Privacy policy

Effective as of 10.02.2025

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I. Why should you read this Privacy Policy?

myPOS is committed to the principles of personal data protection laid down in European and UK law and recognizes the importance of safeguarding its customers' information. We are constantly improving our data processing activities and our privacy notices in order to provide you with as much transparency over the way we handle your data as we can. This Privacy Policy describes how we collect, use, process, and disclose your information, including personal information, in conjunction with your access to and use of myPOS Service.

If you have concerns about how we use your personal information, you can contact our data protection officer at dpo@mypos.com.

If you are unsure about the meaning of any term used in this Privacy Policy (such as "myPOS Account" or "myPOS Card"), you may check the definition in the other legal documents regulating the myPOS Service to all of which this Privacy Policy is inseparable part.

If you see an undefined term in this Privacy Policy (such as "myPOS Account" or "myPOS Card"), it has the same definition as in our Legal Agreement for myPOS Account, Legal Agreement for myPOS Card, Merchant Agreement or other legal documents regulating myPOS Service to all of which this Privacy Policy is inseparable part.

1.1. About us.

When this policy mentions "we," "us," or "our," it refers to myPOS or an affiliate/partner of myPOS, which are responsible for your information under this Privacy Policy. The specific responsible entity for your personal data may vary for the different services provided though the myPOS Service. The responsible entity in each case is referred to as the **"Data Controller"**.

1.2. The myPOS Service.

For the purposes of this documents myPOS Services consist of products, services, content, features, technologies, or functions, and all related websites, applications and services offered to you by us or mobile apps, online platform, official social media platforms, or other online properties through which we provide payment and e-money services.

myPOS Service is designed for business purposes and may be used by individuals or entities. In case you are registering for and/or using myPOS Services on behalf of an entity we will treat you as authorized person and you may be obliged to disclose to us personal data of the legal representatives, the employees, the agents, the beneficial owners or any other third-party related to the entity pursuant to the rules described below. You certify that where you have provided information regarding any third person beside yourself you have received prior consent from that other person to provide their personal information to us.

The present Privacy Policy grants rights which only natural persons, related in any way to a myPOS client, may benefit from. Whenever we use "you", "your" or similar, the persons which we refer to are the natural persons which are involved in any way with the information of the myPOS Client, which may be the representatives, the beneficial owners, the authorized persons or other similar and in case the myPOS Client is a sole trader or similar.

This Privacy Policy also applies to the information that is collected and used in relation to myPOS Online Store pursuant to Conditions of Use myPOS Online Store.

This Privacy Policy also applies to the information that is collected and used in relation to provision of the myPOS Online functionality for establishing online shops on our domains pursuant to General terms and Conditions for myPOS Online.

When using myPOS Online, there are two main categories of data subjects that we process data for:

1. Merchants (when they are natural persons), who create their own online shops through the myPOS Online functionality for the purpose of selling their goods and services to customers online – the below table of processing activities applies for these types of data subjects; and

2. Visitors of the, who may visit and review the goods and services of the Merchants in their online shops created on myPOS.site. Please refer to the Specific data processing section below for further information about the data we are processing

for visitors of the myPOS online sites of our merchants

II. How do we process your personal information?

We process your information in a secure, transparent, and lawful manner. Our processing activities are designed to protect your privacy while enabling us to provide and market services, enhance and improve customer experience, and fulfil our legal and regulatory obligations. The processing of your data includes:

Collection: We collect only the data necessary to market and deliver services, analyse and improve user experience, and ensure compliance with legal obligations and regulatory requirements.

Storage: Your information is stored securely, with measures in place to prevent unauthorised access, alteration, or disclosure.

Usage: We use your data for the purposes specified in Section III of our Privacy Policy.

Sharing: Where necessary, we may share your information with trusted third-party processors, under strict data processing agreements. You can find more information about this in Sections III and IV of this Privacy Policy.

Retention: We retain your data only as long as necessary to fulfil its purposes and as required by law. Please see Section VII for more details.

Deletion or Anonymization: When your information is no longer needed, we securely delete or anonymize it to ensure your privacy. Please see Section VII for more details.

