

PRIVACY POLICY

IDENTITY OF THE CONTROLLER AND PROCESSOR

By virtue of the applicable regulations regarding Personal Data Protection, Quantum Marketing Solutions S.L, a Spanish company with its registered address at C/ Mandri 38, 2º 2ª, 08022 Barcelona, and holder of CIF number (Company Tax Code) B-64873060, owner of the present website (www.activatugiftcard.com), informs you that it acts as the Processor of your data when it offers the prize redemption and activation service to the Data Controller.

PURPOSE OF PERSONAL DATA PROCESSING

Your personal data is collected and processed with the sole and exclusive purpose of redeeming your prize after participating in the present promotion.

The present promotion is not addressed to persons under the age of 18.

Pursuant to the applicable data protection regulations, the participants and winners (hereinafter, interested parties) are informed that the personal data they provide in order to participate in the present promotion will be processed in accordance with the following terms and conditions:

- a) Purposes of the processing and disclosures of the interested parties' personal data: The data of the persons participating in the present promotion will be processed by the Controller for the following purposes:
 - Manage their participation in the present promotion and in the event of winning, verify that the interested party complies with the necessary requirements to be able to take part in the promotion.
 - Manage the participants' registration in the promotion if it is developed on the website, in which case the interested parties will also have to access and accept the privacy policy and other texts published on the present website.
 - Send an email to the interested party with the instructions about the prize. The data said party provides when they register or enter the promotion will be considered correct.
 - Provide the interested party with the necessary information to ensure that their participation complies with the Terms of Use.
 - Verify that there have been no fraudulent actions or any that do not comply with the Terms of Use.
 - Communicate and promote actions carried out by the Controller.

- b) The interested party's consent to the processing: When an interested party registers and participates in the present promotion, it implies that they fully and expressly agree to the processing of their personal data for the indicated processing purposes. Therefore, in the event

the interested party does not consent to the processing of their data for a specific reason, they must abstain from participating in the present promotion. Notwithstanding the foregoing, at any time the interested party may exercise their rights of access, rectification, deletion, opposition, restriction of processing, portability and to not be the object of automated individual decision-making.

- c) Accuracy of data: The interested party is informed that as the owner of the data provided to the Controller, they are obliged to communicate any change in their data as soon as possible, so as to enable the aforementioned entity to update the information. Unless otherwise indicated, it will be understood that the data provided by the interested party are accurate and up to date.
- d) Scope of the processing of the content of the interested party's personal data: The provisions of the Terms of Use regarding the processing of content of the participants and winners' personal data are complementary and do not exclude any other informational legal texts communicated to the interested parties through vouchers, registration forms, privacy policies and any other documents issued at any stage of the present promotion.
- e) Exercise of rights of access, rectification, deletion, opposition, restriction of processing and to not be the object of automated individual decision-making: Participants, winners and any other interested party may exercise their right either by letter addressed to the indicated Processor or email sent to info@helloyalty.com. The sender is required to duly identify themselves in said letter or email
- f) QUANTUM informs you that your personal data will not be disclosed to third parties, unless it is legally obliged to do so. However, the QUANTUM service providers that carry out functions related to the aforementioned processing purposes may have access to your data, in which case they will act in their capacity as Processors. For this reason, QUANTUM guarantees that it will adopt all necessary Personal Data Protection policies and measures to ensure said data is processed properly.

Likewise, so as to comply with the processing purposes, your data may be transferred to companies outside the scope of application of the GDPR. Consequently, QUANTUM guarantees that it has adopted the necessary protection measures so as to align the regulations and guarantee that your data will be processed in accordance with the applicable regulations in the European Union.

COOKIE POLICY

Cookies are used when users browse the website and are of a temporary nature; therefore, they are not stored on the hard disk so when a user closes the website, they do not appear. The cookies used cannot read data from your hard disk nor cookie files created by other suppliers. We use cookies to store information and personalise your experience on our websites. For example, the cookies enable our sites to recognise your browser as a previous visitor and, as a result, they store

and remember the preferences set while you were browsing our website. Users can set their browser to show a cookie reception message on the screen. Please read your browser's instructions and manuals to obtain additional information. Likewise, if you have any enquiries, please contact us at info@helloyalty.com.

SECURITY MEASURES

The trading company, 'Quantum Marketing Solutions, S.L', as the Processor, has implemented the legally required measures, in accordance with the provisions of temporary data protection regulations. We likewise guarantee the confidentiality of your personal data, except information required by law or any other applicable and compulsory regulation.

PRINCIPLE OF QUALITY

The Controller will ensure that the Processor will maintain the quality of the data you provide, making certain that they are appropriate, pertinent and not excessive for the processing purposes.

In all cases, the users guarantee and are responsible for the truthfulness, accuracy, validity and authenticity of the personal data they provide, and they undertake to keep them duly updated.

In the event we need to adjust our data protection policy due to legislative changes or if the Data Protection Agency reviews its criteria, any variation required to comply with the law will be duly notified.