

# PRIVACY POLICY

## INFORMATION PURSUANT TO ART. 13 & 14 OF THE GDPR

We take the protection of your personal and company-related data very seriously and work hard to make sure our services are safe for you to use. We are committed to complying with statutory data protection requirements. This data protection policy describes the type of data that we collect from you, how and what we use it for and how we protect it.

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### 1. Area of Applicability

This policy applies to the website available at [campus.lyconet.com](https://campus.lyconet.com). Please take into consideration that this refers to other websites, including those of other countries for which different data protection rules apply.

Responsible under data protection law

Lyonet International AG  
Thomas-Klestil-Platz 13  
1030 Vienna  
Austria  
Email: [international@lyconet.com](mailto:international@lyconet.com)

The data protection officer

Peter Oskar Miller  
HXS GmbH  
Millergasse 3  
1060 Vienna, Austria  
[data.protection@lyconet.com](mailto:data.protection@lyconet.com)

In the course of further website development to improve our services, it may occur that supplements to this Data Protection Declaration are necessary. In this case, we will inform you in advance and obtain your separate consent if needed.

### 2. What data do we record?

Your "Personal data" and "company-related data" that we process includes any information about material or personal circumstances that we obtain from you in the course of the redemption of the activation code on our platform, and that can be attributed to you directly or indirectly. These include your full name, your e-mail address, your gender, the language you have selected, your country, that you have reached the age of 18 and the activation code you have redeemed.

### 3. Cookies and Web Tracking

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

You can also use some parts of our website without needing to register or redeem the activation code. Even if you do not 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 favourite 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 access to our website and downloads of files from the website. The cookies on our websites are used exclusively for information purposes and are processed by mWS myWorld Solutions AG on behalf of Lyonet International AG 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 the duration of 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, hereinafter referred to as "Google", to log your online activity on our website, to find out how many users visit us and to record the number of times they access each page. This process is anonymous. Google Analytics' cookies (\_gat\_UA-102544931-1: Google Analytics Universal Tracking, \_ga: Google Analytics Universal Tracking, \_\_gid: Google Analytics Universal Tracking) - including the Google Analytics Tool Anonymous IP Addresses and the user 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>.

#### Google AdWords

This tool is used to record website visits a for advertising purposes (re-marketing) on Google and in the Display Network. When you visit the website, your browser saves cookies (IDE: Google AdWords Cookie) which makes 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 that refer to the content previously viewed on other websites that use 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 (Goggle AdWords Cookie) is set when a user clicks on an ad served by Google. According to Google's privacy policy, no personally identifiable information or company 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.

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

Cookie	Issuer	Purpose / Function
cookiesession1	Lyconet AG	This cookie is used to distribute the load of HTTP requests in the network infrastructure.
_flavesensation21_session	Flave GmbH	This cookie is used for user identification.
iot_tag_ownwer_id	Flave GmbH	This cookie is used for user identification.
virtual_congress_tag_owner_id	Flave GmbH	This cookie is used for user identification.

Please note that most internet browsers are set to accept cookies by default. You can change the settings in your browser so that 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 of the features and services on our websites if you do not accept any or all cookies.

By using our website or, if necessary, by consent, which we obtain separately, you agree that the above-mentioned 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") (fr: Facebook Cookie for Opt-Out identification) within its website with your consent. This is a cookie; a small text file that is stored on your computer and can be retrieved. 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 provide any inference as to the identity of the 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

On the website are integrated share buttons of the social networks **LinkedIn** Corporation, 2029 Stierlin Court, Mountain View, CA 94043, United States, **Facebook**, 1601 South California Avenue, Palo Alto, CA 94304, United States, **Instagram**, 1601 South California Avenue, Palo Alto, CA 94304, United States as well as Google Inc. – **Youtube, LLC**, 901 Cherry Ave.San Bruno, CA 94066, United States. There is also an integrated share button for emails. These share buttons can be recognised by the respective logos.

All share buttons are set up in accordance with the 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-related data is collected from the social networks when you are not logged in to these 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 wish to point out that as a provider of the website, we obtain no knowledge of the content of the transmitted data or how the social networks use it. For more information on the use of social networks, see the respective social network's privacy policy.

