

## PRIVACY STATEMENT

We take the protection of your personal information very seriously and try to make the use of our services safe. We are committed to comply with statutory provisions on personal data protection, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive \ t 95/46 / EC (Regulation on the protection of personal data, hereinafter "GDPR") and Act no. 18/2018 Coll., On the protection of personal data and on amendments certain laws (hereinafter referred to as "the Act"). This Privacy Statement (the "Statement") contains information about what it is like we collect and process personal data, for what purposes and how we protect your personal information.

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### 1. Validity

This Statement applies to <http://www.cashbackworld.com>. Please note that this website also links to other sites

Cashback World, also to other countries' websites for which other privacy laws may apply.

As we develop our website to improve our services, we may need to complete this Declaration. In such a way we will inform you in advance and ask for your separate consent.

responsible:

myWorld Slovakia, s.r.o.

Bajkalska 19 / B

821 01 Bratislava- Ružinov

E-mail: [service.sk@cashbackworld.com](mailto:service.sk@cashbackworld.com)

Responsible person:

Peter Oskar Miller

HXS GmbH

Millergasse 3

1060 Vienna, Austria

[data.protection@myworld.com](mailto:data.protection@myworld.com)

### 2. What data we process

To personal and business data, all personal and material data we process as part of Cashback World membership

Your participation in the Cashback World Program as a Business Partner, as a Cashback Solutions Order, and we can direct you directly or

indirectly (eg your member ID and business partner ID). This means members' personal data including a member ID, full name,

title, gender, birth date, postal address, coordinates (longitude and latitude), phone number, fax number, email address, bank details

(range: Bank, IBAN, BIC, Account Holder). In addition, we process your business partner ID, business name, business start date,

company identification number, company address, eventual branches, VAT number, billing address (e-mail), fax number, company website, industry, turnover data,

bank details, name, surname, e-mail address, birth date and contact person's phone number, Cashback Solutions product ordered as well as other ordered products.

myWorld Slovakia, s.r.o., Bajkalská 19 / B, 821 01 Bratislava- Ružinov, ID: 35 864 630, registered in the Commercial Register of the District Court Bratislava I, Section: Ltd, Insert No: 78728 / B (hereinafter "myWorld"), to participate in the Cashback World Program to charge members' current purchase benefits members' personal information: name, surname, title, gender, date of birth, email address, postal address, phone numbers, fax numbers, member IDs, GPS coordinates (such as latitude and longitude), bank details as well as their purchasing behavior and purchases / dates purchase, place of purchase, time of purchase, amount, currency, shopping cart, industry, type of purchase / online, offline, at SME partner, at Key Account, s Cashback Card./myWorld can also process the above data through an intermediary, mWSmyWorld Solutions AG, Grazbachgasse 87-93, 8010 Graz, Austria ("myWorld Solutions") as a service provider.

As a member, you agree - with the option to revoke your consent at any time that your personal data will be processed by myWorld and / or myWorld Solutions for the purpose of sending personal information to a member as well as for contacting by post or personally by myWorld and / or myWorld Solutions, as well as Cashback World advertising and business partner bids, as well as in an anonymous form for statistical purposes for the Cashback World Program.

As a member, you agree - with the option of withdrawing your consent at any time, to make new business contacts partners, new purchase options or special offers will be provided to the promoter by personal data in the following range name, surname, as well as email address and phone number.

As a member, you may revoke your consent to the processing of his / her personal data at any time in writing, by delivering it to myWorld Slovakia, s.r.o., Bajkalská 19 / B, 821 01 Bratislava-Ružinov, phone number +421 2 321 322 00 or by e-mail sent to [service.sk@cashbackworld.com](mailto:service.sk@cashbackworld.com).

### **3. Cookies and Web Tracking**

Our websites use so-called cookies, that is, small text files that are stored on your computer and can be reused when you reuse

visit our website. Cookies are used to enable you to sign in and use our services and to provide you personalized space on the Internet.

You can also use part of our internet offer without registration or. without signing in. Again, some information is recorded

automatically to collect statistics on the usage and effectiveness of our website and to adapt it to our needs users. Therefore, we collect and process information about your IP address, time and duration of a visit to a website, visits, usage

forms, search settings, view, favorites settings of our site. Individual cookies are stored in different lengths period. We use mostly cookies that are automatically deleted when you visit our website (so-called "session cookies"). Every

entry to our website is subject to protocol and every opening of a file stored on the website. The cookies we keep serve exclusively

for our information and are processed to evaluate the collected information from mWSmyWorld Solutions AG, Grazbachgasse 87-93, 8010 Graz, Austria on behalf of myWorld Slovakia, s.r.o ..

We use JavaScript to record your activities on our website and tailor our web services to our needs users. In doing so, we'll find out your browser type, location, usage time and duration, URL and mailbox label as well as the referring site.

You may refuse to upload this data by disabling JavaScript in your browser.  
We also use the following tools:

#### **Google Analytics**

It is a web analytics tool from Google Inc., 1600 Amphitheater Parkway Mountain View, CA 94043 USA, hereinafter called "Google".

