

### AGREEMENT

This Privacy Policy explains what information of yours will be collected by Loyalty Platform when you access the website at <https://loyalty-platform.cloud> (the “website”), all related websites (subdomains), other services provided by Loyalty Platform on which a link to this Privacy Policy is displayed, and all other communications with you through from written or oral means, such as email or phone. It also describes how the information will be used, how you can control the collection, correction and/or deletion of information and how to get in touch with us if you need. Our privacy practices are designed to provide a high level of protection for your personal data. We will not use or share your information with anyone except as described in this Privacy Policy. This Policy is incorporated into, and is subject to, the Terms and Conditions of use available on this website. Please read this Privacy Policy carefully to understand our views and practices regarding your personal data before browsing this website.

### HOW THE INFORMATION ABOUT YOU IS USED

We use the information that we collect to operate and maintain our website and to provide the services and information that you request, to allow you contact us, provide access to requested whitepaper, respond to your comments, questions and concerns and for other purposes specified herein.

### WHAT INFORMATION DO WE PROCESS

We collect information about you when you submit the information through the form on the website, or otherwise make the information available for us (by phone, email, etc.) or our partners or vendors, as well as from publicly available sources. For example, we collect your full name, email, company name and address, job title, phone number and additional information you provide us when you request receiving whitepaper or contacting you directly.

If you are a representative of our current/potential client, vendor, partner we may process your full name, contact details, position, company you represent, activities in relation to sales process, data on our communications with you, content and results of such communications, our internal notes about you, publicly available professional information about you.

We may also collect, store and use any other personal data that you choose to send to us. In cases where it is specifically stated that some data is not mandatory, you are free not to submit this data. Our website is not directed to children and we do not knowingly collect personal data from children. If you are under 16 years of age (or any other age under the applicable law), then please do not use or access the website at any time or in any manner or contact us and provide the consent of your parent or legal guardian.

### COOKIES

We collect anonymous information from visits to our website to help us provide better customer service. For example, we record certain automatically collected information, which include IP address, web browser, OS, the web pages or sites visited just before or just after using the website, keep track of the domains from which you visit and we also measure your activity on the website, but we do so in ways that keep the information anonymous. Loyalty Platform uses this data to analyze trends and statistics, to prepare analytics for business intelligence, to target our advertising and to help us provide better customer service. Cookies can be used to provide you with tailored information from a website. You can determine if and how a cookie will be accepted by configuring your browser, which is installed in the computer you are using to access the website. If you desire, you can change those configurations in your browser to accept all cookies, to be notified when a cookie is sent, or to reject all cookies.

### DATA PROCESSING AND TRANSFER

In addition to Loyalty Platform, in some cases, personal data may be accessible to certain types of persons in charge, involved with the operation of the website or external parties (such as third-party technical service providers, hosting providers, communications agencies). These third parties may have access to, or process personal data as part of providing those services for us. Your information collected by Loyalty Platform may be stored and processed in the Europe, United States or Ukraine or any other country in which Loyalty Platform or its subsidiaries, affiliates or service providers maintain facilities. Loyalty Platform may transfer information that we collect about you, including personal data, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. By submitting your personal data, you agree to this transfer, storing and processing.

### OTHER WEBSITES

This website contains links to other websites. This Privacy Policy only applies to this website so when you link to other websites you should read their own privacy policies. Loyalty Platform is not responsible for the privacy practices or the content of such websites.

### DATA RETENTION

We keep your personal data for as long as it is necessary to do so to fulfil the purposes for which it was collected as described above. The criteria we use to determine data retention periods for personal data includes the following: retention in accordance with legal and regulatory requirements. We may retain and use your information in order to comply with our legal obligations, resolve disputes, prevent abuse.

**CHANGES TO OUR PRIVACY POLICY**

We reserve the right to change this Privacy Policy at any time in our sole discretion. If we make changes to this Privacy Policy they will be posted on the website so that you are always aware of what information we gather, how we might use that information and in what circumstances we may disclose it.

**CONTACTING US**

In the event you have any questions, comments and requests about the information set out in this Privacy Policy, please contact us by submitting the form.