

PRIVACY POLICY

Introduction

Bonne Suits B.V. respects the privacy of all visitors to its Website(s) and is committed to maintaining the privacy of all visitors. We will use your personal data to make sure that your orders will be handled as well as possible and to ensure our website functions properly.

This statement informs you about the following:

1. What data we collect
2. What we need your data for
3. How we may share your data
4. Legal grounds for processing your data
5. Your data security
6. The length we maintain your data
7. Where your data is processed
8. Cookies and Do Not Track
9. Online Advertising
10. Your privacy rights
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1. What data we collect

- Personal data are data that can be used to identify you as a person. We collect data in the following ways:
- If you place an order on our Website(s), we collect your name, e-mail, billing and shipment address in order to complete and deliver your order. In addition, we also offer you the possibility to store (encrypted and inaccessible) credit card details.
- To make your shopping experience as nice as possible we collect personal data about your orders and the use of our services. With this data we can personalize the Website(s) and recommend products you might be interested in. We may also use this data to find patterns that can be used to further optimize our marketing.
- If you have placed items in your shopping cart while using an online account but have not checked out these items, we may send you an abandoned cart e-mail informing you that the items are still for sale. For this purpose, we collect data about which items are placed in your cart.
- The data and feedback we collect about the use of our Website(s) help us to develop and improve the Website(s) and related services.
- If you decide to write a review, you can do this under your own name or anonymously. We reserve the right to not publish or to remove reviews.

- If you contact our customer service, we will collect your name and e-mail address (and any additional data you may provide us with) to be able to respond to your questions or comments or to provide better service.
- We will inform you on new products, specials and other promotional activities by sending you our newsletter. If you no longer want to receive this newsletter, you can unsubscribe by use of the relevant opt-out button.

2. What we need your data for

We only collect and further process your personal data for the purposes mentioned in the previous paragraph.

We will ask your consent before using your personal data for purposes other than those listed above, unless the further use of your data is compatible with the purpose for which the personal data were initially collected. We will inform you of, and, if necessary ask your consent for, any changes in the use of your personal data.

We may use your data for decisions based on automated decision-making, including profiling. For instance, we may use previous purchase data and or browsing data to suggest matching products to those previous purchases. By having your consent, we are able to do that both in advertising and on our Website(s).

3. How we may share your data

We will not share (or sell) your personal data to third parties, except as disclosed in this privacy statement or with your consent. We may share your personal data with our third-party service providers, including, but not limited to:

Functional

- Stripe - our payment services provider
- Paypal - our payment services provider
- Mollie - our payment services provider
- Sofort - our payment services provider
- Gorgias - our customer service provider
- Klarna - In order to be able to offer you Klarna's payment options in certain countries, we will pass to Klarna certain aspects of your personal information, such as contact and order details, in order for Klarna to assess whether you qualify for their payment options and to tailor the payment options for you. General information on Klarna you can find [here](#). Your personal data is handled in accordance with applicable data protection law and in accordance with the information in [Klarna's privacy statement](#).

Analytics

- Hotjar - to gather your feedback about our website and optimize your website experience
- Google Analytics - to collect and display detailed statistics from our Website(s). The purpose of this service is to give us a clear overview of visitor flows, traffic sources and

pageviews. Based on this information we can improve our Website(s) and improve your shopping experience on our Website(s).

Marketing

- Facebook - to show you personalized messages and advertisements
- Google Ads – to share and display relevant products on Google platforms

These service providers are granted access to some or all of your personal data as necessary for the purposes described above and may use cookies (as defined below) or other automatic collection technology on our behalf. The service providers are contractually restricted by way of a data processing agreement in the way they may process your personal data.

Please note that the use of any feature made available to you on our Websites such as Facebook Connect, or the like feature (also connected to Facebook), may result in your personal data being collected or shared by us or by others. We cannot control how your data is collected, stored, used or shared by third-party sites or to whom it is disclosed. Please review the privacy policies and settings of your social networking sites to make sure you understand and agree with the data being shared.

We may also share your personal data with applicable third parties in the event of a reorganisation, merger, sale, assignment or other disposition of all or a portion of our business, assets or shares.

4. Legal grounds for processing your data

Consent

By the following acts you give us your consent to process your personal data:

- To place an order
- Writing a review
- Contacting our customer service

We will ask your consent before we send you a newsletter if you are not yet our customer.