Used to upload your online activities to our site, determine the number of users and visits on the Internet, and view content on our site

website. Evaluation is anonymous. Google Analytics Cookies (gat\_UA-102544931-1: Google Analytics Universal Tracking, \_ga: Google Analytics Universal Tracking, \_\_gid: Google Analytics Universal Tracking) - Including Google Analytics Tool IP Address

Anonymous and Usage Data - Usually sent to Google in the US and stored there. For more information, see <https://support.google.com/analytics/answer/6004245?hl=de>. Google Analytics offers the ability to refuse uploading personal information at <https://tools.google.com/dlpage/gaoptout?hl=de>.

#### **Piwik Open Analytics Platform**

This is how we record your online activities on our website and find out how many users have visited us on the internet and how many times

website. Evaluation is anonymous. Cookies are stored on your computer. Learn more at <https://piwik.org/faq/>.

#### **Google AdWords**

Used to upload remarketing visits to Google and Display Network. Your browser saves when you visit Cookies (IDE: Google AdWords Cookies) that allow us to recognize you the next time you visit a website from the Display Network

Google. On this site, as a visitor, we can show you ads with content that you previously viewed on others websites that use the remarketing feature of Google. You may refuse to record personal information through Google AdWords

on <http://www.google.com/settings/ads>.

#### **Google AdWords Conversion Tracking**

With their help, we create conversion statistics to measure the effectiveness of our online advertising campaigns. Conversion tracking cookies

will be used when a user clicks on an ad placed by Google (IDE: Google AdWords Cookie). According to the provisions of the protection regulations

Google Personal Information does not process personal and business data. If you don't want to be a part of tracking, you can express your disagreement by that disable cookies for Google Conversion Tracking in your browser's user settings.

#### **Salesforce Marketing Cloud**

Using it, we record your activities on our website so that we have an optimal offer for you. We'll also find out how much

we have users on the internet and which content of our website visitors most interested. All analyzed data is evaluated anonymously and using Predictive Intelligence we can automatically optimize the offer. For users who are also registered

members, improving service, and showing them relevant content. Salesforce cookies are typically provided to the company server

Salesforce in the US and there will be saved.

#### **Microsoft Application Insights**

Application Insights is a service provided by Microsoft that allows us to monitor and improve website performance and usability. This service stores and analyzes anonymous telemetry data (page view count, page load time, exceptions detected, and AJAX dependency tracking). Typically, cookies are provided to a Microsoft server in the US and stored there

#### **Hotjar**

We collect information, including standard Internet sign-up information and details of your behavior patterns when you visit our site. As a result, we can provide you with a better experience than a user, identify preferences, diagnose technical issues, analyze trends and improve our website.

The following information may be collected for your device or browser: device IP address (captured and stored in anonymous form), screen resolution of your device, device type (unique device identifiers), operating system, browser type, geographic location (country only) and preferred site language. The following information is collected for your user interaction:

mouse movement, position and clicks, keystrokes.

On a certain sample of Hotjar visitors, it also records information that is collected from our website: URL and domain, pages visited, geographic location (Country only), preferred language, date and time of site visit

You may refuse to log personal data through Hotjar on <https://www.hotjar.com/opt-out> by clicking "don't allow

Hotjar".

Please note that common internet browsers accept cookies. You can also set your browser to not accept some cookies or your browser will ask you to accept new cookies. Most browsers offer instructions on how to use cookies in the "Help" section

work. You will also find out how you can delete the cookies you already have.

Please note that if you do not accept all cookies, you may not be able to use all the features and services of our website.

By using our website and / or on a self-granted basis, you agree to the above cookies and tools may be used.

#### **4. Measuring Facebook Pixel Conversion**

With your approval, we use "Facebook pixel" from Facebook Inc., 1601 S. California Ave, Palo Alto as part of our online presentation.

Alto, CA 94304, USA ("Facebook") (fr: Facebook Cookie for Opt-Out identification). This is a cookie, a small text file that will be stored in your

computer and can then be reused. With their help, users' activities can be tracked when they view a Facebook ad or on it

click. This way we can record the effectiveness of Facebook advertising ads for statistical purposes and market research. Data that follows

we collect, are anonymous to us, and therefore in no way refer to the user's identity. However, Facebook stores and processes data so that it is possible

a connection with a particular user profile and Facebook can use the data for its own advertising purposes, according to the Facebook Guideline

use of data (<https://www.facebook.com/about/privacy/>). Facebook and its partners can enable the listing of advertising ads on

Facebook and beyond. For this purpose, another cookie may be stored on your computer. By using the site, you agree

with the use of visitors' pixel activity.

#### **5. Sharing**

The website includes integrated social networking icons, Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA, XING

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, USA. Next is an integrated "share" icon for mails. You can recognize the "Share" icon

on the corresponding logo.

