

## PRIVACY POLICY

**This Privacy Policy applies to the products, services and websites of KEI Holdings sp. z o.o. and its affiliates, regardless of how you access or use them, including through mobile devices.**

**BY USING OUR WEBSITE (as defined in the Terms of Service), OUR PRODUCTS, OR SERVICES, OR BY PLACING AN ORDER OR A RETURN, YOU ARE ACCEPTING THE TERMS OF THIS PRIVACY POLICY AND YOU ARE CONSENTING TO OUR COLLECTION, USE, DISCLOSURE, AND RETENTION OF INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY.**

### I. ABOUT US

Our office is located at 49 Mokotowska Street, 00-542, Warsaw, Poland. If you have any questions about our privacy policy or about the use of your personal data, please contact us via email: [info@ladame-intagefashion.com](mailto:info@ladame-intagefashion.com). Make sure you include your name and contact information in question and your home address. We will confirm your identity and get back to you.

### II. PERSONAL DATA

We have taken steps to ensure your data is protected in accordance with applicable law. A few of the important elements of our personal data protection system are:

- An SSL certificate that provides that communication between individual computers and our website is encrypted with a 256-bit key;
- We endeavor to have only authorized and trained individuals have access to personal data;
- We use your data only in accordance with this Privacy Policy and the Terms of Use and limit access outside of us and our affiliates; and
- Our IT system and internal company procedures were designed to comply with industry standards of personal data protection.

#### A) Data you provide us with

If you want to interact with our Website, place an order, initiate a return, subscribe to our newsletter, interact with us on social media or contact us (over the telephone or in writing by postal mail, via email, or through our website or social media site), most frequently you will provide us with the following data:

- Your identity and contact details, including your first name, surname, country of residence, email address, delivery address and telephone number.
- Bank, credit card and/or other payment details, including your bank details and/or credit card information, and,
- Information about your experiences, including your purchases, returns, feedback, comments, and opinions or other types of review of our products, services or websites.
- Additional information about yourself, including information you opt to provide us such as your date of birth.
- Technical information, including your cookie preferences, unique identifies, such as the IP address or operating system which are assigned to a device that is being used to access our Website.

Additionally, we may create data ourselves after we analyze the information we collected about you, such as your preferences, demographic information, and information about the devices you use to shop.

UNLESS OTHERWISE PROHIBITED BY LAW WE MAY DE-IDENTIFY, AGGREGATE OR OTHERWISE ANONYMIZE PERSONAL DATA ABOUT YOU IN WHICH CASE THE DATA WILL NO LONGER IDENTIFY YOU OR BE LINKED TO YOU ("ANONYMIZED DATA"). ANONYMIZED DATA NO LONGER CONSTITUTES PERSONAL DATA AND IS NOT SUBJECT TO THIS PRIVACY POLICY. WE MAY USE OR DISCLOSE ANONYMIZED DATA FOR ANY LAWFUL PURPOSE.

For certain interactions and transactions, you are required to complete certain fields, as the collection of such personal information is necessary for your purchase, return or other transaction to be completed.

We endeavor to collect and process only the necessary personal data for the shortest time possible.

We will retain personal data for the period necessary to fulfil the purposes outlined in this Privacy Policy. We will also retain personal data to the extent necessary to comply with our legal obligations (e.g. applicable tax laws, audit and disclosure obligations, or to resolve disputes and/or protect our property and proprietary rights, etc.)

When a transaction is over, your private information such as credit cards, and bank information will not be stored on our servers. All payment transactions are encrypted by your bank. We do not retain your credit card information. If you so choose, our system will remember your payment information for future purposes. Our Website, products, and services are not intended for children under 18 years of age. No one under age 18 may provide any information to or

on our websites or through our services. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on or through any of our products, services or websites, make any purchases, use any of the interactive or public comment features of our products, services or websites, or provide any information about yourself to us, including your name, email address, telephone number, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at: [info@ladame-vintagefashion.com](mailto:info@ladame-vintagefashion.com).

We are not responsible for any personal data collected from third parties, such as social media platforms, operating systems, app developers, wireless or telecommunication providers or other third parties, regardless of any link or click through provided on such third parties' site or on our website.

## **B) Data obtained from cookies**

A cookie is a small text file that is saved to, and, during subsequent visits, retrieved from your computer or mobile device. We use cookies to improve your browsing experience on our website, by adapting it to your hardware or search engine, and to propose products which correspond to your purchasing habits.

Like many comparable products, services and websites, we use tracking technologies such as cookies, web beacons, JavaScript and similar technologies to record your preferences, track the use of our products, services and websites, and measure exposure to our online advertisements. We may also use these technologies to monitor traffic, improve or develop our products, services and websites, and make it easier to use and more relevant. Most web browsers automatically accept cookies but, if you prefer, you can usually modify your browser setting to disable or reject cookies. In addition, you may also render some web beacons unusable by rejecting or removing their associated cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the applicable product, service or website may not work or may not work as designed.

