# PRIVACY POLICY

## 1. PROCESSING OF PERSONAL DATA

1.1 When you use the YOLI App (after this the "App") or the YOLI web application (after this the "Application") (collectively, the "Services"), YOLI ApS (after this "YOLI") collects data about you as a person. In this Privacy Policy (hereinafter "The Policy"), you can read about the data YOLI collects, your rights, how YOLI processes your personal data, and how you can contact YOLI if you have any questions about our processing of your personal data.

1.2 In the Policy, "we", "us", and "our" refer to YOLI. When you use our Services, your personal data will be processed in accordance with the Policy.

1.3 It is a condition of the use of the Services that you accept the Policy and the Terms of Use. Otherwise, you will unfortunately not be able to use the Services.

## 2. DATA CONTROLLER

2.1 Personal data processed in the Services will be processed in accordance with applicable data protection legislation and the Danish Data Protection Agency's current guidelines.

2.2 Contact

YOLI ApS

CVR no. 40468633

Email: hello@playyoli.com

Further contact information can also be found at https://www.playyoli.com

2.3 If you have any questions about the use of the Services, you can find answers to a wide range of questions at https://www.playyoli.com

2.4 YOLI is the data controller of personal data used in connection with the following activities:

- Creating a user profile
- Use of the Application
- Collecting data about your use of the Application
- Communication between you and YOLI
- Marketing

## 3. PURPOSE AND LEGAL BASIS

3.1 YOLI only collects the personal data that is necessary for YOLI to provide the best possible service to you, and YOLI will only use your personal data for the purposes described in the Policy.

3.2 User profile – required information

3.2.1 When you create a user profile in the Services, YOLI requires you to register certain mandatory personal data. The data required to create a user profile is an email address, password, and country.

3.2.2 The collection of this personal data is necessary to create a profile in the Services and to fulfill the agreement between you and YOLI regarding your use of the Services. This processing of personal data is based on point (b) of Article 6(1) of the General Data Protection Regulation. If you do not wish to provide the mandatory personal data to YOLI, you cannot create a user profile and use the Services.

3.3 Collecting data about your use of the Application

3.3.1 When you use the Application, data is generated about your activities, such as how much you use the Application, including when you sign into the Application, what features you use, what actions you take, and what information is shown to you.

3.3.2 When you use the Application, we also collect data about you and the device(s) you use to access the Application, including data about device ID and types, your settings in relation to the Application, and other characteristics, including advertising IDs (which consist of randomly generated numbers that you can reset via your device's settings), IP address as well as identifiers associated with cookies or other technologies that can identify a unique device or browser. You can read more about our use of cookies in our Cookie Consent Information.

3.3.3 The collection of this personal data is based on a legitimate interest in being able to optimize the user-friendliness and experience of the Application and prevent misuse, cf. point (f) of Article 6(1) of the General Data Protection Regulation.

3.4 Communication between you and YOLI

3.4.1 YOLI uses your personal data in the Services, including your e-mail address, for sending essential messages and reminders, for example, with information about important technical or legal matters.

3.4.2 The collection of this personal data is necessary to fulfil the agreement between you and YOLI regarding your use of the Services. This is done based on point (b) of Article 6(1) of the General Data Protection Regulation.

3.5 Marketing

3.5.1 YOLI uses your personal data in the Services, including your e-mail address, to send you information about, for example, new functionalities and other material relating to YOLI. This is also done via messages in the App or via push notifications. The sending of marketing-related information occurs if you have given your consent to this in accordance with marketing legislation.

3.5.2 The collection of this personal data is based on a legitimate interest in being able to send you marketing material, cf. point (f) of Article 6(1) of the General Data Protection Regulation.

## 4. SUPPORT

4.1 If you choose to contact us via email or use our contact form on our website, we collect your name and email address as well as other personal information that you provide to us. However, we encourage you not to provide sensitive personal data in writing.

4.2 This personal information is collected in order to provide you with the best and most appropriate support. The basis for the processing of personal data is point (f) of Article 6(1) of the General Data Protection Regulation.

## 5. RECIPIENTS/DISCLOSURE OF DATA

5.1 The personal data held by YOLI will not be disclosed to third parties without your consent unless YOLI is obliged to disclose the data in accordance with the legislation or for YOLI to defend itself against or assert legal claims.

