

WORLDWIDE RETAIL STORE PRIVACY POLICY

The Worldwide Retail Store S.L., a licensee of the National Geographic Society, is committed to protecting your personal data and respecting your privacy. This privacy policy (the "Policy") sets out the type of information the Worldwide Retail Store S.L and its affiliates collect, what we use it for and the rights that you have in relation to this information. By using this website you accept the terms of the Policy.

The Worldwide Retail Store S.L. and the National Geographic Society are joint "data controllers" for the purposes of the Spanish Data Protection Organic Law 15/1999 (the "Act").

Collection and use of personal information

We collect and maintain personally identifiable information about you, which includes but is not limited to your name, address, email address and telephone number ("Personal Information"). We obtain your Personal Information from the following sources:

- If you voluntarily provide us with information by filling in forms on any of the following websites:

www.nationalgeographicklstore.com,

www.natgeoklstore.com and

www.ngklstore.com

(Together the "Sites" and each a "Site").

This may include information provided at the time of, subscribing to one or more magazines published by the National Geographic Society, to receive newsletters and/or our loyalty card scheme, uploading data and/or any correspondence with us.

- Your commercial transactions with us or any of the organizations in the National Geographic Society family.
- Your browser, when you visit our Sites and your browser interacts with us. For instance, when you come to our site, we collect your Internet Protocol ("IP") address. An IP address is often associated with the portal through which you enter the Internet, like your ISP (Internet service provider). Standing alone, your IP address is not personally identifiable. At times, we also use IP addresses to collect information regarding the frequency with which our visitors visit various parts of our sites. We may combine this information with personally identifiable information from other sources.
- Publicly available information about you.
- Information sent by you by e-mail.
- Information about you, which we received from other reputable sources.

We may combine the Personal Information and use the Personal Information to enable us to ensure that the content of our Sites is presented in the most effective manner for you and your computer, to provide you with information, products or services that you request from us or which we feel may interest you (where you have consented to being contacted for such purposes), to carry out obligations arising from any contracts entered into between you and us, to allow you to participate in the interactive features of our service and to notify you about changes to our service.

Promotional Information

We may use your Personal Information to provide you with promotional information about activities, services and products offered by us, National Geographic, or selected third parties (where you have consented to being contacted for such purposes) including promotional material that you have requested. Examples of promotional uses include, but are not limited to:

- Providing you with information about educational opportunities;
- Providing you with promotional materials about National Geographic products and services; and
- Providing you with promotional and marketing materials about National Geographic Store in London, the products sold and the services rendered, such as events or exhibitions.
- Providing you with e-mail newsletters.

Promotional information may be offered to you by postal mail, e-mail, telephone or other means. We will only send you promotional information by e-mail if we have your express consent for such activity. We can also send promotional information by electronic means to you, without your previous consent, if the promotion is related with products or services previously acquired by you. In any event, you will always have the possibility to unsubscribe, or to ask us not to receive further promotional information from us, to the following addresses:

You have a right to ask us at any time not to contact you by way of direct marketing. You can do this by:

- Writing to us at: Worldwide Retail Store, SL, Attn: Marketing Department, calle Marina 16-18, Barcelona 08005, Spain, and including your name, address, telephone number, e-mail address and a note of instruction.
- Writing to us at: privacy@worldwideretailstore.com, and including your name, address, telephone number and a note of instruction.

Children

We require the consent of a parent or guardian before any child under the age of 14 can register with us.

Parents or guardians can:

- Review, edit, and delete information relating to the child's account;
- Choose to be notified when a child makes any changes to their account or record; and
- May delete their child's account using our account deletion facility.

During the registration process, we will ask for a date of birth and the parent or guardian of the child for consent to send details of special offers and to otherwise contact the child for marketing purposes. We will not ask a child under age 14 for more personal information, as a condition of participation, than is reasonably necessary to participate in a given activity.

Sharing Personal Information

We do share lists of Personal Information with selected third parties (where you have consented to being contacted for such purposes). We strive to select trustworthy, reputable companies who offer high quality products or services of interest to you.

We reserve the right to release Personal Information when we believe that release is appropriate in order to comply with the law, or to enforce our terms and conditions, or to protect the rights, property or safety of the

Worldwide Retail Store S.L., our affiliates, our group of companies, our customers, National Geographic Society and its affiliates, or other third parties.

We may also pass the Personal Information that you have given us to other members of the Worldwide Retail Store group of companies, the Worldwide Retail Store's affiliates, to the National Geographic Society and its affiliates for any business purpose subject to previous consent.

We may release personal data if we acquire new businesses and/or sell all or part of the business (Personal Information may be one of the business assets transferred to the purchaser). Personal Information covered by this privacy policy will be co-owned with the National Geographic Society, unless we receive your opposition for the transfer of data to the National Geographic Society, outright on expiry of our licensed term with them.

Protection of Personal Information

We will take all reasonable precautions to ensure that all the Personal Information that you have submitted via the Sites remains confidential. As required by the Act, we have strict security procedures regarding the storage and disclosure of Personal Information, which fulfil the requirements stated in Spanish data protection legislation. The Personal Information that we collect from you may be transferred to, and stored at, one or more destinations outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us, our affiliates, for National Geographic Society and its affiliates, or one of our or National Geographic Society's suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. Previously to the submission of your Personal Information you will be informed of the destination of data. By submitting your Personal Information you agree to this transfer, storing or processing. We will take all reasonable steps to ensure that your Personal Information is treated securely and in accordance with this Policy.

Your rights

You have the right to access the Personal Information, which we hold about you and to have any errors corrected. It is your responsibility to ensure that we have the correct contact information. This will enable us to provide you with the best service possible.

If at any time you wish your Personal Information to be completely removed from all our systems, or if you just want to update any Personal Information we have about you, please contact us as set out in the Promotional Information section above. Please note that we may be required to retain certain customer information for accounting purposes or other purposes but we will not retain any such information for any longer than is necessary for that purpose. Please note, however, that we require certain key information from you in order to provide you with the services that you require and if you ask us to remove all or part of such information you may no longer be able to use or access this website or parts of it.

Cookies

When you use the Site for the first time a cookie will be stored on your hard drive. The next time you visit the Site (using the same computer) our server will recognize the cookie and provide us with the information about your last visit. If you do not want a cookie to be stored on your hard drive you should select the appropriate options on your web browser. Please note, however, this may prevent you from using the Site properly or at all. Third Party Links

We may provide links on our sites to websites, which are owned and/or operated by third parties. When you link to other websites, this Policy no longer applies. We encourage you to be aware when you leave our sites and to review the privacy policy at any site you visit.

Queries/Requests

Please address all your requests and/or queries about our Policy to Worldwide Retail Store, SL, Attn: Marketing Department, calle Marina 16-18, Barcelona 08005, Spain, and including your name, address, telephone number, e-mail address and a note of instruction.

Privacy Policy Revisions

This Policy, which governs your use of this Site may be changed from time to time without notice. By using this Site, you are deemed to have accepted the terms and conditions contained in the Policy. Our use of your Personal Information is subject to the terms and conditions of our Policy in force at the time when we use the information in question.

Privacy Support

Please contact us by any means if you are in any way unhappy and we are sure we can resolve any problems or issues you may have.