

## Privacy Policy

### *Our privacy practices*

GVAX S.A. appreciates that your privacy is very important to you. We recognize that providing personal information is something which requires trust which we take very seriously. We will never sell, offer for rent or in any way disclose your personal information without your consent.

We are keen to strike a fair balance between your personal privacy and ensuring you obtain full value from the internet and other products and services we may be able to market to you.

In addition, the user agrees that GVAX S.A. may transfer personal data received from the user to third parties as follows: to payment providers (for example, credit card companies, banks, Stripe, mobile service providers, collection agencies), service providers for creating and preparing statistics, to service providers (for example, data centers, hosting providers, backup, database services). The service providers mentioned above cannot access your personal data only to the extent necessary to provide their services.

These companies as well as service providers are required to process the data in accordance with this privacy policy statement as well as according to the applicable law on the protection of personal data.

The user acknowledges and agrees that his / her relevant personal data is collected and processed in Switzerland, even if the user resides or uses the service of a different country.

The user acknowledges and accepts that GVAX S.A. can transfer and export this data to other countries, including the United States and European countries, even though the law in these countries on the protection of personal data is different from the Swiss standards or the standards of the country of residence of the user. In this case GVAX S.A. should ensure adequate protection of these data.

GVAX S.A. is based in Switzerland and governed by Swiss laws, but we also respect and comply to the EU General Data Protection Regulation (GDPR) as a guideline.

This privacy policy sets out how our websites and our services use and protect any information that you give to GVAX S.A. while using it. GVAX S.A. is committed to ensuring that your privacy is protected. When we ask you to provide information by which you can be identified during your visit to our websites or use of our services, you can be assured that it will only be used in accordance with this privacy statement.

### *Registration*

In some areas of our website or in our applications, we ask you to provide information that will enable us to enhance your site visit or reply to you after your visit or access to our services. This would include where you subscribe to our online newsletters or provide feedback to us through contact form or when you complete any online survey we may offer from time to time. When you do, so we ask you to give us your name, email address and other personal information that will be needed to supply the services to you. In relation to online newsletters you can 'unsubscribe' at any time. We may use your personal data for future email mailings, support, notification of new products available on our website, general correspondence regarding the services and correspondence which may relate to you. If you would rather not receive future marketing emails from us, please inform us by email at [privacy@gvax.tv](mailto:privacy@gvax.tv). Every email from us comes with an easy to use unsubscribe instruction and you can be removed from our lists at any time, although this can take up to 30 days to effect. Your details will never be sent to any third party and we will only market to you the same kind of goods and services you purchased from us or made an enquiry to us about.

The information you provide will be kept confidential and will be used only to support your customer relationship with us. We do not disclose or sell your information outside our corporate group except if we sell the whole or part of our business. Notwithstanding the above we may disclose information you provide to Partner Companies for the purposes of providing the services as specified in our general terms and conditions.

### *Trading from our website*

Making sure you can buy safely online is a priority for us and we have made strenuous efforts to ensure that security is one of our highest priorities and we have devoted a great deal of effort to ensure that our online security measures help to safeguard your information. We use industry-standard Secure Sockets Layer (SSL) technology to allow for the encryption of:

- potentially sensitive information such as your name and address;

- critically-sensitive information like your credit card number.

We hope that once you understand the measures we take to help ensure secure transactions and privacy, and the steps you can take yourself, you will be as happy about the safety of your online transaction and order information as we are. We have no desire to infringe your privacy while using our site and services and we will never provide your personal information to anyone else except as set out in this policy, our general terms or if we sell our business in whole or in part.

### **Cookies**

We use cookies (defined below) for collecting user information from the site and we will not collect any information about you except that required for system administration of the Web server and otherwise as described in this policy.

A cookie is a message given to a web browser by a web server. The message is then stored by the browser in a text file called cookie.txt. Each time the browser requests a page from the server, this message is sent back. A cookie's main objective is to identify users and personalize their visit by customizing web pages for them, for example by welcoming them by name next time they visit the same site. A site using cookies will usually invite you to provide personal information such as your name, email address and interests.

