

PRIVACY POLICY

We believe strongly in the protection of personal data. We are committed to creating processes that enable you to use our services safely and securely. 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 how we protect it.

Contents

1. Area of applicability
2. Recorded data
3. Cookies
4. Conversion measurement using the Facebook Pixel
5. Use of data
6. Data security and transferring data
7. Right of withdrawal, information, changing data and contact details

Area of Applicability

This Policy applies to MotoGP™ Cashback Program Membership and the Website available at <https://MotoGP-Cashback.com>. As we enhance our websites to improve our services, we may need to amend and revise this Privacy Policy.

Recorded data

Personal data is all information about your personal or material circumstances that we have collected during your MotoGP™ Cashback Program Membership and that can be assigned to you either directly or indirectly (e.g. via your MotoGP™ Cashback Program Membership Number). This includes your full name and e-mail address.

Cookies

Our websites use cookies. Cookies are small text files saved onto your computer that can be accessed again at a later date. Cookies enable you to log in to access our services and also help us to customise our website for you.

Some areas of our websites can also be accessed without you needing to log in or register. In these areas we will also record automatically certain information that will enable us to collect static data regarding the use and efficiency of our websites and thus adapt them to suit our users' needs. We therefore record information about your IP address, the time and length of your visit, the number of visits, your use of online forms and other similar information. Cookies are stored for a range of different periods. The majority of the cookies we use are deleted automatically as soon as you leave the website. We make a record of every time our website is accessed and every time a user opens one of the files stored on our websites. The cookies provide information for our own exclusive use and are not made available to third parties.

We use JavaScript to record your activities on our website so that we can adapt our website to our users' needs. This process involves recording the browser type, location, time and length of your visit, URL, page number and the website that referred you to our website. To prevent us from recording this data, you can deactivate JavaScript directly in your Internet browser.

We also use Google Analytics to record your activities on our website and to determine how many users visit our pages and which pages are accessed the most. All analysed data is kept anonymous. Google Analytics cookies are saved onto your computer where they can be analysed by Google. We use the following Google Analytics tools: IP anonymisation, demographic data and interests. To find out more, please see <https://support.google.com/analytics/answer/6004245?hl=en-GB>. At <https://tools.google.com/dlpage/gaoptout?hl=en-GB>, Google Analytics provides users with the option to deactivate data collection.

Cookie	Parameter	Purpose	How it works
lyo_it_accept_cookie	True	This cookie tracks when the user has approved something.	To revoke approval, the user must delete the cookie from his/her browser
_utma _utmb _utmc _utmz	Google Analytics	These cookies help us to collect information such as how users use our websites (time, day, etc.) and how frequently they access them. This information helps us to improve our web services.	To find out more, please consult Google's Privacy Policy.
ASP.NET_SessionId	ID	This cookie helps to identify a particular user.	The session ID is saved in a cookie.
Lyo-Search-Settings	TreeType	Cookie for storing search results.	This cookie stores data every time a user clicks on a search result to access our website.
lyo_box_account_info_settings	true/false	Cookie for showing and hiding data in the account overview.	This cookie is used to activate or deactivate the overview of account data.
popup_lyoness3steps_closed	true/false	A pop-up with information about Lyoness appears the first time the user visits the website.	Cookies for managing pop-ups. Once the user has closed the pop-up, it will not appear the next time he/she visits the site.

Please note that most Internet browsers accept cookies as standard. You are able to change your browser settings to reject all or some cookies or to ask you every time you are required to accept new cookies. Most browsers will contain instructions on how to do this under the "Help" option in their main menu. These instructions will also inform you how to delete cookies already stored on your computer.

Please note that you may not be able to use all of the functions on our website if you do not accept cookies.

By using our website, you agree to the use of the cookies listed above.

Conversion measurement using the Facebook Pixel

With your approval, the Lyoness uses the "Facebook Pixel" provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") on its websites. This pixel enables Lyoness to track users' actions once they have viewed or clicked on a Facebook advert. As a result, we are able to analyse the effectiveness of Facebook adverts for statistical and market research purposes. The data recorded in this process is anonymous, meaning that Lyoness is unable to use it to identify users. However, the data is saved and processed by Facebook, which means that it may be linked to your Facebook profile and that Facebook may be able to use the data for its own marketing activities in accordance with the Facebook Privacy Policy (<https://www.facebook.com/about/privacy/>). This data can therefore enable Facebook and its business partners to advertise on Facebook on other websites. A cookie may also be stored on your computer for this purpose.

