

## DATA PROTECTION

Data protection is a matter of trust, and your trust is important to us. We respect your privacy and your personal sphere. Protection and collection in accordance with legislation, the processing and use of your personal data are paramount. So that you feel safe and protected during your visit on our websites, we strictly comply with the legal provisions concerning the processing of your personal data. In this statement, we wish to inform you on the collection and use of data.

You can print or save this document using the function of your Internet browser (usually "File" and then "Save As"). You can also download and archive this document in PDF format by [clicking here](#). Adobe Reader (available free of charge at [www.adobe.com](http://www.adobe.com)) or another software compatible with the PDF format is required to read the PDF file.

By accepting the following statement on the protection of data, you agree that the company mycs SARL, located at 42, Réaumur 75003 PARIS (hereinafter "MYCS") collects, processes and uses your personal data in compliance with the data protection laws of this statement on the protection of personal data.

Statement on the protection of personal data and consent to the use of the data on <https://uk.mycs.com>

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### 1. Responsible body

The body responsible for the collection, processing and use of your personal data in

accordance with the European General Data Protection Regulation is mycs SARL, 42 rue Réaumur, 75003 Paris with its Managing Director Kachun To.

If you wish to object to the collection, processing or use of your data by MYCS, in accordance with these data protection provisions as a whole or for certain measures only, you may object by contacting our Data Protection Officer via email, fax or mail:

Data Protection Officer

mycs SARL

42, rue Réaumur

75003 PARIS

Email: [dataprotection@mycs.com](mailto:dataprotection@mycs.com)

## 2. Collection, processing and use of personal data

### 2.1 Personal data

At MYCS we offer customised products. In order to be able to offer you the most suitable products, we must rely on your personal data. Therefore, we make sure we always offer you products, design possibilities and inspirations that are best suited to your needs. To do this, we collect information about you, your communication data, contracts, browsing behaviour on websites, behaviour when using our interior layout configurator, and advertising-related data. In doing so, we continue to adhere to the retention and deletion deadlines set out in the Law. The statistical data we collect, for example, when you visit our online store cannot be directly associated with you, and does not relate to the items below. These are statistics about the most visited pages of our shop and the number of users who visit particular pages of the MYCS shop.

### 2.2 Purpose and legality of data processing:

Data processing shall be carried out in accordance with the principles laid down in Art. 5 of the General Data Protection Regulations (GDPR) and the laws and regulations in force in accordance with article 6 (1) GDPR. We offer our customers customised furniture and furnishings as well as an individual purchasing experience. To do this, it is

important to understand and analyse your personal needs. This includes the history of customer visits to the online store, email and telephone traffic, and visits to showrooms. In particular, the study of customer interaction with the products and the configurator helps us to make the process of designing the layouts that will be proposed easier. In addition, we enter into a sales contract with you from the moment of the order and this then allows us to deliver the ordered products to you. Ordering and delivery is only possible through the collection and processing of your data that we also need to fulfil our legal obligations. Basically, we defend data minimisation and only process the data needed for the purposes mentioned above. This data processing is always transparent to you. Should the processing of data go beyond the objectives mentioned above, we will ask your consent beforehand.

### 2.3 Collection, processing and use of your personal data

Data protection is paramount to us. Therefore, we strictly adhere to the legal provisions of the European Data Protection Regulation and the Telemedia Act when collecting, processing and using your personal data. We collect, save and process your data for the complete processing of your purchase, including any subsequent warranties, our customer services, technical management and marketing purposes. Your personal data is only transmitted to third parties or generally only if it is necessary in connection with the management of the contract or for invoicing purposes or if you have previously accepted it. As part of the order processing, service providers designated by us (such as carrier, logistics provider, banks) receive, for example, the data necessary for the execution of the order and the contract. The data thus transmitted can be used by our service providers only for the execution of their mission. Any other use of the information is not authorised and is not made by any of the providers designated by us. For your order, we need your exact data concerning your name, address and method of payment. We need your email address, so we can confirm receipt of your order and communicate with you. We also use it to identify you (customer identification). In addition, you will receive your order and shipping confirmation by email. A deletion of your personal data occurs if there are no legal obligations of retention and if you have

claimed the right of deletion, if the data stored for the achievement of the desired purpose is no longer necessary or if storage is, for legal reasons, illegal.

