

## **BBoutique.co — Privacy Policy**

Last modified: October 22, 2025

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 even 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.

### **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 Merchant Website from which we process the payment ("Consumer(s)" or "End User(s)").

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

### **2. Additional Policies**

In the event you are a resident of California, please also review our CCPA Notice.

### **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](mailto: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).

Please see below the table which specifies the Personal Data we collect and how we use it.

##### Personal Data collected from End Users

| Data Set                                                                                                                                                                                                                                                                                                            | Purpose And Operations                                                                                  | Lawful Basis (applicable for EEA based individuals) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| Payment Information:<br>The End-Users, when interacting with our Services, might be required to provide personal and payment details such as address, payment method details, billing address, etc. and financial information to enable us to process the payment and send the applicable receipts and information. | We will process this information to be able to provide our Services and process the End Users' payment. | Contract necessity.                                 |

Personal Data collected from Individuals that browse our Website  
“VISITOR(S)”

| Data Set                                                                                                                                                                                                                                                    | Purpose And Operations                                                                                    | Lawful Basis (applicable for EEA based individuals)                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 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 our Website visitors’ email in order to send our newsletter and other marketing materials.    | 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                                             | Legitimate Interest                                                                |
| Online Identifiers We use our own 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. | Consent provided through the cookie notice and consent management platform we use. |
|                                                                                                                                                                                                                                                             |                                                                                                           |                                                                                    |

Please note that the actual processing operation per each purpose of use detailed in the table above may differ. Such processing operation usually includes a set of operations made by automated means, such as collection, storage, use, disclosure by transmission, erasure, or destruction.

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, or pixels and similar tracking technologies (as elaborated in the Cookies 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.

## **6. Data Sharing – Categories and Recipients We Share Personal Data With**

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 (such service providers may use other non-personal data for their own benefit).

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, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

## 7. Cookies

We and our third-party service providers may use cookies 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, as applicable.

A “cookie” is a small piece of information that a website assigns to your device while you access such a website. Cookies are very helpful and may be used for a variety of different purposes. These purposes include, among other things, allowing you to navigate between pages efficiently, enabling automatic activation of certain features, remembering your preferences, and making the interaction between you and the website quicker, easier and smoother. Cookies are also used to help customize your experience and for advertising purposes (including personalized advertising). You can find out more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

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. These cookies allow us to improve your shopping experience and provide timely reminders about unfinished purchases.

In general, several types of cookies may be used on our website including the following: essential cookies, analytic and measurement cookies, and targeting and advertising cookies.

## 8. 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. We provide you with the ability to exercise certain choices, rights and controls in connection with your information.

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](mailto: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.

## **9. Retention**

We retain Personal Data only as long as necessary for the purposes described in this Privacy Policy, or as required by applicable law. We periodically review and securely delete or anonymize data that is no longer needed, including expired SMS consents and inactive account information.

## **10. 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](mailto:care@bboutique.co).

You should be aware that no security measures are completely fail-proof, and it is impossible to prevent any and all threats to the security of data and systems. 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, malware attacks or other kinds of abuse and misuse.

## **11. International Data Transfers**

Your Personal Data may be transferred to, and processed in, countries outside your country of residence, including the United States, 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.

## **12. Children's Privacy**

Our Services are not directed to, and we do not knowingly collect Personal Data from, individuals under the age of 18. If we learn that we have collected data from a minor without verifiable parental consent, we will delete it promptly.

## **13. 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.