III. Information that we process in relation to our Services.

We may ask for and collect from you the following personal information when you use the myPOS Service:

Type of personal data	Purpose of processing	Legal grounds under GDPR	What third-party processors can we use for this?	
Names (First Name, Surname, Last Name)	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract; defense of our legal claims	Our auditors; legal or other similar counsels; debt collection agencies; accounting outsourcing providers; support outsourcing providers including our distributors, data aggregators.	
	Marketing	Our legitimate interests	Marketing services providers.	
	Advertising using our client list: we may share your name with online advertising platforms in hashed (coded) form, so that they can show you myPOS ads, exclude you from ads aimed at people who are not yet our clients, and show our ads to people with similar characteristics.	Our legitimate interests in promoting the myPOS Service. Where the law or the platform's rules require your consent, we use your details for this purpose only if you have given it.	Online advertising platforms (Google Ireland Limited* and Meta Platforms Ireland Limited) *see the note at the end of this table	
	Providing support	Our contract with you	Support outsourcing providers including our distributors	
	Cross-sales marketing	Your consent	In case there is a third-party processor, you will be provided with information about them in the consent form.	
	Facilitating our social features	Our legitimate interests in developing the Platform and drive user interaction	Other users of the Service	
	Facilitating your payment transactions	Compliance with legal obligations; Our contract with you	Correspondent banks; financial institutions that we have contracted to enable us to provide effectively myPOS Service to our customers; auditors; legal or other similar counsels; regulators	
	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
	Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
Date and place of birth	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract	Our auditors; legal or other similar counsels; accounting outsourcing providers; support outsourcing providers including our distributors, data aggregators.	
	Marketing	Our legitimate interests	Marketing services providers.	
	Providing support	Our contract with you	Support outsourcing providers including our distributors	
	Cross-sales marketing	Your consent	In case there is a third-party processor, you will be provided with information about them in the consent form.	
	Facilitating your payment transactions	Compliance with legal obligations; Our contract with you	Correspondent banks; financial institutions that we have contracted to enable us to provide effectively myPOS Service to our customers; auditors; legal or other similar counsels; regulators	
	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
	Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	