#### 2.4 Using Your Data for Advertising

In addition to using your data to process your purchase at MYCS, we may also use your data, with your consent, to contact you about your orders, specific products or marketing campaigns and to advise you on any products or services you may be interested in.

##### 2.4.1 Newsletter

We use the Double Opt-In process to send newsletters. This means that you will only receive our newsletter by email if you have specifically confirmed in advance that we may activate the newsletter subscription service. If you no longer wish to receive our newsletter in the future, you may object to it at any time without being charged any costs other than the basic rate of communication. A written statement (e.g. email, fax, mail) to the contact details indicated in paragraph 1 is sufficient. You will also find a link to unsubscribe in each newsletter.

##### 2.4.2 Product recommendations by email

As a customer of MYCS, we regularly send you product recommendations by email. We will send you these product recommendations regardless of whether you subscribe to the newsletter or not. We would like to provide you with information on the range of our products that may be of interest to you, taking into account your latest purchases. We send these product recommendations in strict compliance with legal provisions. If you no longer wish to receive product recommendations or generally no longer receive advertising from us, you may object at any time without being charged any costs other than the basic rate of communication. A written statement (e.g. email, fax, mail) to the contact details indicated in paragraph 1 is sufficient. You will also find a link to unsubscribe in each email.

##### 2.4.3 Targeted Advertising

The information you provide allows us to individually improve, customise and adapt your purchasing experience. The information you provide to us or that is automatically

generated is used to design advertisements targeted at you and your interests. We use available information such as email receipt and read acknowledgements, computer and internet information, operating system and platform, your order history, your service history, the date and time of your visit to the home page and the products you viewed. The information we use is pseudonymised. Through the analysis and evaluation of this information, we are able to improve our websites and our Internet offering and send you personalised advertising. This is advertising that recommends products that you may like. Our goal is to design useful and interesting advertisements for you. The analysis and evaluation of your pseudonymised data we collect enables us not to send you random advertisements. Instead, we send you advertising, such as newsletters, product recommendations, emails or promotional mail, that you may be interested in. In this regard, we also compare the promotional emails you open to avoid sending you unnecessary emails. If you do not wish to receive personalised advertising, you may object at any time, in whole or only for certain measures. A written statement (e.g. email, fax, mail) to the contact details indicated in paragraph 1 is sufficient.

#### 2.4.4 Contests, opinion polling and market research

For contests, we use your data, with your consent, to inform you of your winnings and to advertise our offers. Detailed information can be found under the participation terms. In addition, we use your data to conduct market research and opinion polls. We use this data exclusively in an anonymous manner for statistical purposes and only for mycs SARL. Your responses to the surveys will not be disclosed to third parties or published. We do not record survey responses together with your email address or other personal data. You may at any time object to the use of your data for market research and opinion polls. This objection may be made for all or for specific measures without being charged any costs other than the basic rate of communication. A written statement (e.g. email, fax, mail) to the contact details indicated in paragraph 1 is sufficient. You will also find a link to unsubscribe in each email inviting you to take part in a poll.

#### 2.4.5 Use of Data for Postal Advertising and Your Right to Object

In addition, we reserve the right to keep in compressed files the information that you provided to us during our contractual exchanges: your first and last name, your postal address and – if you provided it - your title, your university degrees, your year of birth and your profession, your branch of activity or business. This list of data can be used for promotional purposes, for example to send you interesting business offers and information about our products by mail or email. You may at any time object to the storage and use of your data for these purposes by sending a message to our Data Protection Officer whose details are mentioned below.

#### 2.4.6. Trusted Shops Review Reminder

If you have given us your explicit consent during or after your order by activating a check box or clicking the “Rate Later” button, we will send your email address to: Trusted Shops GmbH, Subbelrather Str 15c, 50823 Cologne ([www.trustedshops.de](http://www.trustedshops.de)), so they may remind you by email of the possibility of submitting an evaluation of the processing of your order. This consent may be withdrawn at any time by sending a message to the contact option described above or directly to Trusted Shops.

