

PRIVACY POLICY

WHAT HAPPENS AT BELLESA, STAYS AT BELLESA

This Privacy Policy describes the policies and procedures of BELLESA (“we”, “our” or “us”) on the collection, use and disclosure of your information on bellesa.co/store (the “Site”) and the services, features, content or applications we offer (collectively with the Site, the “Services”). We keep a record of the information we collect (see section I. below), which is covered by this Privacy Policy and is held in the strictest of confidence. We take the protection of your personal information and privacy very seriously.

I. INFORMATION WE COLLECT AND WHAT WE DO WITH IT

This Privacy Policy covers the treatment of personally identifiable information (“Personal Information”) gathered when you are using or accessing the Services. This includes, but is not limited to your name, address, phone number, credit card information, email address, and an order. This Privacy Policy also covers our treatment of any Personal Information that our business partners share with us or that we share with our business partners.

This Privacy Policy does not apply to the practices of third parties that we do not own or control, including but not limited to any third party websites, services and applications (“Third Party Services”) that you elect to access through the Service or to individuals that we do not manage or employ. While we attempt to facilitate access only to those Third Party Services that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of those Third Party Services. We encourage you to carefully review the privacy policies of any Third Party Services you access.

A. REGISTRATION/ACCOUNT

When ordering from the site, the customer has the option to register – it is not required. Personal information is required for registration. Registration allows for various possibilities, for example following the progress of your order. We use the Personal Information transmitted to us only for the specific purpose for which they were provided.

To the extent we have assigned to you an account through this Site, you are responsible for maintaining the confidentiality of your information and password. You shall be responsible for all uses of your registration, whether or not authorized by you. You

agree to immediately notify BELLESA of any unauthorized use of your registration or password.

B. IP ADDRESS & COOKIES

When you browse our store and interact with the Services, we automatically receive your computer's Internet Protocol (IP) address. This provides us with information that helps us learn about your browser and operating system. Please note your IP address may be shared with payment gateways for address verification purposes.

We also receive cookie information. Cookies are a method used to track a customer through their sales process for statistical and shopping cart purposes. We use this information to help us provide you with a better shopping experience. This Privacy Policy addresses our use of cookies only and does not cover the use of cookies by Third Party Services. We do not control when or how Third Party Services place cookies on your computer. For example, third party websites to which a link points may set cookies on your computer.

C. EMAIL MARKETING/RETARGETING

With your consent (implicit and/or express), we may send you emails about our store, new products and other updates. You may unsubscribe from these messages through your account settings, although we, regardless, reserve the right to contact you when we believe it is necessary, such as for account recovery purposes.

Also, in order to make online marketing more customer-oriented, we use retargeting technology on our website. This means that we store pseudonym data regarding, for example, which products you viewed or what type of products you put in your shopping basket or your list. In this way we are able to send or show you advertising of interest to you, such as newsletters and product recommendations that correspond to your areas of interest. Retargeting advertising is displayed using a cookie-based analysis of the previous user behaviour. No personal data is stored during this process.

D. USER CONTENT

Some features of the Services allow you to provide content to the Services and some of your activity on and through the Services is public by default, which may include, but is not limited to, written comments you have posted on the Site or through the Services.

Such information may be publicly associated with the username you provided when posting such comments. Please also remember that if you choose to provide Personal

Information using certain public features of the Services, then that information is governed by the privacy settings of those particular features and may be publicly available.

Individuals reading such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. We therefore urge you to think carefully about including any specific information you may deem private in content that you create or information that you submit through the Services.

All content submitted by you to the Services may be retained by us indefinitely, even after you terminate your account. We may continue to disclose such content to Third Party Services in a manner that does not reveal Personal Information, as described in this Privacy Policy.

E. SHOPIFY

Although our store is hosted on BELLESA's platform, we use some of Shopify's data storage services, so our team can provide you with the best service when it comes to the shipping and tracking of your product(s).

Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall. This data will only include your order and product information, and will NOT include your credit card/payment information.

For more insight, you may also want to read Shopify's Terms of Service or Privacy Statement.