You have the right to revoke your consent at all times. When you revoke your consent, we will stop processing your personal data.

Necessary for the performance of an agreement

When you place an order, you enter into a purchase agreement with us. In order to process and deliver your order, we need certain personal data, such as your name, e-mail, billing and shipment address.

Legitimate interests

We may process your personal data for the purposes of our legitimate interests, except where such interests are overridden by your interests or fundamental rights and freedoms.

For our legitimate business interests, we may process your personal data to:

- Personalize our Website(s)
- Recommend products that you may be interested in
- Optimize our marketing
- Develop and improve the functionality of our Website(s)

To opt out of receiving interest-based advertising from third parties, you may click on any of the following links (all as further set out in paragraph 9 below):

- www.networkadvertising.org
- www.aboutads.info

In addition, you have the right to object to this way of processing your personal data. If you would like to exercise this right, please contact us at support@bonnelife.com. Please note that if you exercise such right accordingly, this may limit us to process your data for your benefit as set out above.

5. Your data is safe at Bonne Suits B.V. (online security)

We appreciate the trust you place in us. Bonne Suits B.V. is committed to protecting your personal data. We have implemented reasonable security measures, including Secure Socket Layer (SSL) encryption technology and other tools to protect all your personal data we may collect through our Website(s). We use a variety of measures to ensure that your personal data is protected from unauthorized access, improper use or disclosure, unauthorized modification or alteration, unlawful destruction or accidental loss.

6. We do not keep your personal data longer than necessary

When you place an order for our products, we retain that information for a minimum period of six years following the end of the financial year in which you placed your order, in accordance with our legal obligation to keep records for tax purposes.

We retain the information you used to sign up for our newsletter for as long as you remain subscribed (i.e. you do not unsubscribe) or if we decide to cancel our newsletter service, whichever occurs first. In any other circumstances, we will retain your information for no longer than necessary, taking into account the following: - The purpose(s) and use of your information both now and in the future (such as whether it is necessary to continue to store that information in order to continue to perform our obligations under an agreement with you or to contact you in the future)

We may have any legal obligation to continue to process your information (such as any record-keeping obligations imposed by relevant law or regulations)

7. Where your data is processed

Your data is processed within the European Union and stored in the US and Canada. When personal data is processed or stored in the US and Canada, we make sure that appropriate safeguards are in place to protect your data. More specifically, we will adhere to the standard contractual clauses of the EC or to the EU-US Privacy Shield Frameworks.

8. Cookies and Do Not Track

We use the below cookies on our Website(s) that act as an identification card for your computer.

Cookie	Purpose	Origin	Storage duration	Use
Necessary				
_cmp_a	Necessary	Shopify	1 day	Determines whether user has accepted the cookie consent box.
_secure_session_id	Necessary	Shopify	24 hours	Necessary for the shopping cart functionality on the website
_shopify_m,shopify_tm,shopify_tw	Necessary	Shopify	1 year	Used for managing customer privacy settings
_tracking_consent	Necessary	Shopify	1 year	Used to store user preferences
AEC	Necessary		6 months	Used to prevent spam, fraud, and abuse by ensuring requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on behalf of a user without that user's knowledge.
cart_currency	Necessary	Shopify	2 weeks	Set after a checkout is completed to ensure that new carts are in the same currency as the last checkout
HSID, SID	Necessary		1 year, 2 years	Used to protect users' data from unauthorized access
Identity_customer_account_number, identity_state_<<id>>, identity-state	Necessary	Shopify	12 weeks, 24 hours, 24 hour	Used in connection with customer authentication
SEARCH_SAMESITE	Necessary		1 month	Allow servers to mitigate the risk of CSRF and information leakage attacks by asserting that a particular cookie should only be sent with requests initiated from the same registrable domain
secure_customer_sig	Necessary	Shopify	1 year	Used to store customer credentials securely when processing a purchase on the website - the cookie is essential in making a secure online transaction
shopify_pay,shopify_pay_direct	Necessary	Shopify	1 year, up to 1 year	Used in connection with checkout
Preferences				
__Secure-ENID	Preferences	Google	1 year	Contains a unique ID Google uses to remember your preferences
keep_alive	Preferences	Shopify	2 weeks	Saves the user current geographical location based on user IP address
Localization	Preferences	Shopify	2 weeks	Used in connection with checkout
NID	Preferences	Google	6 months	Contains a unique ID Google uses to remember your preferences
Statistics				
_ga,_gid	Statistics	Google	2 years, 24 hours	Registers a unique ID that is used to generate statistical data on how the visitor uses the website
_hjAbsoluteSessionInProgress	Statistics	Hotjar	30 minutes	Used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice
_hjFirstSeen	Statistics	Hotjar	30 minutes	Used to determine if the visitor has visited the website before, or if it is a new visitor on the website

