

# HollyStar™ Privacy Policy

## **Respect for your privacy is important to us!**

Thank you for choosing HollyStar™ and welcome to our Privacy Policy. We recommend that you read this document carefully in order to make a well-informed decision regarding your privacy settings when using our service.

We are committed to protecting your privacy. We guarantee that your data will be processed in accordance with current data protection and privacy laws. We guarantee that all information collected is linked to the provision of the HollyStar™ service and its various features.

## **Our Privacy Policy**

This Privacy Policy describes the process of collecting and processing your information when you subscribe and use our services. It applies to all visitors to our websites, whether or not they are clients of Homedia SA.

This Privacy Policy is subject to change. Please check our websites regularly to find out about any modifications.

We disclaim any responsibility with respect to the privacy policies and practices of other companies on other websites to which you may be redirected by hyperlinks on our web pages.

## **What information does this relate to?**

This relates to all personal information, including but not limited to names, addresses, dates of birth and billing history. For the benefit of our customers and where the context requires, this information also includes navigation data, location data, IP addresses and Internet usage data.

## **What information do we collect and process?**

All the information we collect and process is directly linked to the delivery of HollyStar™ services and its various features. In general, there are two categories of information that we collect:

1. the information we need to enable you to use the HollyStar™ service;
2. the information you choose to share with us that allows us to provide you with additional features and an improved experience.

Information from the first category must be provided in order to access HollyStar™ services.

Information from the second category is collected only if you have previously authorised us to collect and process it.

We will ask for your authorisation before collecting information related to this second category. You can always change your mind and revoke your authorisation at any time.

- **The first category consists of:**

**Registration information:** which allows us to identify you or contact you. When you register with HollyStar™, we may ask for information such as your name and surname, date of birth, sex, language preferences, form of address, password and email address and non-detailed location information from your IP address.

This information allows us to limit our services in certain countries, in accordance with our contractual commitments with content providers, and to adapt our services to your language. It also allows us to protect minors by restricting their access to adult content.

If you connect to the HollyStar™ service using credentials from a third-party application (such as Facebook), you authorise us to collect your authentication credentials, such as your username and encrypted login details. We may also collect other information available on or through your third-party application account, including, for example, your name, profile picture, country, city of birth, email address, date of birth and sex.

You can also choose to voluntarily add more information to your profile, such as your mobile phone number.

**Account information:** which allows us to activate your service, for example, bank details, billing address, correspondence address, and your contact details for when you contact us to inquire about our services.

If you sign up for a Trial (as defined in the General Conditions of Use), purchase one of our Paid Subscriptions (as defined in the General Conditions of Use), or if you make any other purchases through the service, your credit or debit card information (such as the type of card and the date of expiration) as well as other financial information that we need to process your payment will be collected and stored by us and/or the payment operators with whom we work. We may also collect personal information, such as your postcode, your mobile number, and details of your transaction history, all of which are necessary to provide the service. In addition, payment operators generally provide us with personal information about you, for example, a unique security token that allows you to make other purchases using the information you have stored, and your card type, date of expiration and some digits of your card number.

**Service information:** which is needed to provide you with services, including the version of software being used, your IP/MAC address, and the level of your service pack.

**Other information:** which we may obtain, in accordance with applicable laws, from publicly available sources or credit reporting agencies. We may also record information about third parties that you provide us with, for example, if you purchase one of our products to give to another person.

- **The second category consists of:**

Information that allows us to offer you additional features. We do not receive any information if you have not expressly chosen to share it with us.

**Technical information:** which mainly entails URLs, cookies, your IP address, the types of devices you use to access or connect to the HollyStar™ service, the unique device ID, characteristics of the device, the type of network connection and the provider. It also includes the type of browser and the language used.

**Information about your web browser:** allows us to provide you with features that require the use of additional information from your web browser or that require access to certain settings of your web browser in order to enhance the HollyStar™ experience. This information is not required to use our service.

**Information about your mobile device:** allows us to provide you with features that require the use of additional information from your mobile device or that require access to certain services on your mobile device in order to enhance the HollyStar™ experience. This information is not required to use our service.

Of special interest:

**Other personal information:** a list of video, music, picture and photograph directories you have saved at home on compatible devices. This setting is activated the first time you connect. You can change this option at any time.