F. THIRD PARTIES

In general, the Third Party Services used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain Third Party Services, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that

are located in a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves Third Party Services, then your information may become subject to the laws of the jurisdiction(s) in which that Third Party Service or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

G. FINANCIAL INFORMATION & SECURITY

We do not currently collect financial information, such as your payment method (valid credit card number, type, expiration date or other financial information); that information is collected and stored by our third party payment processing companies, Paypal and Paysafe (collectively the "Payment Processors"), and use and storage of that information is governed by the Payment Processors' applicable terms of service and privacy policy.

H. GOOGLE ANALYTICS

BELLESA uses Google Analytics, a web analysis service offered by Google Inc. ("Google"). Google Analytics uses cookies, the information created by the cookie regarding use of this website by users are usually transmitted to a Google server and stored there. The website operator allows Google to use this information to evaluate the use of the website by users, to prepare reports on website activity and to provide additional services connected with website use and Internet use to the website operator. The IP address transmitted by your browser in the scope of Google Analytics activities will not be combined with other Google data.

I. ADVERTISING AND THE USE OF WEB BEACONS

To support and enhance the Services, we may serve advertisements, and also allow third party advertisements, through the Services. These advertisements are sometimes targeted and served to particular users and may come from third party companies called "ad networks." Ad networks include third party ad servers, ad agencies, ad technology

vendors and research firms.

Advertisements served through the Services may be targeted to users who fit a certain general profile category, may be based on anonymized information inferred from information provided to us by a user, including Personal Information (e.g., gender or age), may be based on the Services usage patterns of particular users, or may be based on your activity on Third Party Services. We do not provide Personal Information to any ad networks for use outside of the Services.

To increase the effectiveness of ad delivery, we may deliver a file (known as a “web beacon”) from an ad network to you through the Services. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Because your web browser must request these advertisements and web beacons from the ad network’s servers, these companies can view, edit or set their own cookies, just as if you had requested a web page from their site.

J. AGGREGATE INFORMATION

We may collect statistical information about how both unregistered and registered users, collectively, use the Services (“Aggregate Information”). Some of this information may be derived from Personal Information. This statistical information is not Personal Information and cannot be tied back to you, your Account or your web browser.

We may share Aggregate Information with our partners, service providers and other persons with whom we conduct business. We may share this type of statistical data so that our partners can understand how and how often people use our Services and their services or websites, which facilitates improving both their services and how our Services interface with them. In addition, these third parties may share with us non-private, aggregated or otherwise non Personal Information about you that they have independently developed or acquired.

K. OTHER DISCLOSED INFORMATION

1) Our agents:

We employ and contract with people and other entities that perform certain tasks on our behalf and who are under our control (our “Agents”). We may need to share Personal Information with our Agents in order to provide products or services to you. Unless we tell you differently, our Agents do not have any right to use Personal

Information or other information we share with them beyond what is necessary to assist us.

2) Business Transfers:

In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the transferred business assets. Moreover, if we, or substantially all of our assets, were acquired, or if we go out of business or enter bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of us or our assets may continue to use your Personal Information as set forth in this policy.

3) Our Protection and the Protection of Others:

We also reserve the right to access, read, preserve, and disclose any information as it reasonably believes is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce the Terms of Service, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect our rights, property or safety, our users and the public. This includes exchanging information with other companies and organizations for fraud protection and spam/malware prevention.

II. DISCREET BILLING AND SHIPPING

BELLESA sends orders in industry standard unmarked boxes with a neutral sender address, without any indication of its contents.

Your credit card statement will show "BBoutique".

Please note that the warehouse will be made aware of your shipping address and contact details. However, your credit card information will not be shared.

III. AGE OF CONSENT

By using this site, you represent that you are 18 years of age or older, or at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

IV. DELETING YOUR ACCOUNT

By deleting your account, any association between your account and the information stored from said account will no longer be accessible through your account. Information from your previous behaviours and interactions and any public activity on your account prior to deletion will remain public and continue to be stored on our servers. However, no new information will be stored.

VII. CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, or simply have questions and/or concerns, contact us at contact@bellesa.co