

PRIVACY POLICY

Information that Tradegala Collects

<i>In which context is your personal data collected?</i>	<i>What personal data may we hold about you?</i>	<i>How and why we may use it?</i>	<i>What is our legal basis for processing your personal data?</i>
<p>Account creation and management Where your personal & company data are collected during the creation or management of an account on Tradegala website.</p>	<ul style="list-style-type: none"> • First name and Last name; • Email address; • Address; • Phone number; • ID/username and password • Personal description or preferences; • Order details; • User generated content; and/or • Other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, a question via the chat function/ Contact us form, or by participating in a contest, survey etc.). • Company Profile: Trading name, Registration no, VAT number, Telephone number, fax number, company email address, website URL, line of business. 	<p>To: Mainly to give you access to our website (through e-mail address and password) So that you can view prices, check stock quantity, place pre-orders and place orders.</p> <ul style="list-style-type: none"> • Manage your orders; • Send you marketing communications (where you have asked us to) which may be tailored to your “profile” (i.e. based on the personal data we know about you and your preferences); • Offer you a loyalty program; • Offer personalised services based on your characteristics; • Allow you to manage your preferences; • Monitor and improve our websites and apps; • Run analytics or collect statistics; • Secure our websites and protect you and us against fraud; • Respond to your questions and otherwise interact with you; and/or • Manage any competitions, promotions, surveys or contests you enter. 	<ul style="list-style-type: none"> • The performance of a contract – so you can create and manage your account; • Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; (iii) prevent fraud; and (iv) secure our tools; and • Consent – so you can receive marketing communications from us.
<p>Newsletter and marketing subscription* Where your personal and your company data are collected when you subscribe to receive our marketing communications.</p>	<ul style="list-style-type: none"> • First name and Last name; • Email address; • Address; • Phone number; • ID/username, and password; • Personal description or preferences; 	<p>We use this information to send you marketing communications (where you have asked us to) about our products and services, invitations to specials sales and notices of new arrivals. We also use this information to tailor our newsletters to reflect your preferences.</p>	<ul style="list-style-type: none"> • Consent – so you can receive marketing communications from us; and • Our legitimate interests: (i) to improve our products and services; and (ii) better engage with you.

	<ul style="list-style-type: none"> • Order details; • User generated content; and/or • Other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, a question via the chat function/ Contact us form, or by participating in a contest, survey etc.). • Company Profile: Trading name, Registration no, VAT number, Telephone number, fax number, company email address, website URL, line of business. 	<ul style="list-style-type: none"> • Show you marketing communications on other websites, including social media platforms. Note that you may also see our ads on other websites, including on social media sites, but these may not be tailored to you; • Keep an up to date suppression list if you have asked not to be contacted; • Run analytics or collect statistics. 	
<p>Purchases and order management Where your personal & business data are collected during the purchase process made on Tradegala website.</p>	<ul style="list-style-type: none"> • First name and Last name; • Email address; • Address; • Phone number; • ID/username, and password; • Personal description or preferences; • Order details; • User generated content; and/or • Other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, a question via the chat function/ Contact us form, or by participating in a contest, survey etc.); • Company Profile: Trading name, Registration no, VAT number, Telephone number, fax number, company 	<ul style="list-style-type: none"> • Contact you to finalize your order where you have saved your shopping cart or placed products in your cart without completing the checkout process; • Inform you when a product you wanted to purchase is available; • Process your order including delivering the product to the address you indicated; • Manage payment. Please note that your payment information (credit card number/Paypal/bank account details) are not collected by us directly, but by secure payment service providers; • Manage any contact you have with us about your order; • Secure your transactions against 	<ul style="list-style-type: none"> • The performance of a contract – so you can make purchase and we can manage the associated logistics. • Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; (iii) prevent fraud; and (iv) secure our tools. • To comply with a legal obligation – to keep information we are required to.

	<p>email address, website URL, line of business.</p>	<p>fraud. We may use a third-party provider's solution to detect fraud and make sure that payment is completed;</p> <ul style="list-style-type: none"> • If you place a purchase using a registered account, we will add this transaction to your profile so we can understand your interests and preferences and you will see a record of your transactions with us within your account (where applicable); • Manage any dispute relating to a purchase; and/or • Run analytics or collect statistics. 	
<p>Online browsing Where your personal & business data are collected by cookies*, web beacons, pixels, ad tags and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook's Custom Audience service or similar technologies when you browse Tradegala website or on third-party website where we have cookies. *cookies are small text files stored on your device (computer, tablet or mobile) when you are on the Internet, including on the Tradegala website.</p>	<p>Data related to your use of our websites, including:</p> <ul style="list-style-type: none"> • Where you came from; • Login details; • Pages you looked at; • Duration of your visit; and/or • Products you selected to create your basket. • Technical information: • Your IP address; • Browser information; • Device information; and/or • Your unique ID which is given to each visitor, and the expiration date of the ID. 	<p>We use cookies, together with other personal data you have already shared with us (such as previous purchases, or whether you're signed up to our email newsletters) for the following purposes:</p> <p>To deliver targeted advertising, that is to show you:</p> <ul style="list-style-type: none"> • online advertisements for products which may be of interest to you, based on your previous behaviour; and/or • ads and content on social media platforms or other websites. <p>You can opt out of targeted advertising by using the function available on our website (where applicable), or in your browser settings. For opting out of targeted advertising on social media platforms, please visit the relevant social media platform</p>	<p>· Consent – to store cookies on your device. · Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; and (iii) secure our tools.</p>

