

PRIVACY POLICY

Last Update: September 15th, 2015

gyards GmbH ("**gyards**", "**we**", "**us**", "**our**") respects the privacy of its users ("**you**") and has developed this privacy policy ("**Privacy Policy**") to demonstrate its commitment to protecting your privacy. During the course of our activities we will collect, store and process data about you. The use and share of your data by us and your choices about such processes are described in this Privacy Policy. We kindly ask you to consent to the policies described in this Privacy Policy and to read this document carefully before you use our website, software, applications, widgets, our official social media pages that we control, or other mobile interactive features (our "**Service**", together our "**Services**"). As we are based and processing data in Austria, this Privacy Policy is developed and your data is processed in accordance with the Austrian Data Protection Act.

If you have any questions regarding this Privacy Policy, please contact us by e-mail: contact@gyards.at

DATA WE MAY COLLECT AND HOW WE COLLECT IT

By agreeing to our Privacy Policy you consent that we may collect, store, retain, parse and process:

1. "**Personal Data**" meaning information that identifies you as an individual, such as your name, user name, academic title, postal address (including billing and shipping addresses), telephone number (including home and mobile phone numbers), e-mail address, place of work and its address, credit and debit card number, profile picture, date and place of birth, gender, nationality, company registration number, country of residence, passport number, signature, body height, social security number, eye colour and
2. non-personally identifiable data ("**Other Data**"), meaning any information that does not reveal your specific identity, such as: browser and device information, IP address, server log file information, the name of your host or the domain name of the website

that referred you to ours, app usage data, site data, demographic information, information collected through cookies, anonymous app usage data and other information provided by you.

We may collect Personal Data and Other Data you provide us with or which we obtain from your device or activities by using our Services, e.g. through our website, subscribing to our press mailing list, contacting our customer service and other sources like social media platforms.

We collect your communication with our customer service and any other way of communication with us.

We also use Cookies to automatically collect certain Other Data such as the browser and device you are using, the hostname, the website that has referred you to us, language settings, etc. We may also collect data about whether Java and Flash are supported by your device and read first-party cookies on your browser in order to gather information about your browsing session. For further information on cookies please see below.

We may place links and plug-ins from plug-in providers such as Facebook, Google, YouTube, Google +, Twitter, LinkedIn, GooglePlay Store, Apple Store, Chatra or certain media on our website. However, these services may use their own cookies or web beacons to collect information about users who interact with links to their websites.

If you visit our website your browser connects directly with the servers of plug-in providers and the content of the plug-in may be directly generated and incorporated on our website by your browser. Therefore plug-in providers may be enabled to track and connect your visit and activities on our website with your profile set on such plug-in provider's website. Any information about interactions such as comments or the use of "like-buttons" may be directly transmitted to the plug-in providers' websites and may be stored by the relevant plug-in provider. If you want to avoid such transmission and storage of your data you may prevent this by logging out of your relevant profiles with plug-in providers before using the plug-in. For further information about the purpose and extent of data usage and processing by plug-in providers on our website please find the relevant providers' privacy policies below:

<https://www.facebook.com/policy.php>

<http://www.google.com/policies/privacy/>

<https://www.google.com/+//policy/pagesterm.html>

<https://twitter.com/privacy?lang=en>

<https://www.linkedin.com/legal/privacy-policy>
<https://play.google.com/about/play-terms.html>
<http://www.apple.com/legal/internet-services/itunes/nz/terms.html>
<https://chatra.io/privacy-policy/>

COOKIES

To optimize your experience while you are using our Services, we collect data by using cookies. In this section we will explain what these tools are, which ones we use exactly and how you can either delete them if they are already placed on your computer or decline their use. However, you might not be able to use some features of our Services properly if you decide to block or delete cookies.

Cookies are small text files that are stored on your browser or device. They are used in various ways, e.g. to analyse users' behaviour on a website or for personalization reasons based on the user's preferences.

Our website uses Google Analytics, a tool for web analysis provided by Google, Inc. ("**Google**"). Google Analytics uses cookies. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use the collected information for the purpose of evaluating your use of our website, compiling reports on website activity for us and providing other services relating to website activity and internet usage to us. Google may disclose this data to third parties if this is required by law or if third parties process this data on behalf of Google. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you decline cookies, you may not be able to use the full functionality of our website. By using our website you agree to the processing of collected data in the manner and for the reasons described above.

Further we use Cookies in our Anyline store which allows us to store a hash value of your cart content and the session number to keep the store information for you. If you would like to order without the storage of your cart content and session number by Cookies, you may place an order via email to contact@9yards.at.