**Your precise geolocation information:** we will never obtain or use the exact location of your mobile device (using GPS or Bluetooth, for example) without first obtaining your express permission. If you choose to share your location information but change your mind later, you will always be able to stop sharing it. Please note that this has nothing to do with your IP address. We will continue to use your IP address as outlined above in order to determine, for example, which country you are in so we may comply with our licensing agreements.

**Usage information:** is derived from your interactions with our service, such as interactions with trailers, films and TV series, third-party applications and advertising related to, or made available on or through HollyStar™. This information about your favourite programmes is recorded and analysed in order to design and develop our services according to the needs of our customers and to create customised offers. Whenever you use or interact with the HollyStar™ service we can use a wide range of technologies that collect information about how you have accessed and used it.

### **What is the collected and processed information used for?**

As a HollyStar™ user, your usage information is stored and analysed. This type of data collection is used for automatic suggestions, for billing and for film suggestions based on previously viewed content.

The recorded information allows us to continuously improve our services and to expand our offerings. Based on this information we work to make our services simpler, more customisable and more reliable.

Therefore, we may collect information for the following purposes:

**To offer our services.** We use contact, account and service information in order to configure our services and to offer development and personalisation. The aim here is to guarantee availability, technical support, hardware and software upgrades, billing, receipt of fees and credit evaluation.

**To provide a personalised service.** If you have expressly chosen to allow us to collect information on your favourite programmes we can use this to give you suggestions and to record programmes that you may enjoy, as well as suggesting promotions that may interest you. Information related to adult content is only recorded for video-on-demand billing and no personalised suggestions will be given to you regarding this content.

**To improve our services.** We may use general information to provide improvements to our services or to conduct market research on our existing services. In order to improve our range of services and to combat fraud we use information related to your use and access to our services, as well as information garnered from your comments about our services.

**To comply with requests from a judicial authority.** At the request of a judicial authority, and in compliance with the law, we may disclose information. These disclosures may take place without your knowledge, without your consent and without notice.

### **Who can your information be given to?**

In order to improve the performance of our services we may disclose information to the third-party entities listed below, including those outside the EU and Switzerland where privacy regulations may differ from those in effect in Switzerland or the European Union.

**Employees of Homedia SA.** We take care to limit the number of our employees who have access to your information to one team, as restricted as possible and with special authorisation. This team's access is limited to the information that is required to perform their tasks.

**Commercial collaboration with third parties.** If you take part in a promotional offer with a third-party entity that we have presented to you as part of the HollyStar™ services, we are authorised to share with this third party entity the information necessary to carry out the promotional offer in question.

**Buyer of the company.** In the event of the acquisition of Homedia SA or the acquisition of Homedia SA assets that include your information, the buyer will assume the rights and obligations related to your information resulting from this Privacy Policy.

**Other.** We may also send your information to trusted third parties with whom we work in collaboration to offer our products and services, as well as with third party partners that we have specifically engaged for the running of particular services. If applicable we will also share your information with credit reporting agencies or with collection agencies.

### **How do we protect your information?**

We have a task force in charge of the security of our network, the security of our IT infrastructure and the security of our information systems. We use proper technical and regulatory solutions to protect your data.

### **How long do you retain the information for?**

We retain the information for the duration of our contractual relationship, as well as for two years after the termination of our contractual relationship.

### **How can you change your privacy settings?**

There are several ways to change your privacy settings: email, phone, post, or via the HollyStar™ platform. You can also contact our customer service department through the "Contact Us" page on our website.

**What are your rights?**

You have the right to request the removal or updating of incomplete, incorrect, inappropriate or obsolete information about you. Just let us know and we will make the necessary corrections or deletions.

You have the right to know the nature of the information we have about you. Just let us know and we will send you the information we have about you. We have the right to charge you a processing fee for the transmission of this information.

You have the right to request that we no longer use your data for targeted marketing purposes. Simply inform our customer service department. Please note that in some cases it will then not be possible for us to provide you with all of our services.

**Do not hesitate to contact us about this Privacy Policy**

We hope that these explanations will help you understand the data protection and privacy commitments we make to you. If you have any comments or questions about this Privacy Policy or if you would like access to the information we have about you, please contact our Data Privacy Officer at: [support@hollystar.ch](mailto:support@hollystar.ch)

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