### **Your personal information is safe with us**

At GVAX S.A. we use the information we collect to serve our customers in the following ways.

We may use your contact information to let you know about enhancements to the site and your subscription entitlements. If you would rather not receive this information, please inform us by email at [privacy@gvax.tv](mailto:privacy@gvax.tv).

When you register and/or use this site and our services, we will ask you to provide certain information, such as your contact details and demographic information. Where you take out a chargeable service with us, we will also retain billing data in relation to you.

Regarding billing data specifically, we use Stripe.com, one of the most secure and reputable payment processors available. All card numbers are encrypted on disk with AES-256 and decryption keys are stored on separate machines. None of Stripe's internal servers and daemons are able to obtain plaintext card numbers; instead, they can just request that cards be sent to a service provider on a static whitelist.

Stripe's infrastructure for storing, decrypting, and transmitting card numbers runs in separate hosting infrastructure and doesn't share any credentials with Stripe's primary services (API, website, etc.) For more information, you can visit Stripe's security policy right here!

We will store this Data and use it to contact you, provide you with details of services and otherwise for the normal use and improvement of the site, unless you have asked us not to do so.

1. We may also use the data you send to us by completion of surveys to prepare user profiles. We do not pass on your personal data to any third parties except:
  - o to enable you to obtain access to the restricted parts of certain service providers' information;
  - o to enable you to receive information you have requested to be sent to you by post (we will disclose your address); or
  - o to enable you to receive a paid for service;
  - o to Partner Companies for the purposes of providing the Services as indicated in the general Terms and Conditions.

If you can be identified from the information to be passed on, then we will not forward that information without having notified you first and obtained your consent.

2. So we can check and improve the Site and services, we may gather information about you when you use it, such as details of your operating system, browser version, domain name and internet provider's address, the details of the website from which you came.

3. We may use cookies only to store information such as your user identification number to allow us to identify whether you have registered to use that part of our website which you are using and, if so, to make your access to our website quicker. We will only read cookies from your cookie file placed there through your web browser's interaction with our website.

4. Our website provides links to other sites. We are not responsible for their data protection policies. You should check their privacy policies if you are concerned.

5. We do our best to protect your personal data including through the use of encryption technology, but we cannot guarantee the security of any data you disclose.
6. We add to the data which you give us information we obtain from third parties. You have the right to receive information about your personal data which we hold. If you believe any of your data held by us is incorrect, please contact us.
7. We have obligations under money laundering legislation to check the identity of users of our website and may need to make enquiries and obtain information from you for that purpose. You confirm that all information you supply will be accurate and that we may pass on such information as we consider necessary to comply with any legal/reporting requirements.
8. You agree that we may disclose to any person empowered to require such information by or under any legal enactment, any information they may request or require relating to you.
9. We use service utilization data to create regular reports for legal owners (for example, broadcast facilities, communications companies) on the amount of content used by viewers and the calculation of royalties applicable copyrights. The report includes aggregated numbers without disclosing the user's personal data.

### ***Third-party services integration in our Applications***

On the basis of our entitled interests in the analysis, optimization and efficient operation of our app we use the following third-party services:

- a. We use the AppsFlyer Software Development Kit (SDK) from AppsFlyer Ltd. within our app. AppsFlyer allows for different evaluations regarding the success of our advertising campaign and the installation of the app. Our app sends anonymous data and information that the app was started to AppsFlyer for this purpose. An anonymous advertising ID serves as a pseudonym. Only statistical analyses are created through AppsFlyer. We, therefore, do not have any information about the user's identity. You can find more information about the AppsFlyer SDK at <https://www.appsflyer.com/product/data-privacy>. You can opt out of this data processing at any time through <https://www.appsflyer.com/optout>.
- b. The application relies on technology called Unity Analytics to monitor and collect data about user activities within the application. The collected data is processed internally by ourselves, in order to understand the users' experience in the application, and ultimately improve it. The collected data also includes the following technical information about the device used by the player: brand, model, operating system and version. The data includes the IP address used by the device to connect to Unity Analytics and we have the possibility to determine the country where the user is located. You can find more information about the Unity Analytics at <https://unity3d.com/legal/privacy-policy>.