#### 2.4.7 Trusted Shops Trustbadge Integration

The Trusted Shops trustbadge is inserted on this page to display our Trusted Shops brand and all reviews collected or to offer Trusted Shops products to buyers after an order. These transactions serve to protect our overriding legitimate interests in the optimal marketing of our products in the context of balancing the various interests. The trustbadge and related services are offered by Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne. When viewing the trustbadge, the web server automatically registers a “log file” indicating, for example, the name of the requested file, your IP address, the date and time of the visit, the volume of data transferred and the Internet service provider that initiated the request (access data). This access data is not used, it is automatically overwritten no later than eight days after the end of your visit. Other personal data are transmitted – to Trusted Shops only – if, at the end of an order, you

have opted for the use of Trusted Shops products or if you have already registered for that use. In this case, the contractual agreement between you and Trusted Shops applies.

## 2.5. Limit on the Retention of your Personal Data and Deletion Deadlines

In accordance with article 17 of the General Data Protection Regulations (GDPR), MYCS stores your personal data only to the extent that there is the interest of users in offers of MYCS products and promotional campaigns. You may request immediate deletion of your data at any time. In addition, we store personal data that is contractually relevant for a legal period of 2 years. Furthermore, personal tax data in an invoice and the related order will be retained at the end of the financial year for a 10-year legal and tax retention period.

## 2.6. Complaints and Rights that you can Claim

In accordance with current European General Data Protection Regulations, our customers have the right to obtain information about their stored data free of charge, and also have the right to rectify, block or delete data. Your rights and claims relate to:

- Article 15 GDPR - Right of access
- Article 16 GDPR - Right to rectification
- Article 17 GDPR - Right to erasure, right to be forgotten
- Article 20 GDPR - Right to data portability
- Article 21 GDPR - Right to object

We take the protection of your data very seriously. If you wish to make a complaint, please send your request by email or by mail with a clear identification of your person including your name, email address and, if applicable, your cookie identifier (to ensure that personal data will not be disclosed to third parties) and send it to our Data Protection Officer whose details are mentioned below:

Data Protection Officer  
mycs SARL  
42, rue Réaumur  
75003 PARIS  
Email: [dataprotection@mycs.com](mailto:dataprotection@mycs.com)

## 3. Right to appeal

If you consider that we do not comply with the regulations in force in the processing of your personal data (the General Data Protection Regulations (GDPR)), you may contact

the competent authority - the Berlin Commissioner for Data Protection and Freedom of Information (<https://www.datenschutz-berlin.de/>).

#### 4. Data Receiver

Within mycs SARL, all your personal information is only accessible to a limited number of employees involved in data processing. In addition, each employee has access only to the data strictly necessary for the mission entrusted to him/her.

#### 5. Cookies

Acceptance of cookies is not a necessary condition for visiting our websites. However, we inform you that the use of cart functionality and product ordering is only possible if you authorise us to use cookies.

What are cookies?

Cookies are small files stored on your data carrier that store, through your browser, certain settings and data for exchange with our system. Basically, there are two types of cookies: so-called “session” cookies, which are deleted as soon as you close your browser, and temporary/permanent cookies that remain on your data carrier for a longer or indefinite period. This storage helps us present our sites and offers to you in an appropriate way and makes it easier for you to use as, for example, some entries are saved in such a way that you no longer have to renew them permanently.

What cookies are used by MYCS?

Most of the cookies we use are automatically deleted from your hard drive (session cookies) after the browser session ends (session end). Session cookies are, for example, necessary to offer you the shopping cart functionality through several pages. In addition, we use cookies that remain on your hard drive. During your next visit, it will be automatically recognised that you have already visited our site as well as the entries and settings you prefer. These temporary or permanent cookies (lifetime from 1 month to 10 years) are stored on your hard drive and are deleted after the set amount of time. It is



especially these cookies that allow us to make our offer more ergonomic, more efficient and safer. Thanks to these files, it is possible, for example, for you to be offered information that suits your interests on the page. The exclusive purpose of cookies lies in our desire to adapt, as far as possible, our offer to your customer wishes and to make browsing our site as comfortable as possible.

What data are stored in cookies?

Cookies used by MYCS do not store personal data. When the cookie is activated, it will be assigned an identification number. According to cookie technology, we only receive information using the method of pseudonymising your browsing data, which consists of replacing the initial identifier of a person with another arbitrary identifier, a pseudonym. The information we receive is, for example, which pages of our shop have been visited, which products have been consulted, etc.

What is Onsite Targeting?

