

## **Uniyard Privacy Policy**

Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your personal data in accordance with our services. As defined in the Directive on the protection of natural persons with regard to the processing of personal data (Directive (EU) 2016/680), ‘personal data means any information relating to an identified or identifiable natural person.’

### **1. What personal data do we collect and when do we collect them?**

- In principle we, collect personal data and potentially personally identifiable data only when it is necessary for our users and visitors to use our services. Visitors who do not wish to provide their personal data can always refuse submitting such data, however this may cause an interruption or unavailability in certain features of our services.
- When registering on Uniyard Mobile Applications, as appropriate, you are asked to register with either your Facebook or Twitter accounts. We may request to have access to certain information from above mentioned accounts including, but not limited to, your name, e-mail address and profile picture (The complete list of authorization will be clearly presented to you when registering to our services by the relevant social network providers that you are registering with). If permission is given, we may also post on your Facebook and Twitter accounts on your behalf.

Your Uniyard profile is created by the data we receive from your Facebook or Twitter accounts. You can always change or add, your name, surname, e-mail address and profile picture within the app manually after the registration. However, your Uniyard username, which is assigned to your Uniyard profile by the time of registration, cannot be changed. We also process contents that you provide/share within the app, such as status, comments and pictures or other details to help you with your experience, including your location information (GPS).

- Moreover, we may also, at any time, collect non-personally identifiable information (e.g. the browser type, language preference, referring site, the date and time of each visitor request, and statistics about the behaviour of visitors of our websites and users of our mobile applications) to better understand our users’ experiences with our services. Non-personally identifiable data may be provided to other parties for marketing, advertising, or other uses. We may also collect potentially personally identifiable data (e.g. IP

addresses), however we do not use such data to identify our users, and we process these data the same way we process personal data.

- We may also collect personal data when you contact with us through our contact forms. We use contact forms for our users and businesses to contact with us for different purposes, such as customer support, event submission and discount submission. In each individual form, we ask you to provide us certain information, which is compatible with the nature of the form that you are using to contact with us. The type of information that we ask you to provide us may vary for each individual form. Please check each form to see the complete list of information that we process.

## **2. How do we use your information?**

We may use the information we collect from you when you use our services in the following ways:

- To create and administer your Uniyard account. This includes, but not limited to, a public user profile page, favourite event and personal discount page, user posts and other contents that you share on Uniyard Mobile Apps.
- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our services in order to better serve you.
- To administer event announcements, promotions, survey or other system features.
- To allow us to better serve you in responding to your contact form requests.
- To follow up with them after correspondence (e.g. email or phone inquiries)

Uniyard B.V. does not sell or rent personal data.

## **3. How do we protect your information**

By using Uniyard B.V.'s website or mobile applications, you consent Uniyard B.V. to process your personal data. We take necessary technical and organizational measures to protect personal data against the unauthorized access, use, alteration or destruction. We disclose personal data:

- to our employees, contractors and those who are responsible to process the data on behalf of Uniyard B.V. Please note that, some of our processors may be located outside of the Netherlands.
- to protect intellectual property rights of Uniyard B.V. or third parties, only if it is necessary and in compliance with good faith,
- when necessary as required by law.

Some personal data are publicly available by its nature, such as public Uniyard profile (e.g. name, surname and if provided the e-mail address), status and comments, as well as the information sent to us through the forms that are explicitly aiming to make the information public (e.g. event submission form or discount submission form for businesses)

#### **4. Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to:

- understand and save user's preferences for future visits.
- keep track of advertisements.
- compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf (e.g. Google Analytics cookies)

Cookies enable us to provide you with improved services. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using our websites, with the drawback that certain features of our websites may not function properly without the aid of cookies.

#### **5. Third-party links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website and mobile applications. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our services and welcome any feedback about these sites.

## **6. Privacy Policy Changes**

Occasionally, we may make some modifications in our Privacy Policy. Therefore, our visitors and users are recommended to check this policy page from times to times. We may also notify our mobile app users about important changes through in-app notifications and/or through Uniyard social network dashboard. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

## **7. Contact us**

If you have any further question, you can contact us via our support / contact form in our mobile applications or you can directly send an e-mail at [info@uniyard.com](mailto:info@uniyard.com).

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