

PRIVACY POLICY

Your privacy is important to PvPBoost (“PvPBoost”, “We”). This Privacy Policy covers what Personal Data we collect and how we use, disclose, transfer and store your Personal Data, who has access to it and what rights are available to you as a Customer.

Whenever the term Personal Data is used below, it means any information that can either directly identify you as an individual or that can be connected to you indirectly. PvPBoost also processes anonymous data, aggregated or not, to analyze and produce statistics related to habits, usage patterns, and demographics of our customers (including you) as a group or as individuals. Such anonymous data does not allow the identification whether it relates to you personally. PvPBoost may share anonymous data, aggregated or not, with third parties.

1. WHY IS DATA COLLECTED AND PROCESSED

1.1 PERSONAL DATA IS COLLECTED AND PROCESSED FOR THE FOLLOWING REASONS:

1.1.1 for the performance of our agreements with you and to provide the Services;
1.1.2 for compliance with legal obligations that PvPBoost is subject to; 1.1.3 for the purposes of the legitimate and legal interests of PvPBoost or a third party; 1.1.4 in case you have given consent to it.

2. WHAT DATA IS COLLECTED AND PROCESSED

2.1 BASIC ACCOUNT DATA

When creating an Account, PvPBoost will collect your email address (which will be your user name as well). You are also required to choose a password. The provision

of this information is necessary to register your Account.

2.2 TRANSACTION AND PAYMENT DATA

In order to make a transaction on PvPBoost Website (to purchase Services), you will need to provide your name, surname, country of residence and payment data to enable the transaction. If you pay by credit card, you will need to provide typical credit card information (name, address, credit card number, expiration date and security code), which will be processed and transmitted to the Payment processor to enable the transaction and perform necessary checks.

2.3 OTHER DATA YOU EXPLICITLY SUBMIT

We will collect and process Personal Data whenever you explicitly provide it to us. This data includes:

2.3.1 Information that you post on the Website;

2.3.2 Information sent through online-chat;

2.3.3 Information you provide when you request information or support from us or purchase Services from us, including information necessary to process your orders with the relevant Payment processor;

2.3.4 Information you provide to us when participating in promotional activities or responding to surveys.

2.4 DATA RELATING TO YOUR USE OF THE WEBSITE

We collect a variety of information through your general interaction with the Website. Personal Data we collect may include, but is not limited to, your IP address, browser

and device information, data collected through automated electronic interactions and application usage data. Furthermore, we will track your activities across our Website to verify that you are not a bot and to optimize our Services.

In order to provide you the Services at our best, we will collect, store and use various information about your activity on our Website, what is usually referred to as “website visiting statistics”. By website visiting statistics we mean information about your website topics (website sections) preferences, website visiting time, as well as information about the devices you are using, including what operating systems you are using, devices settings, unique devices identifiers etc.

2.5 TRACKING DATA AND COOKIES

We use “Cookies”, which are text files placed on your computer, to help us analyze how you use our Services, and similar technologies (e.g. web beacons, pixels, ad tags and device identifiers) to recognize you and/or your device(s), as well as to improve the Services we are offering, to improve marketing, analytic or Website functionality. The use of Cookies is standard on the internet. Although most web browsers automatically accept cookies, the decision of whether to accept or not is yours. You may adjust your browser settings to prevent the reception of cookies, or to provide notification whenever a cookie is sent to you. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to access the full functionality of our Website.

2.6 GOOGLE ANALYTICS

Our Website uses Google Analytics, a web analytic service provided by Google, Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help us analyze how you use the Website. The information generated by the cookie about your use of the Website will generally be transmitted to and stored by Google.

You may refuse the use of cookies by selecting the appropriate settings on your

browser. However, please note that in this case you may not be able to use the full functionality of our Website.

2.7 CONTENT RECOMMENDATIONS

Subject to your consent or where explicitly permitted under applicable laws on email marketing, PvPBoost may send you marketing messages about Services offered by PvPBoost to your email address. In such a case we may also use your collected information to customize such marketing messages as well as collect information on whether you opened such messages and which links in their text you followed.

You can opt out or withdraw your consent to receive marketing emails at any time by either withdrawing the consent on the same page where you previously provided it or clicking the “unsubscribe” link provided in every marketing email.