MYCS websites use cookie technology to collect data to optimise our advertising content and our entire online catalogue. This data is not used to personally identify you but is only used to evaluate the visits and browsing on the homepage by the method of pseudonymising your browsing data described above. This technology allows us to show you advertisements and/or special offers and services whose content is based on information obtained in the context of the clickstream analysis (for example, targeted advertising because you recently mainly searched online for children's bedroom furniture).

Are there also cookies from third-party advertisers (i.e. third-party cookies)?

MYCS uses a few advertising partners to help make the online offer and sites more interesting to you. Cookies from partner companies are thus stored on your hard drive when you visit the sites. These are temporary/permanent cookies that are automatically deleted after the set amount of time. These temporary or permanent cookies (lifetime from 14 days to 10 years) are stored on your hard drive and are deleted after the set amount of time. Cookies from partner companies do not contain personal data either. Only data under a username is collected in a pseudonymous manner. This is information about, for example, the products you have viewed, whether a purchase has been made, which products have been searched for, etc. On this occasion, some of our advertising partners collect, beyond the visit of the websites, information about the pages you have previously visited or, for example, which products you were interested in. In this way, they will be able to show the advertisement that best suits your interests. This pseudonymised data will not at any time be related to your personal data. They are used exclusively to give our advertising partners the means to show advertisements that might actually interest you.

### Re-targeting

In this case, our websites use so-called “re-targeting” technologies. We use these techniques to improve the presentation of our online offer for you. This technique makes it possible to draw the attention of Internet users, who have already been interested in our online store and our products, to our advertisements broadcast on the websites of our partners. We are convinced that the display of personalised advertising targeted at the interests is generally more interesting for the user than advertising which is not personalised. The visualisation of these advertising means on our partners' websites is carried out based on cookie technology and an analysis of previous usage behaviour. This advertisement processing is carried out using the method of pseudonymising your browsing data. No personal data is stored, and no usage profile is linked to your personal data.

How can I avoid storing cookies?

In your browser, you can set that cookie storage is only possible if you accept it. If you only want to accept cookies from mycs and not those of our advertisers and partners, you can select the settings in your browser “Block third-party cookies”. As a general rule, in the “Help” tab of the menu bar of your Internet browser you will find information that will tell you how to reject new cookies and how to disable existing ones. We recommend that you always log out completely when you are finished.

#### 6. Use of MYCS Website Connection Data

At each visit of mycs pages, usage data is transmitted by the Internet browser concerned and stored in protocol files called “server logs”. The data thus stored comprises the following information: the date and time of the visit, the name of the page visited, the IP address, the reference URL (the previously consulted page), the volume of data transferred, the information on the product and the version of the browser used. The users’ IP addresses are deleted and pseudonymised after the end of the session. During pseudonymisation, the IP addresses are modified in such a way that particular data on personal or physical situations can no longer be related to an identified or identifiable individual or only by means of an excessive effort in terms of time, cost and labour. We use this data from server log files anonymously to improve our offer and the MYCS store as well as its ergonomics, to discover and correct errors faster as well as to manage server capabilities. Thus, it is possible to understand when the use of the MYCS store is particularly appreciated, to make the appropriate volume of data available in order to guarantee you a quick purchase. In addition, the analysis of protocol files allows us to recognise and rectify any errors in the MYCS store more quickly.

#### 7. Web Analytics

To continuously improve and optimise our offering, we use tracking technologies. We use Google Analytics to do this.

## 7.1 Using Google Analytics

Google Analytics is a service of Google Inc., located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). Google Analytics uses cookies, that is text files that are stored on your computer that make it possible to analyse your use of our offer by Google. The information collected by the cookie about the use of our websites (including your IP address) is usually transferred to a Google server in the USA for storage. We inform you that on our websites we have added the code “gat.\_anonymizeIp();” to Google Analytics. This addition was made in order to guarantee anonymous entry of IP addresses (“IP-Masking”). At our instigation, your IP address is thus processed by Google only in its shortened form to guarantee anonymity and not allow any deduction of your identity. If the anonymisation of the IP address is activated on our websites, Google will first shorten your IP address if you reside in a Member State of the European Union or in another State that is a signatory to the Treaty establishing the European Economic Area. The full IP address is communicated only exceptionally to a Google server in the United States before being shortened. Google is still acting in compliance with the data protection laws of the US-Safe-Harbor Convention and is registered in the US-Safe-Harbor program of the US Department of Commerce. Google will use such information to evaluate your use of our websites, to report on activities on websites, and to provide us with other services related to the use of websites and the use of the Internet. The IP address provided by your browser as part of Google Analytics will not be combined with other Google data. A transmission of this data by Google to third parties is only made to the extent that it is a legal obligation or if third parties process this data on behalf of Google. Under no circumstances will Google link your data to other data collected by Google. By using these websites, you agree to the processing of information collected by Google in the manner previously described regarding the processing of data as well as the stated purposes. You can prevent the use of cookies by selecting the appropriate settings on your browser; however, we inform you that in this case you may not be able to use all the features throughout our websites. You can also prevent the entry of cookie-generated data, the

