

BBoutique.co — Privacy Policy

This Privacy Policy ("Privacy Policy") is part of our End User Terms and Conditions ("Terms and Conditions") and governs the processing of information by Bellesa Enterprises Inc. ("Bellesa," "we," "us," or "our") from you when conducting a transaction through our platform or when you visit our website, individually and collectively referred to herein as the "Services." Any terms used herein and not defined shall have the meaning ascribed to them in the Terms.

Bellesa may update or revise this Privacy Policy from time to time. Material modifications to this Policy will be posted on our website or addressed directly to you if technically possible.

This Privacy Policy was last updated on April 10th, 2026.

1. Applicability

The Privacy Policy applies to data collected from:

- Individuals browsing our website — <https://www.bboutique.co> ("Visitor(s)");
- The end users / consumers making the purchase on the Website from which we process the payment ("Consumer(s)" or "End User(s)").

The Visitor and End User shall all be referred to herein as "you" unless otherwise set forth.

2. Additional Policies

If you are a resident of California, please also review our California Privacy Notice (Section 14 below). Residents of other U.S. states with applicable privacy laws (e.g., Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Montana) may also have additional rights as described in Section 14.

3. Contact Details of the Controller

Bellesa Enterprises Inc.

3800 Saint Patrick, Montreal, QC. H4E1A4

If you have any questions or comments about this Privacy Policy, or any concerns with respect to how your privacy and information are handled, please contact our privacy team at: care@bboutique.co

4. Which Data Do We Collect and For What Purpose?

"Non-Personal Data" means non-identifiable data, or aggregated data, that is mainly data which is transmitted to us when you access and interact with Services, such as the type of browser, type of operating system, type of device used, the time and date you access Services, navigation, language preference, etc.

"Personal Data" means individually identifiable information which identifies or may identify, with reasonable effort, an individual, such as your name, address, phone number, billing information and including online identifiers (such as IP address).

"Device Information" means information relating to the computer or device you are using when you access our Services, such as your computer's IP address, your mobile device identifiers (including Apple IDFA or Android Advertising ID), the type of browser and operating system you are using, the identity of your internet service provider, and similar technical data.

"Usage Data" means data related to your use of the Services such as the pages you visit, the sites you use before or after visiting ours, your actions within the Services, the type of content or advertisements you view or interact with, date and time stamps, log files, and diagnostic and performance logs and reports.

Personal Data Collected from End Users

Payment Information: When interacting with our Services, End Users may be required to provide personal and payment details such as name, address, payment method details, billing address, and financial information to enable us to process the payment and send applicable receipts and information. We process this information to provide our Services and process End Users' payment. Lawful Basis (EEA): Contract necessity.

Personal Data Collected from Visitors

Newsletter: In the event our website visitors sign up to receive our newsletter or other marketing materials, visitors will be requested to provide contact details, such as email address. We will use this to send our newsletter and other marketing materials. Lawful Basis (EEA): Consent.

Contact Information: If you are a website visitor reaching out to our support team, your contact information such as an email address will be required. We will use this information to contact you upon your request. Lawful Basis (EEA): Legitimate Interest.

Online Identifiers: We use our own cookies and third-party cookies on the website. These cookies provide us with analytic and functionality services as well as marketing services. The Personal Data processed is an online identifier, either a cookie agent, the IP address, etc. We will use our website visitors' online identifiers for functionality purposes, marketing and analytics. Lawful Basis (EEA): Consent provided through the cookie notice and consent management platform we use.

In addition, we may use certain Personal Data to prevent potentially prohibited or illegal activities, fraud, misappropriation, infringements, identity thefts, and any other misuse of the Services and to enforce the Terms, as well as to protect the security or integrity of our databases and Services, and to take precautions against legal liability.

5. How We Collect Information

According to the nature of your interaction with the Services, we may collect information as follows:

- Automatically — we may use cookies, pixels, web beacons, software developer kits, and similar tracking technologies (as elaborated in the Cookies and Tracking Technologies Section below) to gather some information automatically when you access our Website.
- Provided by you voluntarily — we will collect information if and when you choose to provide us with information, such as through a checkout process or when you contact us.
- From third parties — we may receive information about you from third-party sources, such as analytics providers, advertising partners, payment processors, and social media platforms, where you have consented to such sharing.