5.2 To provide the Services, YOLI uses several data processors, including data processors located outside the EU, with whom we have entered into relevant data processing agreements. Upon request, we can inform you of the data processors in question, and you can obtain a copy of the basis for the transfer in question.

## 6. SECURITY

6.1 YOLI has implemented appropriate technical, organizational, and physical measures to ensure a level of protection of your personal data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access in accordance with the data protection legislation of Denmark and the EU.

## 7. RETENTION PERIOD

7.1 YOLI will retain your personal data until it is no longer necessary for us to process the data to provide the Services to you, or until you withdraw your consent to the processing of the personal data or delete your profile. In certain situations, it may be difficult to determine the duration of this period. The following retention periods are used in relation to your personal data:

**Profile Information:**

- YOLI stores your profile information until you delete your user profile with YOLI or until your profile is deleted due to inactivity.

o Upon deletion of your user profile, this will be deleted immediately, but no later than 48 hours after the request for deletion has been received. Upon deletion of your user profile, all data registered on your user profile and associated information that YOLI has collected about you will be deleted or anonymized. After that, the data can not be recreated.

o If your profile is not been actively used for three years, you will be notified by email 30 days before the annual deadline that the profile is inactive. After the expiry of the deadline of 30 days, your profile will be deleted.

**Data about your use of the Application:**

- Stored in accordance with your profile information, cf. the above section.

**Communication between you and YOLI:**

- Stored up to three years after the end of the processing of your inquiry.

**Information related to contact via contact form:**

- Stored up to three years after the end of the processing of your inquiry.

**Cookies:**

- The individual deletion deadlines are stated in our cookie service and Cookie Consent Information.

7.2 If YOLI needs to retain your personal data to protect our legitimate interests, including, for example, in connection with legal disputes, we reserve the right to retain your personal data for a longer period and at a minimum until the legal dispute is settled.

## 8. YOUR PRIVACY RIGHTS

8.1 You have the right at any time to be informed what personal data YOLI processes about you, for what purpose, where YOLI received your personal data from, and who receives your personal data.

8.2 You have the right to have your personal data rectified if it is incorrect or misleading. You can use your personal profile to correct your personal data at any time.

8.3 In certain cases, you have the right to have your personal data erased if YOLI no longer has a purpose for processing your personal data or if you object to the processing of your personal data for direct marketing purposes. If you no longer wish to use the Services, you may delete your personal profile through the Services at any time. All the data registered under your profile will then be deleted or anonymized and will not be able to be recreated.

8.4 In certain cases, you have the right to restrict the processing of your personal data, for example, if you dispute the accuracy of the personal data collected about you or if you have objected to the processing of your personal data based on legitimate interests, or if the processing of your personal data is contrary to your consent. In this case, we will only store your personal data until your objection has been assessed. If we lift the restriction of our processing of your personal data, you will be notified in advance.

8.4.1 In certain cases, you have the right to receive your personal data in a structured, commonly used, and machine-readable format and to have this data transferred from one data controller to another controller. This right only applies when the processing of your personal data is based on a contract pursuant to point (b) of Article 6(1) of the General Data Protection Regulation or your consent, cf. point (a) of Article 6(1) of the General Data Protection Regulation.

8.5 You have the right not to be subject to a decision based solely on automated processing, including profiling.

8.6 To the extent that we process your personal data based on your consent, you may withdraw your consent at any time. This can be done at any time through the features of the Services.

## 9. REDRESS

9.1 If you wish to complain about the processing of your personal data, please contact us. YOLI can be contacted via the contact options in section 1.2.

9.2 You can also lodge a complaint with the Danish Data Protection Agency, Carl Jacobsens Vej 35, DK-2500 Valby, or via the Danish Data Protection Agency's website.

## 10. TRANSLATION

10.1 If there is a discrepancy between this Policy and any translated version, regardless of which language version, the provisions of the English version of the Policy shall prevail.

## 11. CHANGES

11.1 YOLI may change the Policy at any time and without notice. The latest version is always available at https://www.playyoli.com

11.2 You will be notified of changes to the Policy via a notification in the Services, via push notification, or chat function. If you do not agree to the changed policy, you can no longer use the Services and YOLI is entitled to delete your profile.

## 12. VERSION

12.1 The Policy was last updated in July 2022.