entry of data concerning your use of the website (including your IP address) and the processing of this data by Google by downloading and installing the browser add-on available at <http://tools.google.com/dlpage/gaoptout?hl=en>

## 7.2. Using Hotjar

By using Hotjar, we can capture and process the behaviour of visitors to our websites (for example, their mouse movements, clicks, scrollbar movements). For this reason, Hotjar activates cookies on the users' browser and can thus anonymously store user data, for example, information obtained by search engines, the operating system and the duration of the visit per page. You can prevent Hotjar from using the information by disabling cookies in your web browser and deleting existing cookies. In addition, you can prevent the entry and use of this information by activating the following link: Hotjar Opt Out (<https://www.hotjar.com/opt-out>). You can find more information about how Hotjar handles information on the following link: <https://www.hotjar.com/privacy>.

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## 8. Social Plugins

Our Internet presentation uses “Social Plugins” (plugins or extension modules) from different social networks. With these social plugins you can, for example, share content or recommend products. On mycs.com, these modules are disabled by default and therefore do not transmit data. By clicking on the “Enable Social Networks” button, you can activate all plugins (“2-click solution”). If these plugins are enabled when you visit a website of our Internet presentation, your browser establishes a direct connection with the servers of the corresponding social networks. The content of the plugin is directly transferred by the social network to your browser, which integrates it into the website. Plugins can be disabled with only one click. Thanks to the integration of the plugins, the social network is informed that you have accessed the page in question on our website. If you are connected to the social network, it can link your visit to your account. When

you interact with the plugins, if you use, for example, the “Like” button on Facebook or post a comment, the information in question will be directly transmitted by your browser to the social network and stored by the social network. For the purpose and extent of data collection, data processing and use by social networks, as well as your privacy rights and privacy settings, refer to the privacy statements of the relevant social networks or their websites. You will find useful links below. If you do not want social networks to collect data about you through our Internet presentation, you must disconnect from these social networks before visiting our Internet presentation. Even if you are not connected to social networks, data can be transferred through websites that integrate active social plugins into social networks. Through an active plugin, a cookie with an identifier is created during each connection to the website. Since your browser transmits, without requesting, this cookie during each connection with a social media server, the latter could in principle use it to create a profile making it possible to know which web pages the user holding this identification has visited. Consequently, it would be entirely possible to reassign this identification to a person, for example during a subsequent connection with the social network. We use the following plugins on our websites: For MYCS: Facebook, Google+, Twitter, Instagram and Pinterest. If you do not want social networks to collect data about you through active plugins, you can either disable social plugins with just a click on our website or selecting the “block third-party cookies” option in your browser settings. The browser thus does not send cookies to the server regarding integrated contents of other advertisers. With this configuration, it is possible that, apart from the plugins, other inter-page functionalities no longer function.

### 8.1 Using Facebook

We use plugins from the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”). Below is the link to Facebook's privacy statement:

Data usage policy <https://www.facebook.com/about/privacy/>

### 8.2 Using Google+

We use Google+ social network plugins, operated by Google. Below is the link to

Google's privacy statement: Google's personal data protection.