Phone number	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract;	Legal or other similar counsels; support outsourcing providers including our distributors, data aggregators.		
	Marketing	Our legitimate interests	Marketing services providers		
	Advertising using our client list: we may share your phone number with online advertising platforms in hashed (coded) form, so that they can show you myPOS ads, exclude you from ads aimed at people who are not yet our clients, and show our ads to people with similar characteristics.		Our legitimate interests in promoting the myPOS Service. Where the law or the platform's rules require your consent, we use your details for this purpose only if you have given it.	Online advertising platforms (Google Ireland Limited* and Meta Platforms Ireland Limited) *see the note at the end of this table	
	Providing support	Performance our contract	Support outsourcing providers including our distributors		
	Cross-sales marketing	Your consent	In case there is a third-party processor, you will be provided with information about them in the consent form.		
	Facilitating login to our platform	Our contract with you	None;		
	Risk and compliance analysis and action	Compliance with legal obligations.	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators;		
	Customer authentication	Compliance with legal obligations	Communication service providers; legal or other similar counsels; support outsourcing providers including our distributors		
	Making your support to your end customers accessible.		Compliance with legal obligations.	Cards Schemes and cardholders paying to you. Cards Schemes require your phone number to be provided to your end customer so that they can avail of your customer support.	
	Nationality	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract	Our auditors; legal or other similar counsels; accounting outsourcing providers; support outsourcing providers including our distributors, data aggregators.	
		Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Email	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract;	Legal or other similar counsels; email verification providers, support outsourcing providers including our distributors, data aggregators.	
		Marketing	Our legitimate interests	Marketing services providers	
		Advertising using our client list: we may share your email address with online advertising platforms in hashed (coded) form, so that they can show you myPOS ads, exclude you from ads aimed at people who are not yet our clients, and show our ads to people with similar characteristics.		Our legitimate interests in promoting the myPOS Service. Where the law or the platform's rules require your consent, we use your details for this purpose only if you have given it.	Online advertising platforms (Google Ireland Limited* and Meta Platforms Ireland Limited) *see the note at the end of this table
		Providing support	Our contract with you	Support outsourcing providers including our distributors	
		Cross-sales marketing	Your consent	In case there is a third-party processor, you will be provided with information about them in the consent form	
		Facilitating login to our platform	Our contract with you	None	
		Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
		Communicating important messages regarding the Service	Compliance with legal obligations	Communication service providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
		Enforce our legal claims arising from any chargebacks, negative balance or similar obligation towards us	Exercise or defence of our legal claims	lawyers; debt collection agencies; competent courts, arbitration tribunals and similar	
	Registered address	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract; defence of our legal claims	Our auditors; legal or other similar counsels; debt collection agencies; accounting outsourcing providers; support outsourcing providers including our distributors; competent authorities, data aggregators.	
		Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
		Facilitating your payment transactions	Compliance with legal obligations; Our contract with you	Correspondent banks; financial institutions of your payee; top-up providers; auditors; legal or other similar counsels; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Official ID Document, type of ID and all data contained in it	Opening your account and maintaining our legal relationships	Our contract with you or in order to take steps prior to entering into a contract; defence of our legal claims	Our auditors; legal or other similar counsels; debt collection agencies; accounting outsourcing providers; support outsourcing providers including our distributors; competent authorities	
		Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
		Facilitating your payment transactions	Compliance with legal obligations; Our contract with you	Correspondent banks; financial institutions of your payee; top-up providers; auditors; legal or other similar counsels; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Identity Verification Information (recordings of your video call (if applicable) with our staff and/or verification selfie; photographs of the user registering for myPOS Service; photographs of a passport or of the front and rear sides of any other official ID document - yours or the document of the person, who is opening the account)	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators, data aggregators.	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Information about your tax status	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Source of income, annual estimate over the account, business activity details	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators, data aggregators	
		Marketing	Legitimate interests	Marketing services providers; marketing consultants; SEO and other similar software or consultancy providers; other similar providers	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Turnover	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators, data aggregators.	
		Marketing	Legitimate interests	Marketing services providers; marketing consultants; SEO and other similar software or consultancy providers; other similar providers	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Device ID and log data	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; regulators	
		Customer authentication	Compliance with legal obligations	Communication service providers; legal or other similar counsels; support outsourcing providers	
		Detect and prevent fraud, spam, abuse, security incidents, and other harmful activity	Legitimate interests	Support outsourcing providers including our distributors; software outsourcing providers; legal or other similar counsels; regulators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
		Facilitating use of our platforms	Our contract with you	None	
	Location	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators	
	Login credentials	Customer authentication	Compliance with legal obligations	None	
		Facilitating use of our platform	Our contract with you	None	
		Providing support	Our contract with you	Support outsourcing providers including our distributors	
	Contact list	Providing you with an easy way to access certain features of the myPOS, like sending payment requests or payment links with myPOS Service	Your consent	None	
	Data, collected in relation to interactions with our App	Facilitating use of our platform	Our contract with you	None	
		Personalize, Measure, and Improve our Advertising and Marketing	Our legitimate interests	Marketing services providers	
		Operate, protect, improve, and optimize the myPOS Service and your experience, such as by performing analytics and conducting research	Our legitimate interests	Marketing services providers	
		Providing support	Our contract with you	Support outsourcing providers including our distributors; customer support software and artificial intelligence (AI) service providers	
	Data, collected in relation to interactions with our support team	Providing support	Our contract with you	Support outsourcing providers including our distributors; customer support software and artificial intelligence (AI) service providers	
		Risk and compliance analysis and action	Compliance with legal obligations.	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Data, collected in relation to interactions with our Social media channels	Personalize, Measure, and Improve our Advertising and Marketing; Review and use of public comments and opinions made on social networking sites (e.g. Facebook and Twitter) to better understand our customers and our provision and development of myPOS Service	Our legitimate interests	Marketing services providers; marketing consultants; SEO and other similar software or consultancy providers; other similar providers	
	Data, provided in relation to participations in games, quizzes and completion of questionnaire or a contest entry form for promotional campaigns	Provide you with the option to participate in the respective event	Your consent	Marketing services providers	
		Personalize, Measure, and Improve our Advertising and Marketing	Your consent	Marketing services providers	
	Geolocation (only if activated by you in the mobile app)	Customer authentication	Compliance with legal obligations	Communication service providers; legal or other similar counsels; support outsourcing providers including our distributors; regulators	
		Detect and prevent fraud, abuse, security incidents, and other harmful activity by blocking myPOS Service or by applying other fraud prevention measures	Legal obligations	Software outsourcing providers; compliance outsourcing providers; PEN test and other similar auditors; PCI DSS auditors; legal counsels; other similar consultants	
		Providing you location-based services	Your consent	Support outsourcing providers including our distributors	
		Risk and compliance analysis and action	Compliance with legal obligations.	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Usage Information	Collection of crash reports and other statistical information	Our legitimate interest	Support outsourcing providers including our distributors	
		Analysing our app's performance and user experience	Our legitimate interest	Third-party development or implementation providers (anonymized data only);	
	Delivery address	Delivering of products/documents, such as POS terminals; Marketing	Our contract with you	Competent Authorities, Auditors, Law Firms, Courier Companies	
	Proof of address or other verification data, which we may request depending on your particular situation	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators, data aggregators.	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Shareholding information in your organisation	Due diligence	Compliance with legal obligations	Our auditors; legal or other similar counsels; compliance outsourcing providers; regulators, data aggregators	
		Risk and compliance analysis and action	Compliance with legal obligations	Blacklist and/or sanction list database providers; compliance and risk outsourcing providers; legal or other similar counsels; regulators	
	Payment Transaction and other Account data, use of our e-money and payment service, including IBAN and Wallet IDs and balance.	Initiate a payment, send or request money, acceptance of card payment, funding transaction of your myPOS account	Our contract with you	Other participants in your transactions and their financial institutions; correspondent banks; payment scheme operators; support outsourcing providers including our distributors; legal counsels; our auditors; regulators	
		Authenticate your access to your myPOS Account or your payment instrument	Our contract with you	Other participants in your transactions and their financial institutions; correspondent banks; payment scheme operators; support outsourcing providers including our distributors; legal counsels; our auditors; regulators	
		Communicate with you about your myPOS Account and payment instruments	Our contract with you	Other participants in your transactions and their financial institutions; correspondent banks; payment scheme operators; support outsourcing providers including our distributors; legal counsels; our auditors; regulators	
		Create an account connection between your Account and a third-party account or platform, if applicable	Our contract with you	Other participants in your transactions and their financial institutions; correspondent banks; payment scheme operators; support outsourcing providers including our distributors; legal counsels; our auditors; regulators	
		Perform creditworthiness and other financial standing checks, evaluate applications, and compare information for accuracy and verification purposes	Legitimate interests and in some situations – legal obligation	Credit bureaus; database operators; legal consultants; regulators	
		Detect and prevent fraud, abuse, security incidents, and other harmful activity by blocking myPOS Service or by applying other fraud prevention measures	Compliance with legal obligations	Software outsourcing providers; compliance outsourcing providers; PEN test and other similar auditors; PCI DSS auditors; legal counsels; other similar consultants	
		Comply with any legal enforcement or authority request	Compliance with legal obligations	Your counterparties, bailiffs, courts, regulators, lawyers, insolvency practitioners, liquidators, debt collection agencies, arbitration tribunals and other similar persons that might have a claim or are servicing one against you, or have initiated a valid legal proceeding against you	
		Enforce our legal claims arising from any chargebacks, negative balance or similar obligation towards us	Exercise or defence of our legal claims	lawyers; debt collection agencies; competent courts, arbitration tribunals and similar	
	Information in relation to the provision, improvement and development of the myPOS Service and myPOS Online Store	Accept, process and administer online orders for myPOS Terminals	Our contract with you	Our distribution network; outsourcing providers; our consultants	
		Process purchase payments, issue invoices and or other kind of payment documents for the processed order;	Our contract with you; Our legal obligations	Our distribution network; outsourcing providers; our consultants	
		To organize shipment of ordered myPOS Terminal	Our contract with you	Our distribution network; outsourcing providers; our consultants	
		To manage return procedure and refunds for defected devices	Our contract with you	Our distribution network; outsourcing providers; our consultants	
	Specific client identifiers, and, where applicable, other data such as registered address for a particular service and other similar	Initiate a payment, send or request money, acceptance of card payments, top-up, payments toward specific merchants or entities	Our contract with you	Other participants in your transactions and their financial institutions; correspondent banks; payment scheme operators; support outsourcing providers including our distributors; legal counsels; our auditors; top-up providers; specific merchants or entities; regulators	
	Cookies and other tracking technologies	The use of cookies and other tracking technologies, including by our advertising and analytics partners, is described in our Cookies Policy * Information on how Google uses the data we share with it is available here.			