6. Data Sharing — Categories and Recipients

We share your data with third parties, including with trusted partners or service providers that help us provide our Services:

We use PayPal Holdings Inc. ("PayPal") to process PayPal wallet transactions and credit card transactions. By using our service, you grant Bellesa and PayPal the right, power, and authority to act on your behalf to access and transmit your personal and financial information. You agree to your personal and financial information being transferred, stored, and processed by PayPal in accordance with the PayPal Privacy Policy.

We use Kount Inc. ("Kount") to mitigate risk and fraud on all our payment transactions. By using our service, you grant Bellesa and Kount the right, power, and authority to act on your behalf to access and transmit your personal and financial information. You agree to your personal and financial information being transferred, stored, and processed by Kount in accordance with the Kount Privacy Policy.

Where we share information with service providers and partners, we ensure they only have access to such information that is strictly necessary in order for us to provide the Services. These parties are required to secure the data they receive and to use the data for pre-agreed purposes only, while ensuring compliance with all applicable data protection regulations.

We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services.

7. Cookies and Tracking Technologies

We and our third-party service providers use cookies, pixels, web beacons, and other similar tracking technologies to gather, store, and track certain information related to your access of, activity, and interaction with our website and content.

7.1 What Are Cookies?

A "cookie" is a small piece of information that a website assigns to your device while you access such a website. Cookies are used for a variety of purposes including allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making your interaction with the website quicker, easier, and smoother. Cookies are also used for advertising purposes (including personalized advertising). You can find out more information about cookies at www.allaboutcookies.org.

7.2 Types of Cookies and Tracking Technologies We Use

Essential Cookies: These are cookies that are required for the operation of our website. They include cookies that enable you to log into secure areas, use a shopping cart, or make use of e-billing services.

Analytic and Measurement Cookies: These cookies allow us to recognize and count the number of visitors and to see how visitors move around our website. This helps us improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Targeting and Advertising Cookies: These cookies record your visit to our website, the pages you have visited, and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Pixels / Web Beacons: We may use "web beacons" or clear GIFs, or similar technologies, which are small pieces of code placed on a web page or in an email, to monitor the behavior and collect data about the visitors viewing a web page or email, including for the purposes of assessing the effectiveness of our email campaigns and advertising.

Tracking Pixels (including Meta Pixel): We may use tracking pixel technology, including the Meta Pixel provided by Meta Platforms, Inc., to help us measure the effectiveness of our advertising, understand the actions people take on our website, and deliver relevant advertising. This technology works by placing a pixel on our website that collects data about website visitor activity. When you visit our website and take an action (such as making a purchase), the pixel transmits information about that action to the applicable third-party platform.

7.3 Your Cookie Choices and Consent

When you first visit our website, you will be presented with a cookie consent banner that allows you to accept or reject non-essential cookies. You may update your cookie preferences at any time by accessing our cookie settings. You may also configure your browser settings to reject cookies, although doing so may affect your ability to use certain features of the website.

The BBoutique.co website uses cookies to help keep track of items you put into your shopping cart, including when you have abandoned your cart, and this information is used to determine when to send cart reminder messages via SMS or MMS.

7.4 Opt-Out of Targeted Advertising

You can opt out of receiving targeted advertisements from members of the Network Advertising Initiative (NAI) on the NAI's website at www.networkadvertising.org. You can also opt out of interest-based advertising through the Digital Advertising Alliance (DAA) at www.aboutads.info.

Through Google Ads, Google uses your internet searches, cookies, and similar identifiers to collect information about your visits to our Services. To opt out of Google remarketing advertising, visit your Google Ad Settings. To opt out of Meta's use of data collected via the Meta Pixel for ad targeting, visit your Meta Ad Preferences settings.

7.5 Do Not Track and Opt-Out Preference Signals

We honor opt-out preference signal mechanisms where required by applicable law. Residents of certain U.S. states may opt out by broadcasting an Opt-Out Preference Signal under applicable law, including the Global Privacy Control (GPC), depending on which browsers and/or browser extensions you use that may support such a signal. To learn about browsers and extensions supporting the GPC signal, visit <https://globalprivacycontrol.org/>.

8. Video Content and Third-Party Platforms

Our Services may use YouTube or other video hosting platforms to make content in video format available to you. By accessing a part of the Services where videos are available, watching an embedded video, or otherwise interacting with any content made available through YouTube or similar platforms, you signify your agreement with that platform's terms of service and privacy policy.

