

Edition November 2010

All capitalized terms used herein shall have the same meaning as defined in the General Terms and Conditions of Use.

## 1. DATA COLLECTED AND PROCESSED

Collected personal data includes or may include in the future, email address, name, postal address, accounting information, age, gender, language, income, education, employment, hobbies and preferences, service usage and IP addresses.

## 2. EXPORT OF DATA

User acknowledges and agrees that even if User is a resident of another country or uses the Services in another country, User's personal data will be collected and processed in Serbia.

User acknowledges and agrees that **YUTELSAT** may transfer and export the data to other countries, including the USA, even if such country does not offer the same level of data protection as Serbia or User's country of residence. **YUTELSAT** warrants an adequate level of data protection.

## 3. SERVICE USAGE

**YUTELSAT** may collect data on User's usage of the Services such as IP address, TV channels and advertisements viewed, time and duration of a session, connectivity information, error codes. The usage data is processed pseudonymously by using a unique numerical UserID assigned by the system.

**YUTELSAT** may also use the data on the usage of the Services to compile statistics on usage patterns and may provide such statistics to third parties.

## 4. REPORTING TO COPYRIGHT HOLDERS

**YUTELSAT** uses the usage data to report regularly to copyright holders such as broadcasters and collecting societies on the viewing of their content and to pay the applicable royalties. Such reporting is done with aggregate data without disclosing any of User's personal data. The copyright holders have rights to audit **YUTELSAT**'s reports and to access the usage data for that purpose, subject to appropriate confidentiality undertakings.

## 5. ADVERTISEMENTS

Advertisements may be displayed when using the Services or the website. **YUTELSAT** may use the personal data of User to target the advertisement at certain demographic groups. Processing of personal data for such targeting is performed pseudonymously by using a unique numerical UserID.

We use third-party advertising companies to serve ads when you visit our website. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, click [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

Notwithstanding the disabling of the Cookies, User acknowledges and accepts that he or she will remain traceable via the UserID.

## 6. IMPROVEMENT OF SERVICES

**YUTELSAT** will use statistical information, error messages, inquiries to customer support, the connectivity and other such data to improve the Services, to identify and correct errors, and to further develop the Services.

## 7. COOKIES

**YUTELSAT**, both by way of identifying User via the UserID and by way of setting cookies, may collect data on User's usage of the Services such as IP address, TV channels and advertisements viewed, duration of a session and page views on the **YUTELSAT** website. Cookies are small packages of data stored on User's computer and memorized by User's browser. Cookies allow faster navigation on websites, allow a personalized access of User in accordance with preferences and needs and prevent misuse of **YUTELSAT**'s website. User may at all times erase Cookies from his or her computer by using the respective functions of the browser. User acknowledges and accepts that the removal of Cookies may have an impact on the performance of the Services.

## 8. TRANSFER OF DATA IN A COMPANY OR ASSET SALE

**YUTELSAT** might sell or purchase subsidiaries or business units. In such transactions as well as in the event **YUTELSAT** or substantially all of its assets or certain business units are acquired by a third party, User's personal data will generally be one of the transferred business assets. **YUTELSAT** is entitled to include User's personal data in any such transfer to a third party.

## 9. SAFETY

User acknowledges that the use of the internet is not safe and that there are certain inherent risks to User's personal data. **YUTELSAT** shall make reasonable efforts to protect personal data but it cannot guarantee or warrant that data User provides to **YUTELSAT** is safe and protected from unauthorized third party access and it therefore waives all liability in this respect.

## 10. RETENTION OF RECORDS AND OFFICIAL INQUIRIES

User acknowledges and agrees that **YUTELSAT** may make User's personal data available to governmental authorities when required to do so and in the event of illegal activities, violations of the End User License Agreement and/or the General Terms and Conditions of Use. User's personal data is stored by **YUTELSAT** in accordance with and for the duration established in the provisions of applicable data protection laws and telecommunication laws and it may be deleted by **YUTELSAT** in accordance with such provisions, subject to compulsory legal provisions or orders from state authorities such as courts requiring **YUTELSAT** to store and maintain such personal data at the disposal of the authorities.

## 11. REQUEST FOR ACCESS

User may at all times request access to User's personal data collected by **YUTELSAT**, request that such collected personal data is corrected if inaccurate, that the collection of personal data be stopped or that the collected personal data be erased, subject to legal provisions or orders from state authorities such as courts requiring **YUTELSAT** to store and maintain such personal data at the disposal of the authorities.

## 12. ADDITIONAL PRIVACY POLICIES

User acknowledges that additional privacy policies may apply to specific services, such as widgets.

## 13. AMENDMENTS

**YUTELSAT** may amend from time to time these rules by amending this Privacy Policy or the General Terms and Conditions of Use. The actual and legally binding version of the Privacy Policy is published on the Site and is valid as of the date of its publication. It is User's sole responsibility to consult the Site from time to time, to take notice of any amendments and to abide by such amendments. If User does not agree with such amendment, User shall cease to use the Services.