### ***Social Networks***

- a. RECOMMENDATION BUTTONS  
GVAX S.A. provides recommendation buttons for social networks on its website:  
Facebook Like Button  
Google + - button  
Twitter recommendation button

These buttons allow the user to recommend selected content from GVAX S.A. regarding the respective social network to other Internet users, to add his or her personal profile to the social network or to draw attention to the contents of GVAX S.A..

The recommendation buttons are provided by social network operators with the aim of integrating other sites. By integrating the plugins on GVAX S.A., the respective operators of the small social networks could receive the information that the user accessed during his visit to the GVAX S.A. site. If the user is connected to a social network while visiting GVAX S.A., the network operator could assign a user account during this visit and if this assignment is not desired, we recommend that the user disconnect from the social network before accessing the GVAX S.A. site. If the user uses the buttons or comments, the corresponding information will be transferred and stored on the corresponding social network.

The purpose and scope of the data collection, the processing and subsequent use of the data by the social networks, as well as the corresponding rights and the definition of the options to protect your confidentiality are available in the privacy policy of the social network operator:

Facebook Ireland Ltd. and / or Facebook Inc.: <https://facebook.com/policy.php>

Google Inc.: <https://www.google.com/intl/en/privacy/plusone/>

Twitter Inc.: <https://twitter.com/privacy>

b. FACEBOOK CUSTOM AUDIENCE

We use the communication tools provided by Facebook, in particular the product Custom Audiences. Through this process, a "hash value" is generated from your user data. This one is not connected to a particular user and is not traceable. This value can be provided to Facebook for analytical or market purposes.

You will find more information about this data usage process and account settings here;

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/)

and <https://www.facebook.com/privacy/explanation>

If you oppose the use of Custom Audiences, you have the opportunity to announce it to the next address;

[https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/)

### ***What cookies are used for on GVAX S.A. Websites***

We use cookies to enhance the user experience for the end-user, for example by remembering your preferences, keeping you logged in when you select "Remember me" and more.

Cookies are also used by third-party advertisers for tracking various statistics across different websites in order to target ads on an individual basis, this is called behavioral advertising.

Our services use Google Analytics as part of Google Remarketing. These programs are used for web analytics and targeting directed advertising management offered by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google uses "cookies" which are text files stored on computers or mobile devices of users and which allow an analysis of the use of our services. The information generated by cookies about the use of our services is usually transferred and stored on a Google server in the United States. As part of our services, however, we have taken steps to enable IP anonymization. With this process, the IP addresses of our users have been abbreviated in EU member states or other states reporting on the agreement on the European Economic Area and having a contract with Google. Only in exceptional cases, the complete IP address will be transferred to a Google server where it will be abbreviated. Google will use the information transferred on our behalf to analyze the use of our services and to create reports and to provide other services corresponding to the use of our services.

These additional services include Google Remarketing. Google Remarketing serves our purpose, that of third-party providers, including Google which is to activate advertisements on websites. When activating advertisements, Google Remarketing allows us to address users who have already used our services. Cookies are used for this purpose.

These third-party advertisers have their own Privacy Policies. If you would prefer to Opt-Out of behavioral-based advertising, then using the Network Advertising Initiatives Opt-Out tool will automatically opt you out of all advertisers in their organization. To Opt-Out of specific advertisers you will need to go to their individual websites and find their Opt-Out links.

### ***Further Information***

There are more blanket approaches to blocking cookies involving disabling them in your web browser and installing add-ons or extensions to block them for specific websites.

For more information on privacy relating to online behavioral advertising click here.

### ***Further information on data protection and personal privacy***

For further information from us on data protection and privacy contact:

The Data Protection Manager

GVAX S.A., 32 Route des Acacias, CH-1227 Geneva

Email: [privacy@gvax.tv](mailto:privacy@gvax.tv)

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