YouTube and similar platforms collect and have access to usage data (e.g., what videos you accessed and watched) through videos embedded in the Services. YouTube adheres to Google's privacy policies and principles, part of which allow you to control certain privacy settings and which data are collected. For more information, please visit <https://www.youtube.com/howyoutubeworks/user-settings/privacy/>.

Consent to Video Viewing Data Disclosure: To the extent that the Video Privacy Protection Act (18 U.S.C. § 2710) or any analogous state law applies, by using our Services and viewing video content, you provide your informed, written consent to the disclosure of information related to your video viewing activity to third-party service providers (including video hosting platforms and analytics providers) as described in this Privacy Policy. You may withdraw this consent at any time by contacting us at care@bboutique.co, though withdrawal of consent may affect your ability to access video content on our Services.

9. Your Rights

We acknowledge that different people have different privacy concerns and preferences. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used.

Depending on your jurisdiction, you may have rights to access, correct, delete, restrict, or object to the processing of your Personal Data, and to receive a copy of your data in a portable format. You may exercise these rights by contacting us at care@bboutique.co.

Where we are not able to provide you with the information for which you have asked, we will endeavor to explain the reasoning for this and inform you of your rights, including the right to complain to the supervisory authority. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any such information in accordance with applicable law.

10. Retention

We retain Personal Data only as long as necessary for the purposes described in this Privacy Policy, to resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws. We periodically review and securely delete or anonymize data that is no longer needed, including expired SMS consents and inactive account information.

11. Security

We implement extensive security measures to reduce the risks of damage, loss of information and unauthorized access or misuse of Personal Data. We implement appropriate data collection, storage and processing practices and security tools to protect personal data against unauthorized access, alteration, disclosure or destruction. We have appointed a Privacy Lead responsible for overseeing data protection matters. You may contact our Privacy Lead at care@bboutique.co.

You should be aware that no security measures are completely fail-proof. Therefore, you should be aware that any processing of digital Personal Data holds certain inherent risks, and we cannot guarantee that our Services and databases will be immune to any wrongdoings, malfunctions, unauthorized interceptions or access, or other kinds of abuse and misuse. You hereby acknowledge that we are not responsible for any intercepted information sent via the Internet, and you hereby release us from any and all claims arising out of or related to the use of intercepted information in any unauthorized manner.

12. International Data Transfers

Your Personal Data may be transferred to, and processed in, countries outside your country of residence, including the United States and Canada, where data protection laws may differ. We take appropriate measures to ensure that your Personal Data remains protected in accordance with this Privacy Policy and applicable law, such as implementing standard contractual clauses or equivalent safeguards.

If you are located in the European Economic Area (EEA), Switzerland, or the United Kingdom, we are subject to the UK General Data Protection Regulation and the EU General Data

Protection Regulation and are the Controller of your data. For transfers of data into and out of the EEA, Switzerland and the UK, we use standard contractual clauses adopted by the European Commission or applicable regulator.

13. Minor's Privacy

Our Services are not directed to, and we do not knowingly collect Personal Data from, individuals under the age of 18. If you are under 18, please do not send any Personal Data about yourself to us, including your name, address, telephone number, or email address. If we learn that we have collected Personal Data from a child under age 18, we will delete that information as quickly as possible. If you are a parent or guardian of a child under 18 years of age and you believe your child has provided us with Personal Data, please contact us at care@bboutique.co.

14. California Privacy Notice and U.S. State Privacy Rights

This section applies to residents of California and other U.S. states with comprehensive consumer privacy laws.

14.1 Categories of Personal Information Collected

In the preceding twelve (12) months, we have collected the following categories of Personal Information:

- Identifiers: name, email address, postal address, phone number, IP address, device identifiers.
- Commercial information: products purchased, shopping cart contents, purchase history, product preferences.
- Internet or other electronic network activity information: browsing history on our website, search history, interactions with our website (including via cookies, pixels, and similar technologies), referring URLs.
- Geolocation data: approximate location derived from IP address; precise geolocation only with your explicit consent via mobile app permissions.
- Inferences: preferences, characteristics, behaviors derived from the above categories.

14.2 How We Use Personal Information

We use the above categories of Personal Information for the purposes described in Section 4 of this Privacy Policy, including: to provide our Services and process transactions; for marketing and advertising; for analytics and website optimization; for fraud prevention; and to comply with legal obligations.