## **6. Use of data**

We use your personal and company-related data exclusively in compliance with the legal requirements. The personal and company-related data which you provide to us during the redemption of the activation code, is recorded and processed exclusively within the framework of our contractual obligations (Art 6 Sec 1 lit b GDPR). Unless you provide us with this data, we are unable to conclude a contract with you. In addition, we use your data if there is a legal obligation (Art 6 Sec 1 lit c GDPR). In addition, we use your personal or company-related data only in cases and to the extent to which you give us your specific consent (Art. 6 Sec 1 lit a GDPR).

We use your personal data to communicate with you, in order to verify your identity, to provide you with the online event in your selected language on our website, to handle your inquiries and to provide you with our services.

If you have given us your separate consent, we will also use your data to provide you with, for example, offers and promotions. You can revoke this consent at any time, thereby prohibiting further processing in the future.

We store your personal data for as long as a corporate relationship exists between us and insofar as the legally standardised extended data storage time periods exist or if we require the data as part of an official procedure.

## **7. Data security and forwarding**

In order to protect your data, we use, among other things, encryption for data transmission (SSL encryption), firewalls, hacker defence programs and other state-of-the-art security devices. When communicating via email, we can only guarantee data is secure by using the latest, state-of-the-art technology.

The use of your personal and company-related data will be handled by Lyconet International AG as your contractual partner and as the responsible entity for the processing of your data. For the purpose of processing Lyconet International AG uses myWorld 360 AG, Grazbachgasse 87-93, 8010 Graz as well as Flave GmbH, Olympiaplatz 2 / 4. Stock / Top 1, 1020 Wien. Your personal data and company-related data can, however, be transferred / delivered to other [service providers](#) as well as other companies from the [myWorld Group](#), [Lyconet Group](#) and [Lyoness Group](#).

To carry out our services, communicate with yourself and manage our online presence we use the services of certain service providers. We assure you that we carefully select these service providers to ensure a legal and secure data processing. In addition, we have obligated the service providers to use your personal data and company-related data only according to our instructions and according to the Data Protection Acts of Austria and the Data Protection Acts of the European Union. Further use of the data by these processors is prohibited.

In addition, we will pass on your personal data and company-related data within the Lyconet Group, insofar as this is necessary for the purpose of carrying out the online event. The Lyconet Group companies are also obligated only to use your personal data and company-related data for the sole purpose for which it was given, as provided for in the Data Protection Acts of Austria and the European Union. In particular, the affected services are as follows: contact via electronic messages (e.g. email, text message or push notifications), by fax, by telephone or by letter for information about the online event and any thereto related offers.

The Lyconet Group is an international corporation. Our business activities, management structure and our technical infrastructure transcend national borders. We can therefore send your personal data and company-related data to other Lyconet companies abroad, as far as this is necessary to carry out the online event. A transfer of your personal or company-related data to the Member States of the European Economic Area, to Switzerland and to other countries with adequate level of data protection requires no further consent. If, however, your personal and company-related data is transferred to any country other than those mentioned above, we will inform you and of course comply with the applicable data protection regulations, provide you with appropriate guarantees and ensure the enforcement of your rights and remedies.

We will not pass on your personal data and company data to any persons other than the above-mentioned service providers and Lyconet companies, unless you have given us your consent or if there is a legal obligation to do so.

## **8. Your data protection rights and contact information**

You have the right to obtain information about the personal or company-related data that we process about you and may request their correction, deletion or restriction of processing. You also have the right of objection and the right to data portability (Which means you have the right to receive the data in a structured, common and machine-readable format).

If you believe that the processing of your personal or company-related data violates the EU General Data Protection Regulation, you have the right to lodge a complaint with the Austrian Data Protection Authority ([www.dsb.gv.at](http://www.dsb.gv.at)) or a supervisory authority of another EU Member State.

**If the use of your personal or company-related data on this website is based on your consent, you have the right to revoke your consent for the processing of this data for the future at any time without having to provide any reasons. By withdrawing your approval, your data may no longer be used. Please inform us in writing if you wish to withdraw your approval (by post, or email) using the following address:**

Lyconet International AG  
Orbi Tower, Thomas-Klestil-Platz 13  
1030 Vienna  
Austria  
Email: [international@lyconet.com](mailto:international@lyconet.com)

Please also use this contact information for any questions regarding the use of your data as well as for information about the enforcement of your data protection rights.