All "Share" icons comply with our privacy policy. Only when you click the "Share" icon on this site (and only then) will it create

the connection between your browser and the social network operator's server. Operators of listed social networks

do not save any personal and business data unless you click on the "Share" icon to sign in on these social networks. Data such as IP address with and

only get and save if the member is logged in. If you do not want your visit to our site to be associated with your site

social network user account, sign out of the social network.

Please note that as a website provider, we do not receive any information from the social network about the content provided

personal data and their use. For more information about using personal data with social networks, see the Data Protection Statements

mentioned social networks.

## **6. Use of personal data**

We use your personal and business information solely in accordance with applicable law. Personal and business information you provide to us at

signing up as a Cashback World member and as part of your membership, as well as your registration as a Cashback World Business Partner and during

participation in the Cashback World Program is recorded and processed solely as part of our contractual obligations (Article 6 (1) (a)).

b) GDPR). If you do not provide us with this information, we cannot conclude a contract with you. In addition, we process your data if necessary to

fulfillment of legal obligations (Article 6 (1) (c) GDPR). We will only use your personal and business information in cases where you express yours

consent (Article 6 (1) (a) GDPR).

We use your information to communicate with you, to verify your identity, and to provide your personal account on our website, at

processing your inquiries and orders and providing you with our services. We also use your data to issue invoices

and to identify and match the purchase benefits you receive from participating in Cashback World.

For example, if you have given us separate consent, we also use your information to provide you with information about our offers and actions.

business partners and B2B business partners. You may revoke your consent at any time to avoid further processing of data

feasible.

We keep your personal and business information only for the duration of the contractual relationship between you and us, or if it is provided by law

a longer retention period or data in question is used in accordance with legal procedures.

## **7. Security measures and personal data provision**

To protect your personal information, we use, among other things, data encryption (SSL encoding), Firewall, anti-spam

hackers and other security measures according to the state of the art. When communicating by e-mail, we protect the data as it is to the current status

techniques.

In principle, myWorld treats your personal and business data as a member and business partner and as responsible

entity to process your data. For realization, mWSmyWorld Solutions AG uses the legal status of an intermediary as

however, we may provide / pass on your personal and business information to other service providers as well as within myWorld

Group, Lyoness Group and Lyconet Group.

We use the services of certain providers to carry out our services, communicate with you and manage our online presentation.

We assure you that we carefully select our suppliers to ensure proper and secure data processing. Your personal information

they will only be processed according to our instructions, for the purpose we determine and in accordance with the provisions of the GDPR and / or the Act. It is excluded to your personal

the data was used above the defined framework.

In addition, we provide your personal information within myWorld, and the necessary privacy and security measures are followed this is necessary for the purposes of Cashback World Program, trading partner sales, membership benefit calculation, costing and billing agreed commissions. myWorld companies have committed to us to use your personal and business data only for a specific Purpose and Pursuant to Provisions of Personal Data Protection Regulations Applicable in the Slovak Republic and the European Union. The services in question are in particular, to establish contact by e-mail (eg e-mail, SMS and push message), fax, telephone or letter to informing your business partner's products and actions and B2B business partners, identifying bids that match yours interest, satisfaction surveys, customer service and transaction processing. If and if necessary to provide any specific service for you, we will provide the business partner with personal and business information he needs for it. Business partners and B2B business partners have committed to us to use your personal data only for a specific purpose and in accordance with the provisions of the personal data protection regulations data valid in the Slovak Republic and the European Union. MyWorld is an international company. Our business, management structure and our technical infrastructure are cross-border. We provide your personal and business information to foreign companies of myWorld if necessary for participation in Cashback World Program, upload your purchases and resulting membership benefits or commission calculations. to the Member States of the European Union or to the Parties to the Agreement on the European Economic Area, to Switzerland and to other countries with adequate privacy protection does not require any further consent. However, if we provide your personal information to other countries as above, we will promptly notify you and comply with our privacy policy and provide you with guarantees and ensure your rights and remedies are enforced. We will not disclose your personal information to persons other than the above-named business partner and B2B business partner, provider services and companies within myWorld, except when you have given us your consent or is a legal obligation.

## **8. Privacy Rights and Contact Information**

You have the right to obtain information about your personal and business data that we process and may request that it be corrected, deleted, or restricted. their use. You are also entitled to objections and the right to portability of data (that is, you have the right to obtain data in a structured, common, and machine-readable form). If you feel that the processing of your personal and corporate data violates GDPR and / or the Act, you have the right to file a complaint with the Office at Privacy Policy (<https://dataprotection.gov.sk>) or to the supervisory authority of another EU Member State. You may revoke your consent to the use of the personal data used on this website at any time without notice reason. Such an appeal means that the continued use of the data is inadmissible. Please send the appeal in writing (by letter or e-mail) to the following address:  
myWorld Slovakia, s.r.o.  
Bajkalská 19 / B, 821 01 Bratislava-Ruzinov  
E-Mail: [service.sk@cashbackworld.com](mailto:service.sk@cashbackworld.com)  
Also, use these addresses if you have questions about using your data as well as for promoting your data protection rights