14.3 Sale and Sharing of Personal Information

We do not "sell" your Personal Information in the traditional sense of exchanging it for monetary consideration. However, under certain state privacy laws (including the California Consumer Privacy Act as amended by the CPRA), our use of third-party advertising cookies and tracking technologies (including the Meta Pixel and similar tools) may be considered a "sale" or "sharing" of Personal Information for cross-context behavioral advertising purposes.

In the preceding twelve (12) months, we may have sold or shared the following categories of Personal Information to advertising and analytics partners:

- Internet or other electronic network activity information (e.g., cookies, pixel data, online unique identifiers) — shared with analytics, marketing, advertising, and remarketing partners for analytical and targeted advertising purposes.
- Identifiers (e.g., device identifiers, IP addresses) — shared with advertising technology partners.

14.4 Your Rights

Depending on your state of residence, you may have one or more of the following rights:

- **Right to Know:** You have the right to request information about the categories and specific pieces of Personal Information we have collected about you, the categories of sources from which we collected it, the business purposes for collecting or selling it, and the categories of third parties with whom we shared it.
- **Right to Delete:** You have the right to request that we delete the Personal Information we have collected from you, subject to certain exceptions.
- **Right to Correct:** You have the right to request that we correct inaccurate Personal Information.
- **Right to Opt-Out of Sale/Sharing:** You have the right to opt out of the "sale" or "sharing" of your Personal Information for targeted advertising.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.
- **Right to Limit Use of Sensitive Personal Information:** Where applicable, you have the right to limit our use of sensitive Personal Information to purposes necessary to provide the Services.

14.5 How to Exercise Your Rights

To exercise any of the rights described above, you may:

- Email us at: care@bboutique.co
- Visit our "Do Not Sell or Share My Personal Information" page on our website
- Send an opt-out preference signal (such as GPC) through your browser

We will verify your identity before processing your request. You may also designate an authorized agent to make a request on your behalf, provided the authorized agent provides written proof of authorization.

We will respond to verifiable consumer requests within forty-five (45) days of receipt, or such other period as required by applicable law. If we need additional time, we will notify you.

14.6 Do Not Sell or Share My Personal Information

You have the right to opt out of our sale or sharing of your Personal Information. To opt out, you may: (a) click the "Do Not Sell or Share My Personal Information" link available on our website; (b) enable the Global Privacy Control (GPC) signal in your browser; or (c) email us at care@bboutique.co with the subject line "Do Not Sell or Share."

14.7 Financial Incentive Notice

We may offer programs, benefits, or other offerings that may be considered "financial incentives" under applicable state privacy law, including promotional discounts, loyalty programs, or subscription benefits (such as Belleza Plus). The value of any financial incentive is reasonably related to the value of the consumer's data, based on our reasonable and good-faith estimate of the expenses related to the collection and retention of such data. You may opt in to these programs by following the sign-up instructions and may withdraw from participation at any time by contacting us at care@bboutique.co or by following the instructions provided in the applicable program terms.

14.8 Sensitive Personal Data

Given the nature of our products, browsing activity on our website may reveal information that could be considered sensitive. We do not sell or share sensitive Personal Data with any third parties for cross-context behavioral advertising. We will only collect and use sensitive Personal Data to the extent necessary to provide the Services and as permitted by applicable law.

15. Automated Decision-Making and Profiling

We may use automated tools or algorithms for purposes such as fraud prevention, personalization, or analyzing trends. These tools do not make decisions that produce legal or similarly significant effects without human involvement. Except to the extent Personal Data is used by third-party ad networks for online behavioral advertising, neither we, nor service providers on our behalf, engage in profiling or automated decision-making activities that produce legal or similarly significant effects upon you.

16. Links to Third-Party Platforms

Our Services may contain links to third-party websites, over which we exercise no control, including in the form of embedded content, sponsored content, or co-branded content. We do not share your Personal Data with those third parties (except as described in this Policy) and are not responsible for their privacy policies. We suggest you read the privacy policies on those third-party websites prior to submitting any Personal Data.

17. Data Breach Notification

In the event of a data breach involving your Personal Data that is likely to result in a high risk to your rights and freedoms, we will notify you without undue delay in accordance with applicable law. We will also notify relevant supervisory authorities as required.

Contact Information

Bellesa Enterprises Inc.

3800 Saint Patrick, Montreal, QC. H4E1A4

Privacy inquiries: care@bboutique.co