent CSRF attacks

Please note that most internet browsers are set to accept cookies by default. You can change the settings in your browser so that all or certain cookies are rejected or so that you are asked if you would like to accept new cookies. You will find instructions on how to do this under the "Help" function in the menu bar on most browsers. These instructions will normally tell you how to delete existing cookies as well.

Please note that you may not be able to use all the features on our websites if you do not accept any cookies or not all cookies.

By using our website, you agree that the above cookies and tools may be used.

4. Conversion Measurement with the Facebook Pixel

We use the "Facebook-Pixel" by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") within our website with your consent. This is a cookie, a small text file that is stored on your computer and can be retrieved there. It can be used to track users' actions after they have viewed or clicked on a Facebook ad. This enables us to track the effectiveness of Facebook advertising for statistical and market research purposes. The data collected in this way is anonymous for us, so it does not allow us to conclude the identity of users. However, the Facebook data is stored and processed so that a connection to the respective user profile can be made, and Facebook can use the data for its own advertising purposes.

according to the Facebook Data Usage Guideline (<https://www.facebook.com/about/privacy/>). You can enable Facebook and its partners to place advertising on and outside of Facebook. A cookie for these purposes can also be stored on your computer. By using the website, you agree to the use of the visitor action pixel.

5. Sharing

Integrated on the website are share buttons of the social networks **Twitter Inc.**, 795 Folsom St., Suite 600, San Francisco, CA 94107, USA, **XING**, which is operated by XING AG, Dammtorstraße 30, 20354 Hamburg, Germany, **LinkedIn** Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA and **Facebook**, 1601 South California Avenue, Palo Alto, CA 94304, United States. There is also an integrated share button for e-mails. These share buttons can be recognised by their logos.

All share buttons are set up in compliance with data protection. A direct connection is only established between your browser and the server of the operator of the respective social network once you click on the website's respective share button (and only then). According to the operators of the social networks mentioned, no personal or company data is collected from the social networks unless you click on the respective share button. This data, including the IP address, is only collected and processed for logged-in members. If you do not wish to have a record of your visit to our website allocated to your social network account, please log out of the user account of the respective social network.

At this point, we would point out that, as a provider of the website, we have no knowledge of the content of the transmitted data or how the social networks use it. For more information on data use by social networks, see the respective social network's privacy policy.

6. Use of Data

We use your personal and company data only in compliance with all legal requirements. We collect and process the personal and company data that you provide to us when you register as a Cashback World Member, as well as in the course of your registration as a Cashbackworld Loyalty Merchant and in the course of your membership of the Cashback World Programme as a Loyalty Merchant, is recorded and processed exclusively within the framework of our contractual obligations to you, and moreover only in cases in which you specifically give us your consent thereto.

For example, we use your data to communicate with you, in order to verify your identity, and to enable us to provide you with your personal Merchant Lounge on the Cashback World website, so that we can handle your enquiries and orders and provide you with our services. Furthermore, we use your data to create margin invoices and to determine the benefits due to you as a result of your participation in the Cashback World Programme as a Loyalty Merchant and allocate them to you.

If you have given us your separate consent, we will also use your data to inform you, for example, of offers and promotions from our B2B Loyalty Merchant.

7. Data security and transferring data

To protect your data, we use measures that include encryption for data transmission (SSL encryption), firewalls, hacker defence programmes and other state-of-the-art security devices. When communicating via e-mail, the security of the data can only be guaranteed by us according to the latest state-of-the-art technology.

Your personal and company data is basically used by MY WORLD UAE L.L.C as the member company's contractual partner. MY WORLD UAE L.L.C also serves as the service provider for processing for mWS myWorld Solutions AG. Your personal and company data can, however, be forwarded/transferred to certain service providers, as well as within the myWorld Group, the Lyoness Group and the Lyconet Group, as listed below:

To carry out our services, communicate with members and manage our online presence we use certain service providers. We assure you that we carefully select these service providers to ensure legal and secure data processing. In addition, we have obliged the service providers to use your personal and company data only according to our specific instructions and according to the Data Protection in accordance with the relevant laws of the United Arab Emirates. Further use of the data by these service providers is prohibited.

In addition, we will transfer your personal and company data within the myWorld Group, insofar as this is necessary to you for the purpose of electronic processing and administration, or for the provision of a specific service, ensuring the necessary data security measures are taken. The myWorld Group companies are also obliged by us only to use your personal and company data for the sole purpose for which it was given, as provided for in the Data Protection in accordance with the relevant laws of the United Arab Emirates. In particular, the affected services are as follows: contact via electronic messages (e.g. e-mail, SMS or push notifications), by fax, by telephone or by letter for information about B2B Loyalty merchant products and promotions, identification of promotions corresponding to your interests, conducting satisfaction surveys, operating hotlines, and processing transactions. We will transmit your personal and company data to the B2B Loyalty Merchant if and as far as necessary to be able to provide a concrete service for you. In turn, the B2B Loyalty Merchant are obliged only to use your personal and company data for the sole purpose for which it was given, as provided for in the Data Protection in accordance with the relevant laws of the United Arab Emirates.

The myWorld Group operates internationally. Our business activities, management structures and technical infrastructure transcend national borders. We therefore send your personal and company data abroad as well. Transfer of your personal and company data to the Member States of the European Economic Area, to Switzerland and to other countries with adequate data protection requires no further consent. If, however, your personal and company data is transferred to any country other than those mentioned above, we will obtain your separate consent in advance.

We will not pass on your personal or company data to any persons other than the above-mentioned friendly Loyalty Merchants, service providers and myWorld companies, unless you have given us your express consent.

8. Right of Withdrawal, information, changing data and contact details

You have the option, at any time to withdraw your consent regarding the future use of your personal and company data used on this website without stating a reason. By withdrawing your consent, we no longer shall have the right to use your data. If you wish to withdraw your consent, please send a written declaration (by letter or e-mail) to the following address:

MY WORLD UAE L.L.C
Emaar Business Park, Building 4, 4th Floor, P.O. Box 390490
Dubai, UAE
E-Mail: partner.ae@cashbackworld.com

Please contact us at this address if you have any questions regarding the use of your personal data or if you wish to update or correct your data.