We use the obtained data in order to customize and to improve our Services and to evaluate effectiveness of our content, advertising, programming or other activities.

Services to which we link on our website may use their own cookies if you interact with links, plug-ins and other references we provide. We have no control over those cookies and refer to the Privacy Policies of those third parties for further information.

Most web browsers offer options to disable cookies. Alternatively, we would like to hint at the following tools in order to change your personal cookie application:
<https://tools.google.com/dlpage/gaoptout?hl=de>
<https://disconnect.me/>

These tools are provided by third parties. We do not assume any guarantee or liability for their content or function.

HOW WE USE COLLECTED DATA

We limit the collection of Personal Data and Other Data to the amount required to review, analyse, adapt and improve quality of our Services, products, advertising, customer support, fraud fighting, testing and calibration of our Services, for verification of your eligibility and credit report and to inform you about changes and news to our Services.

All Personal Data collected will only be processed by our employees to the extent needed except otherwise explained in this Privacy Policy. Personal Data will not be disclosed to third parties unless it is necessary for execution of your order, in particular for delivery of products or services by logistic partners, for investigating your credit status and the handling of payments, if you have granted us permission to do so or if the disclosure is permitted by law. By handling of payments we use and protect your data with respect to and in compliance with the PCI DSS 3.1 standards by the PCI Security Standards Council.

Payments may be processed by our payment service provider Wirecard CEE (Wirecard Central Eastern Europe GmbH with registered office at Primoschgasse 3, 9020 Klagenfurt, Austria, registered with the company register under number FN 195599 x) whereby relevant data like you customer ID may be shared with Wirecard CEE for organizing and handling payments.

In case we buy or sell any business or asset, we may disclose Personal Data to the prospective seller or buyer of such business or assets. Further we may disclose Personal Data to third parties, if we or substantially all of our assets are acquired by a third party and Personal Data will be one of the transferred assets.

We may process and disclose Personal Data in order to comply with any legal obligation, to enforce or apply any contract with you, to protect our rights, property, or safety of our employees, customers, or others. This includes exchanging information with other companies and organizations for the purposes of credit risk reduction and fraud protection.

We may combine Personal Data and Other Data we collect with additional data from other sources. We may share Personal Data and Other Data to advisors, advertisers and investors, for the purpose of conducting general business analysis or other business purposes.

If you subscribe for one of our mailing lists, we will use your e-mail address, name, academic title and certain Other Data, for providing you with news about our Services. We use this data to keep you up to date about our product development, about the launch of new products as well as conferences we attend to. You may unsubscribe from our mailing lists by clicking the unsubscribe button in each of our e-mails or in your profile settings.

We will use your data only legally. If we use your data for purposes that require your prior consent, we will approach you with a request. You may revoke your consent at any time and/or disagree to any future use of your data by us via e-mail: contact@9yards.at

DATA RETENTION

We will store your data as long as it is required for our business purposes respectively as it is required by law e.g. for tax and accounting reasons.

RIGHT TO INFORMATION

9yards GmbH is an Austrian limited liability company with registered office at Zirkusgasse 13/2b, 1020 Vienna, Austria, registered with the company register of the Vienna Commercial Court under number FN 392187 x. You may request information about your data which is processed by us. Furthermore you have the right to have your stored data corrected or deleted, if data is incorrect or has been processed contrary to the provisions of the Data Protection Act. Kindly note that we require proof of your identity before we may answer your request. Please send your request by e-mail contact@9yards.at or by postal mail to 9yards GmbH, Zirkusgasse 13/2b, 1020 Vienna, Austria.

DATA PROTECTION

In accordance with the Austrian Data Protection Act we will take appropriate security measures to ensure that your Personal Data will not be processed illegally, changed or deleted, duplicated, used by unauthorized third parties and will be prevented from accidental loss or damage. We will implement processes that guarantee the safety of your personal data from the time it is collected until the time it is deleted.

USE OF OUR WEBSITE BY MINORS

If you are 14 years old or even younger we will need your parents/ legal guardian's consent before you submit data via our Services. It is not allowed to submit data without such consent. If we receive any such data we will stop to process this data as soon as we get informed.

CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy at any time. All changes will be published on this site. Any changes to this Privacy Policy will become effective when we publish the revised Privacy Policy on our website. Your use of our website following these changes means that you accept the revised Privacy Policy. Therefore, we kindly ask you to review our Privacy Policy from time to time.

WITHDRAWAL

You may revoke your consent to this Privacy Policy for process of your data in the future at any time at contact@9yards.at