

RULES AND TERMS OF USE AND PRIVACY POLICY

These terms and conditions of use and privacy policy refer to the application "LG Master Club" (hereinafter referred to as the "Platform") which can be downloaded for the IOS and Android operating systems.

The app is free to download and is intended for sellers and managers in retail stores who are in charge of TV / AV devices and Home Appliances sale from the LG Electronics range.

The platform was created for the purpose of promoting and developing sales through an incentive program based on benefits for users on account of sales success.

The platform allows users to be informed about the latest promotions, news and trainings that will be organized.

1.1 Basic provisions

By registering as a user and clicking "I accept the Rules and Terms of Use" you agree to these Rules and Terms of Use. Any behavior that is contrary to the stated rules will be sanctioned by denying access or deleting your profile. If at any time you do not agree with the Rules and Terms of Use , you can delete your profile or stop using the Platform.

The platform is free for use for all users.

When using the Platform, users must comply with the following:

- To use only correct data when creating a profile
- To create only one user account within the retail establishment where they work
- Not to create fake profiles or profiles of non-existent persons
- To handle profile access data carefully.

The following is strictly prohibited:

- Impersonation and creation of fake orders
- False registration of sold products
- Ordering rewards without the sale of an adequate product
- Creating fake accounts or accounts of non-existent sellers
- Posting offensive and inappropriate content on the Platform
- Publishing false information
- Selling, duplicating, leasing or in any other way commercially exploiting data within the Platform.
- Publishing information with the aim of defaming any other person

The user is responsible for saving his/her password on his/her profile and must not share access data with anyone. The user is responsible for everything that happens through his/her profile unless he/she deletes it or reports abuse. Each user of the Platform is obliged to put true

information on the Profile and not to publish content that violates the laws of the Republic of Serbia, anyone's rights, including intellectual property rights.

By accepting these Terms and Conditions and using the Platform, you agree that our Platform may send you notifications and messages to the contact information you provided during registration and profile creation (e-mail, contact, phone). If your information is out of date or invalid, you may miss important notifications. By accepting these Terms and Conditions and using the Platform, you confirm the accuracy and correctness of the contact information you have provided.

By accepting these Rules, you also agree that all your data resulting from activities on the Platform will be kept in records and used for statistical calculations that can be published publicly. The Platform reserves the right to unilaterally change the Terms, suspend the provision of services or any part, at any time and for any reason.

By accepting these Terms, you agree to indemnify the Platform for all damages, including the costs of legal and court services, as well as the costs of court proceedings, which may result from: a) using the Services outside of established rules; b) by breaching any provision of these Terms; c) abuse of confidential data and d) violation of the rights of third parties.

Smart Vision d.o.o. reserves the right to delete profiles of users who violate the Rules and Terms of Use or do not comply with them. Each user has the opportunity to report inappropriate use of the Platform by other users to the specified e-mail address.

1.2. Disclaimer:

The Platform bears no responsibility for the created profiles, that is, for the content and truthfulness of the content published by the profiles.

The Platform is not responsible if benefits are not realized for any reason.

The Platform is not responsible for indirect, incidental, punitive or consequential damages (e.g. lost profits, loss of data, injuries, property damage) that may occur during or in connection with the use. By accepting this document, you waive your right to claim benefits arising from your use of this platform.

The Platform will also not be responsible for the resulting damage: a) due to the current impossibility of using the Services if the impossibility is the result of the user's error; b) due to delays or omissions in the provision of services, c) if the omissions are caused by *force majeure* or unforeseeable circumstances.

The Platform will not be responsible for the unauthorized use of the user's personal data, public announcements and/or misuse thereof by third parties, who reached access to the data without the knowledge and authorization of the Platform.

1.3. Changes to the Rules and Terms of Use and Privacy Policy

Smart Vision d.o.o. reserves the right to change and adapt the Rules and Terms of Use as well as the privacy policy. In case there is a change in the Rules and Terms of Use and the privacy policy, users shall be informed in a timely manner about the changes through system messages before the changes take effect. If the user does not accept the changes in the Rules and Terms of Use and the privacy policy, the user can delete his/her profile.

Continued use of the "Platform" after receiving notification of changes will be considered as the user's consent to the amended Rules and Terms of Use and Privacy Policy.