IV. Specific data processing cases.

In any case, we may share any of your information for specific reasons, outlined below:

1. With other members of the myPOS corporate family: We may share your Personal Data with members of the myPOS group of companies or within our extended family of companies that are related by common ownership or control, so that we may provide the Services you have requested or authorized or to manage the risk, or to help detect and prevent potentially illegal and fraudulent acts and other violations of our policies and agreements and to help us manage the availability and connectivity of myPOS Services and communications.

2. With our distributors: We may share information related to you or your company with our distributors, which help us to provide you with the best myPOS experience. Our distributors may help us in onboarding you or your company, with your transactions, myPOS terminal orders and other similar activities, for which they may process some of your personal information.

3. Aggregated Data. We may also share aggregated information (information about our users that we combine together so that it no longer identifies or references an individual user) and other anonymized information for regulatory compliance, industry and market analysis, demographic profiling, marketing and advertising, and other business purposes.

4. With our legal counsels for the purposes of protecting our legal rights. We may share any information which is necessary to protect our legal rights to legal counsels or similar parties.

5. Monitoring. We may monitor or record telephone calls, emails, web chat or other communications with you for regulatory, security, customer services or training purposes. Calls may also be transcribed, including calls handled by AI agents. When visiting our offices, CCTV, access control systems and/or other monitoring systems may be in operation.

6. Business Transfers. If any of the companies that provides myPOS Services is involved in any merger, acquisition, reorganization, sale of assets, transfer of portfolio, bankruptcy, or insolvency event, then we may sell, transfer or share some or all of our assets, including your information in connection with such transaction or in contemplation of such transaction (e.g., due diligence). In this event, we will notify you before your personal information is transferred to a different legal person and/or becomes subject to a different privacy policy.