3. WHO HAS ACCESS TO DATA

3.1 PvPBoost and its subsidiaries may share your Personal Data with each other and use it to the degree necessary to achieve the purposes listed in this Privacy Policy above. In the event of a reorganization, sale or merger we may transfer Personal Data to the relevant third party subject to applicable laws.

3.2 We may also share your Personal Data with our third party providers that provide services in connection with the Services distributed via Website. Your Personal Data will be used in accordance with this Privacy Policy and only as far as this is necessary for provision of the Services to you.

3.3 In accordance with internet standards, we may also share certain information (including your IP address) with our third party network providers that provide content delivery network services in connection with the Website.

3.4 The Website may include message boards, forums and/or chat areas. When

posting a message to a board, forum or chat area, please be aware that the information may become publicly available online; therefore, you are doing so at your own risk. If your Personal Data is posted publicly on a board, forum or chat area against your will, you can request from PvPBoost its removal.

3.5 PvPBoost may release Personal Data to comply with court orders or laws and regulations that require us to disclose such information.

4. HOW LONG THE DATA IS STORED

PvPBoost will only store your Personal Data as long as necessary to fulfil the purposes for which it is collected and processed or — where the applicable law provides for longer storage and retention period — for the storage and retention period required by law. After that your Personal Data will be deleted, blocked or anonymized, as provided by applicable law.

In particular:

- If you terminate your Account, your Personal Data will be marked for deletion except to the degree legal requirements or other prevailing legitimate purposes dictate a longer storage.
- In certain cases Personal Data cannot be completely deleted in order to ensure the consistency of Website Services purchase database/history. For instance, purchases you have executed will not be deleted; rather, your connection to these purchases will be permanently anonymized.
- Please note that PvPBoost is required to retain certain transactional data under statutory commercial and tax law for a period of up to ten (10) years.
- If you withdraw your consent on which a processing of your Personal Data was based, we will delete your Personal Data without undue delay to the extent that the

collection and processing of the Personal Data was based on the withdrawn consent.

- If you exercise a right to object to the processing of your Personal Data, we will review your objection and delete your Personal Data that we processed for the purpose to which you objected without undue delay, unless another legal basis for processing and retaining this data exists or unless applicable law requires us to retain the data.

5. YOUR RIGHTS IN RESPECT OF PERSONAL DATA

You have the following rights in relation to your Personal Data:

5.1 RIGHT OF ACCESS

You have the right to access your Personal Data that we hold about you, that means the right to require free of charge: information whether your Personal Data is retained, access to and/or duplicates of the Personal Data retained. If the request affects the rights and freedoms of others or is manifestly unfounded or excessive, we reserve the right to charge a reasonable fee or refuse to act on the request.

5.2 RIGHT TO RECTIFICATION

If we process your Personal Data, we shall endeavor to ensure by implementing suitable measures that your Personal Data is accurate and up-to-date for the purposes for which it was collected. If your Personal Data is inaccurate or incomplete, you can change the information you provided.

5.3 RIGHT TO ERASURE

You have the right to obtain deletion of Personal Data concerning you if the reason why we could collect it does not exist anymore or if there is another legal ground for its deletion. For individual items of Personal Data please edit them through your Account or request the deletion from us. You can also request the deletion of your

Account entirely. As a result of deleting your Account, you will lose access to our Services. Furthermore, Personal Data associated with your account will be deleted as well, subject to provisions of this Privacy Policy.

5.4 RIGHT TO OBJECT

When our processing of your Personal Data is based on legitimate interests according to Article 6(1)(f) of the GDPR / provisions of this Privacy Policy, you have the right to object to this processing. If you object we will no longer process your Personal Data unless there are compelling and prevailing legitimate grounds for the processing as described in Article 21 of the GDPR; in particular if the data is necessary for the establishment, exercise or defense of legal claims.

5.5 RIGHT TO RESTRICTION OF PROCESSING OF YOUR PERSONAL DATA

You have the right to obtain restriction of processing of your Personal Data under the conditions set out in article 18 of the GDPR.

5.6 RIGHT TO PERSONAL DATA PORTABILITY

You have the right to receive your Personal Data in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller under the conditions set out in article 20 of the GDPR. PvPBoost will make your Personal Data available in structured HTML format by request.

6. MINORS

The minimum age to create an Account is 13. PvPBoost will not knowingly collect Personal Data from persons under this age.

7. CONTACT INFO

You can contact PvpBoost on any issues regarding Personal Data and its protection by e-mail: support@pvpboost.com