<http://www.google.com/intl/en/policies/privacy/>

### 8.3 Twitter Usage

We use plugins of the social network Twitter, operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA (“Twitter”). Below is the link to the Twitter Privacy Statement: Twitter personal data protection <https://twitter.com/privacy>

### 8.4 Use of Pinterest

We use plugins of the social network Pinterest operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA (“Pinterest”). Below is the link to Pinterest's privacy statement: Pinterest personal data protection <http://about.pinterest.com/privacy/>

### 8.5 Using Instagram

We use plugins of the social network Instagram operated by Instagram, LLC Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA (“Instagram”). Below is the link to Instagram's privacy statement: <http://instagram.com/about/legal/privacy/#>

## 9. CRM Partner

### 9.1 Use of MailChimp

The Newsletter is distributed via MailChimp, a newsletter distribution platform of Rocket Science Group, LLC, 675 Ponce De Leon Ave # 5000, Atlanta, GA 30308, USA. The email addresses of our newsletter recipients as well as other information described in the framework of data protection are stored on MailChimp servers in the United States. MailChimp uses this information to send and evaluate newsletters on our behalf. In addition, MailChimp may use this information to optimise or improve its own services. For example, for technical optimisation of sending newsletters, presentation of newsletters or for economic purposes and for determining the country of origin of the recipients. However, MailChimp does not use the data of our newsletter recipients to process it itself or to transmit it to third parties. We rely on MailChimp's reliability, IT security and data protection. MailChimp is certified and adheres to the US Privacy Shield and agrees to comply with the EU privacy rules. In addition, we have a data

processing agreement with MailChimp. This is a contract in which MailChimp undertakes to protect our users' data, to process it on our behalf in accordance with its privacy policy and, in particular, not to disclose it to third parties. You can read MailChimp's privacy policy here (<https://mailchimp.com/legal/privacy/>).

## 9.2 Use of CrossEngage

In order to be able to design our marketing plans optimally according to the interests and wishes of our users, CrossEngage GmbH, Bertha-Benz-Straße 5, 10557 Berlin will carry out, on our behalf, the processing of the data recorded and saved following the setting up of cookies, the analysis of clicks and visits to our web page, thus allowing recommendations of targeted products that can be displayed as personalised advertising media on other sites or other advertising channels. CrossEngage GmbH has been certified by ePrivacy and has been awarded the ePrivacy seal award in accordance with the General Data Protection Regulations, GDPR. If you disagree with recording and using your usage behaviour in this way to improve our offer, you can avoid this by objecting to this data collection and use. You only need to send an email to [dataprotection@mycs.com](mailto:dataprotection@mycs.com). The data protection policy of CrossEngage GmbH is available here (<https://www.crossengage.io/de/datenschutzerklaerung/>).

## 10. Marketing Partner

### 10.1 Using Bing Ads Tracking

This website uses Bing Ads, a Microsoft Corporation ("Microsoft", Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA) software. A cookie is left in your computer when visiting our website if you have accessed it through Bing or Yahoo. In this text file, information about our website visits, i.e. the pages you visited, is stored by Bing Ads for 180 days and then deleted. In this way, we identify that someone clicked on an ad and was redirected to our website or was directed to a predetermined page (conversion page). We are only informed of the total number of users who clicked on a Bing ad before being redirected to the conversion page. No personal information about the user's identity is transmitted to us. If you do



not want to participate in the traceability (or tracking) process, you can also reject the cookie settings, for example, via a browser setting that will disable the default automatic cookie settings. For more information on Microsoft Bing's data processing and use of cookies, visit the Microsoft website: <https://privacy.microsoft.com/eng/privacystatement>

### 10.2 Using Google Adwords Conversion -Tracking

We use the Google AdWords online advertising program and as part of Google AdWords, Conversion Tracking. Google's Tracking Conversion is a tracker, an analysis service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, "Google"). When you click on a Google ad, a conversion tracking cookie will be left in your computer. The information stored by the cookies has a limited validity period, does not contain personal data and is therefore not for personal identification purposes. If you visit certain pages of our website and the cookie has not expired, ourselves and Google will be able to identify that you have clicked on an ad and that you have been redirected to this page. Each Google AdWords client receives a different cookie. Thus, it is impossible to track cookies on advertisers' websites. The information obtained via the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information personally identifying the users. If you do not wish to participate in this tracking, you may object to this use by preventing the installation of cookies by setting up your browsing software (deactivation option). You will not be included in conversation tracking statistics. For more information on Google's Privacy Policy, visit:

<http://www.google.com/policies/privacy/>

### 10.3 Using Outbrain

We use the Outbrain Conversion Tracking Tool (Outbrain UK Ltd, 5 New Bridge Street, London, EC4V 6JA, UK). The conversion tracking pixel will be implemented when a user is linked to an Outbrain ad. Outbrain's built-in ads are determined based on the content you've previously read. Ad content is technically controlled and

automatically selected by Outbrain. Outbrain pixels do not contain information to personally identify users. Personal data is not stored. To select the appropriate content, the pixel uses information such as the device source, browser type, and your fully anonymised IP address by deleting the last byte. For more information on Outbrain's privacy policy, visit: <http://www.outbrain.com/legal/privacy>. You may at any time object to customising advertisements by clicking on the "optout" box in Outbrain's personal data rules, which you can consult here: <http://www.outbrain.com/legal/privacy>.