		<p>to explore the options they may provide.</p> <p>To tailor our services for you, that is to:</p> <ul style="list-style-type: none">• show you recommendations, marketing, or content based on your profile and interests; and/or o display our websites in a tailored way, for example, show you products we think you might like.• To allow our websites/apps to function properly, that is to:<ul style="list-style-type: none">• ensure the proper display of content;• create and remember your shopping cart;• create and remember your account login details;• improve our websites/apps, for example, by testing new ideas or layouts.• To ensure our websites/apps are secure and safe, and to protect you against fraud or misuse of our websites/apps or services, for example through performing troubleshooting• To run statistics, that is to:<ul style="list-style-type: none">• avoid visitors being recorded twice;• know users' reaction to our advertising campaigns.• improve our offers; and/or• understand how you discovered our website.• To allow sharing of our content on social media.	
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<p>Promotions Where your personal & business data are collected during a competition, game, contest, promotional offer, survey etc.</p>	<ul style="list-style-type: none"> • First name and surname; • Email address; • Phone number; • Birth day or age range; • Gender; • Address; • Personal description or preferences; • User generated content; • Other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, a question via the chat function available on some websites, or by participating in a contest, game, survey etc.). 	<ul style="list-style-type: none"> • Complete tasks that you have asked us to, for example to manage your participation in the promotion, including to take into account your feedback and suggestions; • Run analytics and statistics; • Add your participation to your profile so we can understand your interests and preferences. 	<ul style="list-style-type: none"> • The performance of a contract – so you may enter into the promotion/we can deliver the prize). • Our legitimate interests: (i) to improve our products and services; and (ii) better engage with you.
<p>User Generated Content Where your personal & business data are collected when you submit content (for example images or ratings and reviews) on one of our websites/social media platforms, or accept our re-use of any content you posted on social media platforms.</p>	<ul style="list-style-type: none"> • First name and surname or alias; • Email address; • Photo; • Personal description or preferences; • Social media profile (where you use your social media login or share this personal data with us); and/or • Other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, or by providing your own content such as photos or a review, or a question via the chat function available on some websites). • Company Profile: Trading name, Registration no, VAT number, 	<ul style="list-style-type: none"> • Use the content you have created and/or shared in accordance with the specific terms and conditions accepted by you e.g. to post your review/content and to promote our products; • Run analytics and statistics; and/or • Add your content to your profile so we can understand your interests and preferences. 	<ul style="list-style-type: none"> • Consent – to provide you with the service you have requested, for example, so you can upload the content of your choice. • Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; and (iii) secure our tools and design new features.

	Telephone number, fax number, company email address, website URL, line of business.		
<p>Use of websites and devices Where your personal & business data are collected as part of your use of our website and/or devices.</p>	<ul style="list-style-type: none"> • First name and surname; • Email address; • Location; and/or • Company Profile: Trading name, Registration no, VAT number, Telephone number, fax number, company email address, website URL, line of business. • Application or device usage data. 	<ul style="list-style-type: none"> • Provide you with the service(s) you requested (e.g. enable you to purchase our products); • Analyse your personal characteristics and recommend appropriate products; • Conduct research within Tradegala; • Monitor and improve our website and devices; and/or • Run analytics and statistics. 	<ul style="list-style-type: none"> • Consent – to provide you with the service you have requested, for example, show you recommended products or complete your purchase. • Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; and (iii) secure our tools.
<p>Enquiries Where your personal & business data are collected when you ask questions relating to our brand, our products and their use, or your purchases, account or rights.</p>	<ul style="list-style-type: none"> • First name and surname; • Phone number; • Email address; • Other information you have shared with us about yourself/business in relation to your enquiry (which may include welfare and health data). 	<ul style="list-style-type: none"> • Answer and manage your enquiries; • Run analytics and statistics; and/or • Add your questions or concerns to your profile so we can understand your interests and preferences. 	<ul style="list-style-type: none"> • The performance of a contract – to respond to your enquiries. • Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; and (iii) secure our tools.