7. Credit offerings. In some markets, we may have provided the option to receive credits/loans from third-party loan provides through the myPOS platform.

Where we have shown a pre-approval for a specific loan in your myPOS account, this has been done solely on anonymized data shared to such third-party loan providers. Therefore, these loan providers do not hold any personal data about you or the persons related to your business at the pre-approval stage.

However, in case you decide to enter into a relationship with said third-party loan provides through the myPOS platform, we will share certain information about you and your use of the myPOS service to these loan providers, namely:

- any information that is required by the loan provider for “Know-your-customer” purposes, which may include any copies of official ID documents of you and the persons related to your business, UBO information, etc.
- in case you are operating your business as a as a natural person, certain transactional data, such as your historic transactional volumes and types of transactions or the transactions themselves, for the last 12 to 24 months. This data is not considered personal if you are operating as a legal entity.
- Other related information, as explained in the third-party loan provider’s own privacy policy or notice, which you will be provided with during the process of credit approvement.

Please be aware that after you have agreed with the relevant terms and conditions of the third-party loan provider and we have consequently forwarded the abovementioned personal data to such third-party loan provider, it will process your personal data as a data controller according to their own privacy policy or notice, which shall be made available to you as explained above. We are not responsible for any further processing done by such third-party loan provider(s) and you should address any complaints related to their use of your data to said third-party loan provider(s).

8. myPOS Online. In case you decide to use the myPOS Online service and create your business website through myPOS, the data used for creating and maintaining your profile – Names, email, telephone number and other similar Verification data (described above), can be shared with the domain registration agencies that we use in order to create and provide you with the respective myPOS Online website.

Please be aware that we process information about the visitors and clients of the myPOS online website, which we provide for

our merchants, by storing particular data that is being generated when said visitors and clients are accessing and using the website. These types of data may include:

a) Log data and Device ID;

b) Data, required for creating and maintaining an account – names, email, telephone number and other similar;

c) Data related to purchases;

d) Other types of data, as described in the particular myPOS Online website

The processing that is being carried by us in this regard, is made in our capacity of data processor, acting on behalf of the data controller – the respective myPOS merchant, for whom the myPOS Online website is generated and supported. The specific types of data, which are being processed by the controller, as well as any other legally required information, should be included in the privacy policy of the respective myPOS Online website, which is a responsibility of the particular data controller. We shall not bear any liability whatsoever for any omissions or non-compliance with the applicable legislation, for which the data controller (myPOS merchant) is responsible.

We do not process in any other way these types of data – we only store this information on behalf of the respective myPOS merchant.

9. Processing based on statutory or contractual requirement, or a requirement necessary to enter into a contract

Whenever any of the above-described data is being processed based on “Our contract with you”, “Performance of our terms and conditions”, “Compliance with legal obligations” or any similar grounds – this data is required for us to continue to provide you with the particular services and if you do not provide it to we may have to discontinue the particular services you are using.

10. myPOS Virtual Assistant. If you are using the myPOS Virtual Assistant functionality on our website(s) and/or app(s), we may share the information you provide during the interaction with third-party service providers and their approved sub-processors, for the purposes of ensuring the proper functioning of the myPOS Virtual Assistant and to enhance your experience. All third parties and their sub-processors involved are obligated to adhere to standards or restrictions equivalent to those outlined in this Privacy Policy and to comply with strict data protection standards in accordance with applicable privacy laws.

11. Artificial intelligence (AI) tools and agents. We use AI tools and agents provided by third-party service providers, who process your information on our behalf and on our instructions: (a) when you contact our support team by email, chat or phone, your request may first be handled by an AI agent, which tries to resolve it and passes it to a member of our team when needed or when you ask for this; (b) we may call you through an AI voice agent, for example to follow up on a call-back you requested, to welcome you after you register or to check that the myPOS Service works well for you. You will be told at the start of the call that you are speaking with an AI agent, and you can ask to speak with a person or end the call at any time; (c) our staff use AI tools to help them in their work, for example to analyse and summarise support requests, to identify recurring issues and trends, and to investigate technical problems using our system logs. AI agents and tools do not take decisions about you that produce legal effects concerning you or similarly significantly affect you; such decisions are taken or reviewed by our staff. These service providers are not allowed to use your information to train their own AI models. Some of these service providers process information outside the EEA, including in the United States, as explained in the “International transfers” section.

12. Identity verification, fraud detection, regulatory and internal compliance: We may share information about you and your company, including personal data and, where applicable, special categories of personal data (as defined under GDPR Article 9), with third parties that directly or indirectly provide identity verification, fraud detection, regulatory, and internal compliance services. We may also share this information with subcontractors, sub-processors, affiliates, subsidiaries, agents, third-party data providers, and other service providers involved in delivering aforementioned services.