1.4. Privacy Policy

The use of the Platform by the user is voluntary.

The user's personal data is collected exclusively for the purpose of the application's functioning and the implementation of the convenience program in order to improve sales, all in accordance with the regulations governing the protection of personal data in the relevant jurisdiction, primarily the General Data Protection Regulation of the EU (GDPR).

Personal data collected from the users of the Platform are identification and contact data:

- name and surname
- information about the company where the user works
- contact information (phone number and e-mail address)
- personal identification number of the user (PIN)

User data are used so that Smart Vision d.o.o. can provide the services requested by the user, primarily:

- to award points
- to provide benefits
- to adjust the choice of communication

The user can at any time request access, correction, deletion or restriction of personal data previously provided. The user can also file an objection to the use of his/her personal data, or when the processing of personal data is based on consent, to withdraw his/her consent. In addition, the user may request to receive an electronic copy of his/her personal data for the purposes of transfer to another company (right to data portability).

Hereinfter, you will find an explanation of each of these requirements.

Right to access

The user has the right to request access to his/her personal data and to find out details about what data are collected and for what purposes.

Right to rectification

The user has the right to request that his/her personal data be updated or changed, in case he/she considers that it are not correct.

Right to deletion

In some cases, the user has the right to request that his personal data be deleted, such as when there is no longer a need to store personal data or when the user withdraws his/her consent. Smart Vision will act on this request in accordance with the law. Please note that this request may not be able to be fulfilled due to certain legal obligations.

The right to restrict processing

The user has the right to request that the use of his/her personal data be temporarily suspended.

Right to data portability

The user has the right to demand that Smart Vision transfer the personal data he/she has provided either to him/her or to a third party of his/her choice.

Right to objection

The user has the right to file an objection to processing based on legal interest. Unless there is an explicit legal basis for data processing, in that case the processing of personal data will be stopped based on objection.

Withdrawal of consent

The user has the right to withdraw consent for the processing of personal data at any time if the processing is based on consent.

Right to complain

In addition to the above, the user has the right to file a complaint with the Commissioner for Information of Public Importance and Protection of Personal Data of the RS, or to another authority responsible for personal data protection in the appropriate jurisdiction.

The address which users can contact in order to obtain information about the way in which Smart Vision d.o.o. processes personal data and through which it is possible to withdraw consent to the processing of personal data is lgmasterklub@smartvision.rs.

If the user withdraws consent, Smart Vision d.o.o. will delete the user's data within 15 working days from the date of withdrawal of consent. In any case, the collected data will be stored for a maximum of two years from the date of registration, after which it will be deleted.

By accepting these Rules and Terms of Use and the Privacy Policy, the user agrees that Smart Vision doo can transfer collected personal data to LG Electronics Magyar Kft. (headquarters address: Hungary, 1097 Budapest, Könyves Kálmán krt 3/A, which was established under the registry number Főv. Bír. Cg.: 01-09-169580 according to the decision of the Commercial Register of the Municipal Court in Budapest) for the purpose of providing services within the Platform, in accordance with the current regulations on the protection of personal data. All matters not regulated here will be determined by LG's Privacy Policy available at <https://www.lg.com/rs/bezbednost-podataka>.

Data are stored in the Republic of Serbia and within the European Union.

However, Smart Vision d.o.o. may cooperate with service providers based outside the European Union who could possibly have access to user data in order to provide storage, processing or data maintenance services when they have the capacity of a processor within the meaning of GDPR and applicable regulations.

If the user's personal data is transferred to a jurisdiction that is not considered adequate in terms of the degree of protection of personal data according to the applicable laws and criteria of the competent regulatory bodies, appropriate measures will be taken, in accordance with the applicable laws, to ensure that the user's personal data remains protected.

Such measures include, among others, the use of standard clauses approved by the EU, Great Britain and Switzerland, as well as competent bodies that supervise the protection of personal data in the respective jurisdictions.

Smart Vision d.o.o. retains all intellectual property rights on the "LG Master Club" ("LG Master Klub") Platform. The LG Master Club logo and other LG Master Club trademarks, service marks, graphics and logos used for our services are trademarks or registered trademarks owned by Smart Vision d.o.o.

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Thank you for your attention!