## 11. Website and online store functions

### 11.1 Using FoxyCart

This site uses FoxyCart.com (Foxy.io, 337, Garden Oaks Blvd, Houston, TX 77018, Suite No. 56961). FoxyCart provides us with the online e-commerce platform to enable us to sell our products and services to you. Your data is stored via FoxyCart data storage, databases and general FoxyCart usage. This occurs on a secure server with the activation of an internet firewall. If you choose a direct payment gateway to complete your purchase, FoxyCart will back up your credit card information. It is encrypted by the DSS Payment Card Industry (PCI) Data Security Standard. Your purchase transaction data will only be stored for the time required to complete your purchase transaction. Once this is done, your purchase transaction information will be deleted. All direct payment gateways comply with PCI-DSS standards managed by the PCI Security Standards Council, a joint initiative of brands such as Visa, MasterCard, American Express and Discover. The PCI DSS requirements help us ensure the secure processing of credit card transactions by our online store and its service providers. For more information, please refer to FoxyCart's Privacy Policy here:

<https://www.foxy.io/privacy-policy>.

### 11.2 Using Visual Website Optimizer (VWO) - (Wingify)

This site uses Wingify's visual website Optimizer analysis tool (Wingify, 14th Floor, KLJ North Tower, Netaji Subhash Place, Pitam Pura, Delhi 110034, India) to learn more about visitor behaviour per page viewed and optimise offer to visitors. All

analyses shall be carried out in accordance with the provisions of the European Convention for the protection of individuals with regard to automatic processing of personal data. Only data under the pseudonymisation method are used or stored. If you do not want data on your use of our website to be recorded by Visual Website Optimizer, you may object to its use. The Visual Website Optimizer proposes to provide an opt-out statement, which will prevent you from being integrated into the Visual Website Optimizer analyses. Using the opt-out link (<https://vwo.com/opt-out/>) a cookie will be installed to exclude the analysis tool. This exclusion statement applies until you delete the cookie. The cookie is defined for our website by domain mentioned, by search browser and by computer. If you visit our website from multiple computers or with different search browsers, we recommend that you set the cookie deactivation settings for each computer and search browser. You may object at any time to the upcoming registration, using the pseudonymisation method, and to the storage of your visitor data on the following site: <https://vwo.com/opt-out/>.

## 12. Social Sign In

We offer you the opportunity to register directly on our sites with your profile of a social network of selected advertisers.

### 12.1 Sign In with Facebook

We use the “Facebook Connect” feature that is offered by Facebook. If you want to use this feature, you will first be directed to Facebook. You will need to login with your username and password. We will not be aware of your identification data. If you are already logged in to Facebook, this step will be ignored. Facebook will let you know what data are sent to us (Public Profile, friends list, email address and current location). Please confirm this with the “OK” button. We create your customer account with the data transmitted without saving your friends list. A subsequent permanent connection between your customer account and your Facebook account does not take place. For the purpose and extent of data collection, processing and use by Facebook, as well as your privacy rights and settings, please refer to the Facebook Privacy Policy.

## 12.1 Sign In with Google

We also use the “Google+ Sign In” feature offered by Google. If you want to use this feature, you will first be directed to Google. You will need to login with your username and password. We will not be aware of your identification data. If you are already logged in to Google, this step will be ignored. Google will then let you know what data is sent to us (email address, age group, language, general information about your profile and contact list in your circles). Confirm by clicking “Accept”. In addition, you can indicate whether and with which circles you wish to share your connection with us. We create your customer account with the data transmitted without saving your contact list in your circles. There is no permanent connection between your customer account and your Google account. For the purpose and extent of Google's data collection, processing and use, as well as your privacy rights and settings, please refer to Google's privacy policy.