V. Decisions based solely on automated processing.

Sometimes, our systems may take decisions based solely on automated processing. This does not mean that we will always use automated decision making for these processing activities. In case you believe that you have been unfairly treated by our automated decision-making systems you may ask that a person reviews the decision at all times by contacting us as described in the “How do I complain?” section. Such decisions may be done for processing activities that include:

Processing activity	Automated processing logic
Detect and prevent fraud, abuse, security incidents, and other harmful activity by blocking myPOS Service or by applying other fraud prevention measures.	Our fraud-prevention and monitoring systems may sometimes take automated decisions in regards to suspicious behavior. For example, we may block a certain transaction which was made in a remote part of the world just a few minutes after your last login from your home country.

VI. Information collected about you from third parties.

1. Information from public sources and screening providers.

We may ask certain entities for information about you when you are enrolling for our services.

Such entities are generally fraud prevention agencies and Know Your Customer and Anti Money Laundering Checkup service providers which help us to fulfil our legal obligations for due diligence on our customers. These providers rely on publicly available information about you or your business.

We may also collect information about you from public sources for Anti Money Laundering reasons or market research. This includes:

a. official public records, like your national Company register;
b. information published by the press or on social media.

In case you use any of the linked services, provided by one of our partners, such as the insurance services, they may share details with us about your deal.

2. Information from data aggregators.

We may receive certain information in order to evaluate your business from third-party providers generally known as data aggregators. This information may include the following:

- General business details, including, where available, documents such as Articles of Association and other similar company details;
- Details about your business activity, including transactional data (where you have allowed this data sharing)
- Other relevant information that may be required for us to evaluate your business or that you may have consented to share through the third-party provider.

Data aggregators collect information for businesses from publicly available sources, or in some cases – this information is shared based on your consent or other type of legal ground, which the data aggregator to legally share certain information about you with us.

We use this information in order to make your boarding process easier.

3. Card Schemes

We may receive information about you and your business from Card Schemes. This information may include details about your previous issuing or acquiring history with the respective Card Scheme, as well as any relevant compliance or risk data. We collect this information based on our legitimate business interests, and it is used to help us manage and reduce the risks associated with our merchant base..

VII. Data Retention and Erasure.

We generally retain your personal information for as long as is necessary for the performance of the contract between you and us and to comply with our regulatory obligations. If you no longer want us to use your information to provide myPOS Service to you, you can request that we erase your personal information and close your myPOS Account, providing your account is in good standing, not blocked or somehow limited for compliance, risk or regulatory reasons, or due to your outstanding obligation to us, court order, pledge or order by another regulator or other reason which prevent us by law to close your account or terminate the Service. In case the Data Controller is a regulated financial institution, such as credit institution, E-money institution or similar, such Data Controller is obliged under PSD and AML laws to keep your personal information and all transactions history for a period of 5 years after the termination of the relation with you (or where the laws of the United Kingdom of Great Britain and Northern Ireland are applicable – for a period of 6 years). Please note that if you request the

erasure of your personal information:

We may retain some of your personal information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing security. For example, if we suspend a myPOS Account for fraud or safety reasons, we may retain certain information from that myPOS Account to prevent that client from opening a new myPOS Account in the future. We are also obliged to retain personal data which we have collected for the purposes of complying with the relevant anti-money laundering and anti-terrorism financing for a period as defined under the applicable law.

We may retain and use your personal information to the extent necessary to comply with our legal obligations. For example, myPOS may keep some of your information for tax, legal reporting and auditing obligations.

Because we maintain our records in a manner protecting from accidental or malicious loss and destruction, residual copies of your personal information may not be removed from our backup systems for a limited period of time.

In case you started but for whatever reason did not manage to pass through the customer due diligence process for the myPOS Service, we will retain your information for a period of 12 months after the creation of your original application for the myPOS Service, based on our legitimate interests.

During this period, we may try to help you finish the customer due diligence process, including by sending you helpful emails, reminders and, in some cases, discounts. You can unsubscribe from these emails by clicking the unsubscribe button on any of them, found in the footer, or contacting us at dpo@mypos.com.

In addition to the aforementioned, based on our legitimate interests in improving the quality of our processes and customer experience, we may use the collected information about you during the abovementioned period for the purposes of analysing frequently occurring problems, which our clients may experience during the customer due diligence process.

We reserve the right to retain your identification data for an indefinite duration if you have been placed on our company's internal blacklist due to suspected malicious, fraudulent, or analogous behavior. This retention is predicated on our legitimate interest in preventing such individuals from accessing our services in the future.