You can revoke your agreement regarding the use of the Facebook Pixel at any time. Please submit your request in writing (letter, fax or email) to:

Lyoness UK Limited
 12 – 14 Mason's Avenue
 London EC2V 5BT
 Telephone: +44 (0) 20 7629 3493
 Fax: +44(0) 20 7499 5775
 E-Mail: uk-service.motogp@cashback.net

Use of data

Lyoness only uses your personal data in accordance with the relevant legal regulations. We record and process the personal data that you provide during your Membership of the MotoGP™ Cashback Program for the exclusive purpose of fulfilling our contractual obligations towards you. In order to record and process this data, we must first obtain your consent.

We use your data to communicate with you, to verify your and provide you with information on the MotoGP™ Cashback Program.

Provided that you have granted separate approval, we also use your data to provide additional information, e.g. on offers and deals available from our Loyalty Merchants. Provided you have issued your consent, we also use your data for your participation in our competitions within the meaning of the Terms and Conditions of Participation.

Data security and transferring data

In order to protect your data, we employ state-of-the-art technology, such as encrypted forms of data transfer (SSL encryption), firewalls, hacker protection software and additional security functions.

Your personal data is used only by Lyoness Europe AG, which serves your local Lyoness subsidiary company of Lyoness Group AG and Dorna Sports S.L., Principe de Vergara, 183, 28002 Madrid, Spain. However, your personal data may also be passed on to certain service providers and other companies within the Lyoness Group, as follows:

1. We reserve the right to employ certain **service providers** to help us perform our services, communicate with Members and manage our online presence. We select these service providers carefully to make sure that your personal data is processed in a secure and proper manner. We also ensure that our service providers are obliged to use your personal data in accordance with our own specifications and in accordance with UK data protection law. Our service providers are not permitted to use your data once they have completed the process for which it was provided.
2. Furthermore, provided that we observe the relevant data security measures, we are also able to pass on your personal data to other companies within the **Lyoness Group** provided that it is required for the electronic processing or management of data or to supply you with a specific service. Lyoness Group companies are also obliged to use your personal data in accordance with our defined specifications and in accordance with UK data protection law. The following website contains a list of all companies within the Lyoness Group: <http://www.lyoness-corporate.com/de-AT/Unternehmen/Organisation/>.
3. The following services in particular may require your data to be passed on: contacting Members using electronic messaging services (e.g. e-mail or text message), contacting members via social media (e.g. Facebook), contacting Members by e-mail, fax or telephone to inform them about products and offers available from our Loyalty Merchants, identifying offers that may appeal to your interests, conducting customer satisfaction surveys, operating hotlines, and processing transactions. When required to perform a particular service for you, we will also transfer the necessary personal data to our Loyalty Merchants. Our Loyalty Merchants are also obliged to use your personal data in accordance with our defined specifications and in accordance with UK data protection law.

Lyoness is an international company whose business activities, management and technical infrastructures cross national borders. We are therefore able to transfer your personal data **to other countries**. Under the 8th Principle of the Data Protection Act 1998, we do not require any additional approval to transfer your personal data to other Members of the European Economic Area, to Switzerland or to other countries that observe data protection laws. If we are required to transfer your personal data to a country that does not fall into the categories named above, we shall obtain your separate approval in advance.

Excluding the Loyalty Merchants, service providers and Lyoness companies described above, we shall not pass your personal data on to any other parties.

Right of withdrawal, information, changing data and contact details

You have the right, at any time, to withdraw your consent regarding the future use of data 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 (post, fax, or email) to the following address:

Lyoness UK Limited
12 – 14 Mason's Avenue
London EC2V 5BT
Telephone: +44 (0) 20 7629 3493
Fax: +44(0) 20 7499 5775
E-Mail: office@lyoness.co.uk

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