hjIncludedInSessionSample{site_id}, _hjSession_{site_id}, hjSessionUser_{site_id}	Statistics	Hotjar	2 minutes, 30 minutes, 1 year	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read
_kla_id	Statistics	Klaviyo	2 years	Used to collect information on visitor behavior for internal use on the website to optimize the websites or to register if the visitor has subscribed to a newsletter
_landing_page, _orig_referrer	Statistics	Shopify	2 weeks	Track landing pages
_s, _shopify_s, _shopify_y, _y	Statistics	Shopify	30 minutes, 30 minutes, 1 year, 1 year	Collects data on visitors behaviour and interaction to optimize the website
ajs_anonymous_id	Statistics	Hotjar	1 year	Used to identify the number of specific visitors on the website
Customer_auth_provider, customer_auth_session_created_at	Statistics	Shopify	Session	Shopify analytics
S	Statistics	Google	Session	Used to collect data to understand how you interact with the website
Marketing				
__Secure-1PAPISID, __Secure-1PSID, __Secure-1PSIDCC, __secure-1PSIDTS, __Secure-3PAPISID, __Secure-3PSID, __Secure-3PSIDCC, __Secure-3PSIDTS	Marketint	Klaviyo	2 years, 2 years, 1 year, 1 year, persistent, 2 years, 1 year	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising
_fbp	Marketint	Meta	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers
_gcl_au	Marketint	Google	90 days	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services
1P-JAR, APISID, SAPISID, SSID	Marketint	Google	1 month, 1 year, persistent, 1 year	Used by Google to display personalized advertisements on Google sites based on recent research and previous interactions
DSID, IDE	Marketint	Google	2 weeks , up to 2 years	Used by Google DoubleClick to register and report a user's actions after viewing or clicking any ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user
SIDCC	Marketint	Google	1 year	Carries information about how the end user uses the website and any advertising that the end user may have seen before visiting the website

9. Online Advertising

Bonne Suits B.V. may participate in interest-based advertising. As described above, we may automatically collect data regarding how you browse websites, use applications and shop in order to enhance your customer experience, improve our customer service, and provide you with communications and promotions from us or others. The objective of interest-based advertising is for Bonne Suits B.V. to show you ads that are more relevant to your interests.

10. Your privacy rights

Under applicable privacy laws (General Data Protection Regulation (GDPR)), you have, inter alia, the right to:

- Ask for access to your personal data (access)
- Ask to change or correct your personal data (rectification)

- Ask to delete your personal data (erasure/right to be forgotten)
- Ask to restrict the processing of your personal data (restriction)
- Ask to transfer your data to another controller or to yourself if we have processed your data based on your consent or based on the agreement you have entered into with us (data portability)
- Object to the (further) processing of your personal data if we have processed your data based on our legitimate interests (objection)

11. Objection and complaints

If we have collected personal data from you on the basis of our legitimate interests, you can at all times object to the processing of your personal data by contacting us at support@bonnelife.com. We will in that case stop the processing, unless we have compelling legal grounds for the processing which override your interest to stop the processing.

12. Changes to our statement

Our Privacy Statement may change from time to time to reflect changes to our services or changes in the Applicable privacy laws. We will not reduce your rights under this Privacy Statement without your explicit consent. We will post any changes to our Privacy Statement on this page. We will notify you personally, for example through an email notification, of significant changes to our Privacy Statement.

13. Minors providing personal data

Persons below the age of 18 may only provide personal data to Bonne Suits BV if they have written consent from one of their parents or legal guardians who has read this privacy statement.

14. Contact us

Bonne Suits B.V. is responsible for the processing of your personal data and acts as the controller. If you have any questions, feedback or want to know more about how your personal data is processed, or if you want to access, correct or remove your personal data, please contact us at support@bonnelife.com.