VIII. Your rights.

You may exercise any of the rights described in this section before the respective Data Controller pursuant to the Legal Agreements by sending an email from your e-mail registered for myPOS Service to the respective Company providing the Service to you under the respective Legal Agreement stated below. Please note that we may ask you to verify your identity before taking further action on your request. Please note that upon receipt of your e-mail we shall try our best to provide you with the requested information and resolve your request in reasonable time, subject to all obligations which we or the related companies have under the applicable laws.

8.1. Managing Your Information.

You have the right to obtain the following:

- confirmation of whether and where we are processing your personal data;
- information about the purposes of the processing;
- information about the categories of data being processed;
- information about the categories of recipients with whom the data may be shared;
- information about the period for which the data will be stored (or the criteria used to determine that period);
- information about the existence of the rights to erasure, to rectification, to restriction of processing and to object to processing;
- information about the existence of the right to complain to any Regulator;
- where the data was not collected from you, information as to the source of the data; and
- information about the existence of, and an explanation of the logic involved in, any automated processing.
- Additionally, you may request a copy of the personal data being processed.

8.2. Rectification of Inaccurate or Incomplete Information.

You have the right to ask us to correct inaccurate or incomplete personal information concerning you (and which you cannot update yourself via your online access to myPOS Account).

8.3. Data Access and Portability.

You have the right to:

- receive a copy of your personal data in a structured, commonly used, machine-readable format that supports re-use;
- transfer your personal data from one controller to another;
- store your personal data for further personal use on a private device; and
- have your personal data transmitted directly between controllers without hindrance.

In some jurisdictions, applicable law may entitle you to request copies of your personal information held by us.

Because we maintain the myPOS to protect from accidental or malicious loss and destruction, residual copies of your personal information may not be removed from our backup systems for a limited period of time.

8.4. Withdrawing Consent and Restriction of Processing.

Where you have provided your consent to the processing of your personal information by us you may withdraw your consent at any time by changing your Account settings or by sending a communication to us specifying which consent you are withdrawing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal. Additionally, in some jurisdictions, applicable law may give you the right to limit the ways in which we use your personal information, in particular where (i) you contest the accuracy of your personal information; (ii) the processing is unlawful and you oppose the erasure of your personal information; (iii) we no longer need your personal information for the purposes of the processing, but you require the information for the establishment, exercise or defence of legal claims; or (iv) you have objected to the processing and pending the verification whether our legitimate grounds override your own.

8.5. Objection to Processing.

In some jurisdictions, applicable law may entitle you to require us not to process your personal information for certain specific purposes (including profiling for marketing purposes) where such processing is based on legitimate interest. If you object to such processing we will no longer process your personal information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defence of legal claims. Please note that Data Controllers which are regulated financial institutions, such as credit institutions, E-money institutions or similar are obliged under AML laws to make risk profiling of their customers upon opening of the relationship and constantly during the relationship and this is a legitimate reason. In case you do not wish us to process your personal data for certain specific purposes, which are legitimate purposes to us, you shall have to close your account or we may have to stop providing you some or all of the Services, subject to all conditions for the closing of the account, specified above in this Section.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us.

Please bear in mind that irrespective of your opt-out, related to marketing messages, you will still continue to receive specific messages, which we are required to send you under the applicable legislation, insofar as you still have a legal relationship with us.

8.6. How do I complain?

You should in first place try to resolve the matter by sending an e-mail **to the respective Data Controller** under this Privacy Policy from your registered e-mail for the Service:

Where the responsible Data Controller (as outlined in the introduction of the Privacy Policy) is specified to be myPOS Ltd, Ireland, you may contact us at:

Data Protection Officer (DPO):
dpo@mypos.com
myPOS Ltd
Block 1, 3rd Floor, The Oval, 160 Shelbourne Road,
Dublin 4, D04 E7K5,
Ireland

Where the responsible Data Controller (as outlined in the introduction of the Privacy Policy) is specified to be myPOS Payments Ltd, UK you may contact us at:

Data Protection Officer (DPO):
dpo@mypos.com
myPOS Payments Ltd
Summit House
12 Red Lion Square
London,
WC1R 4QH

If you used the myPOS Service at a time when it was provided to you by iCard AD, Bulgaria, iCard AD remains the Data Controller for the personal data processed during that time. For questions about that data, you may contact:

Data Protection Officer (DPO):
dpo@icard.com
iCARD AD
Business Park Varna No B1, Varna 9023, Bulgaria

Where the responsible Data Controller (as outlined in the introduction of the Privacy Policy) is specified to be myPOS Services EOOD you may contact us at:

Data Protection Officer (DPO):
dpo@mypos.com
myPOS Services EOOD
Business Park Varna No B6, Varna 9023, Bulgaria

Competent Regulator. In case you are not satisfied with the reply or resolution of the respective Data Controller, you have the right to lodge complaints about the data processing activities carried out by us before the competent data protection supervisory authorities as described below.

If the Data Controller responsible for the respective data processing, subject to your complaint, is myPOS Ltd., Ireland, you have the right to file a complaint with its lead supervisory authority, the Data Protection Commission, Ireland:

Address:
Data Protection Commission
21 Fitzwilliam Square South
Dublin 2
D02 RD28
online form: https://forms.dataprotection.ie/contact

If the Data Controller responsible for the respective data processing, subject to your complaint, is myPOS Payments Ltd. UK you have the right to file a complaint with its lead supervisory authority, the Information Commissioners Office, UK:

Address:
Wycliffe House
Water Lane
Willmslow
Cheshire
SK9 5AF
e-mail: casework@ico.org.uk

If your complaint concerns personal data for which iCard AD, Bulgaria is the Data Controller (see above), you have the right to file a complaint with its lead supervisory authority, the Commission for Protection of Personal Data, Bulgaria:

Address:
Sofia 1592
2 Prof. Tsvetan Lazarov blvd.
e-mail: kzld@cpdp.bg

If the Data Controller responsible for the respective data processing, subject to your complaint, is myPOS Services EOOD, Bulgaria you have the right to file a complaint with its lead supervisory authority, the Commission for Protection of Personal Data, Bulgaria:

Address:

Sofia 1592
2 Prof. Tsvetan Lazarov blvd.
e-mail: kzld@cpdp.bg

IX. Operating globally.

To facilitate our global operations we may be required to transfer, store, and process your information within our family of companies or with service providers based in Europe, India, Asia Pacific and North and South America. Laws in these countries may differ from the laws applicable to your Country of Residence. For example, information collected within the EEA may be transferred, stored, and processed outside of the EEA for the purposes described in this Privacy Policy. Where we transfer store and process your personal information outside of the EEA we have ensured that appropriate safeguards are in place to ensure an adequate level of data protection.

X. International transfers.

10.1. Adequacy Decisions.

Where we disclose any of your collected personal information outside EEA, we shall comply with any relevant adequacy decision, where possible.

10.2. Other Means to Ensure an Adequate Level of Data Protection.

In case personal information is shared with corporate affiliates or third-party service providers outside the EEA in absence of an adequacy decision, we have - prior to sharing your information with such corporate affiliate or third-party service provider – established the necessary means to ensure an adequate level of data protection and a valid legal ground under the applicable data transfer rules. We will provide further information on the means to ensure an adequate level of data protection on request.

Protection of personal data transferred from or to the United Kingdom of Great Britain and Northern Ireland:

myPOS is a pan-European company, with operations both in the UK and EEA. Where we transfer any of your collected personal data from or to UK we shall comply with the Decision on the adequate protection of personal data by the United Kingdom - General Data Protection Regulation, dated 28 June 2021.

XI. Security.

We take the responsibility to ensure that your personal information is secure, kept in an encrypted from on servers, collocated in Special data centers in Class A jurisdictions in Europe. To prevent unauthorized access or disclosure of information we maintain physical, electronic and procedural safeguards that comply with applicable regulations to guard non-public personal information. Once you are logged into your Account, all internet communication is secured using Secure Socket Layer (SSL) technology with High-grade security Encryption (AES-256, 256 bit keys, certified by StartCom Ltd). We restrict access to your personally identifiable information only to employees who need to know that information in order to provide products or services to you.

If you know or have reason to believe that your myPOS Account credentials have been lost, stolen, misappropriated, or otherwise compromised or in case of any actual or suspected unauthorized use of your myPOS Account, please contact us following the instructions in the Contact Us section below. While we are dedicated to securing our systems and Services, you are responsible for securing and maintaining the privacy of your password(s) and Account/profile registration information and verifying that the Personal Data we maintain about you is accurate and current.

XII. Can Children Use Our Services?

myPOS Service is not designed to individuals under the age of 18. We do not knowingly collect information, including Personal Data, from children or other individuals who are not legally able to use myPOS Service. If we obtain actual knowledge that we have collected Personal Data from an individual under the age of 18, we will promptly delete it, unless we are legally obligated to retain such data. Contact us if you believe that we have mistakenly or unintentionally collected information from an individual under the age of 18.

XIII. Changes to this privacy policy.

We reserve the right to modify this Privacy Policy at any time in accordance with this provision. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on myPOS Platform. If you disagree with the revised Privacy Policy, you

may cancel your Account. If you do not cancel your Account before the date the revised Privacy Policy becomes effective, your continued access to or use of myPOS Platform will be subject to the revised Privacy Policy.

XIV. Contact us.

If you have any questions or complaints about this Privacy Policy or our information handling practices, you may email us from your registered e-mail for the Services to the e-mails stated above in **pt. 8.6** (How do I Complain).