We use third-party analytics services to support our products and services and on our websites, including Google Analytics. These analytics service providers use cookies or other tracking technologies to help us analyze how users interact with and use our products, services and websites, compile reports about activity concerning our products, services and websites, and provide us other services. The technologies may collect information such as your IP address, time of visit, whether you are a return visitor, any referring website, and other information. We do not use these analytics service providers to gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's privacy policies. To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google click [here](#).

We work with third-party companies who also use these technologies to provide advertisements on third-party websites. These third parties may use these technologies to collect information about you when you use our products, services or websites. They may collect information about your online activities over time and across different websites and other online services. They may also use persistent identifiers to track your Internet usage across other websites in their networks beyond our products, services and websites. They may use this information to provide you with interest-based advertising or other targeted content. While we do not knowingly provide these entities with information that personally identifies you, such third parties may, with sufficient data from other sources, be able to personally identify you, unbeknownst to us.

Some content, applications, and advertisements on our websites or displayed during our services may be served by unaffiliated third parties. We do not control these third parties' tracking technologies or how they may be used. We are not responsible for the content or privacy practices of any product, service or website not owned, licensed, otherwise operated by us to which our product, service, or websites link or that links to our products, services or websites.

Your browser or device may include "Do Not Track" functionality. Our information collection, disclosure practices, and the choices that we provide, will continue to operate as described in this Privacy Policy, whether or not a Do Not Track signal is received.

Please note that if you choose to disable cookies, you will not be able to take advantage of all the features of our website.

## **III. WHY DO WE NEED YOUR PERSONAL DATA AND WHAT DO WE USE IT FOR?**

- A. Why do we need your personal data? We handle personal data because it furthers the legitimate interests of our business, including:
- To register you as a user of our website, allowing you to save your preferences, and creating access to various features on our Website;
  - Allowing you to make purchases and initiate returns, including keeping you updated about the status of your payment, order, shipping and/ or return;

- To prevent unlawful or fraudulent activities and to protect and/or defend our proprietary rights or property, our products and services, and the functionality of our website;
- To inform you of any fraud against you or us during the purchase process, and to block fraudulent transactions;
- To respond to inquiries sent to our customer service and to otherwise communicate with you;
- To improve our services and for internal business purposes (we process your browsing and purchase data for analytical and statistical purposes, which allows us to better understand the way in which you use the Website, so that we can improve the quality of our services);
- For marketing purposes, including our newsletter and other communications, and to analyze trends and customer preferences
- To comply with applicable law, court order, or other legal process.
- To process payments, with the assistance of certain third party payment services, like Shopify, which we available for your convenience. Note: If you opt to use these services, your personal information will be collected by such third party and will be subject to such third party's policies. We have no control over such third party, and disclaim any responsibility related to such third party's actions or inactions.
- To process or engage in a sale of all or part of our business, or if we go through a reorganization, merger or a comparable event.

**B. By providing us with any personal information, you understand that your information may be transferred, processed, or stored outside of your country of residence, which may have a different data protection regime from the country in which you reside.**

#### **IV. YOUR RIGHTS**

- A. In accordance with the applicable regulations regarding your personal data, you have the right to:
1. refuse to provide your personal data;
  2. object the processing of personal data;
  3. request a copy of the personal data we have of yours;
  4. request that we rectify or delete personal data;
  5. withdraw your permission to process personal data;
  6. opt out of certain communications, such as our newsletter or other marketing materials.
- B. Your rights regarding your personal data vary depending on where you reside. Please note that if you refuse to provide personal data, make certain objections or ask us to delete or stop using your personal data, we may not be able to honor that request if the information is required to process your orders, payments or returns, or for us to comply with our tax, audit or regulatory requirements.
- C. To submit a request for access, review, or deletion of personal information, you must contact us and provide the relevant details for us to review your request.
- D. In many instances, you have choices about the information you provide and how we use your information.
- a. **Marketing Emails:** By providing us with an e-mail address, you acknowledge that we may use your e-mail address to communicate with you. While you cannot opt-out of receiving notifications and other service-related communications regarding your transactions, you can opt-out of receiving promotional and other marketing emails from us by using the "unsubscribe" feature in our marketing e-mails.
  - b. **Interest-Based Advertising Choices:** You also have choices related to interest-based advertising. Many browsers automatically accept cookies, but you can usually modify your browser's setting to decline cookies if you prefer. Note that if you choose to remove cookies, you may remove opt-out cookies that affect your advertising preferences.
  - c. You can learn about your options to opt-out of mobile app tracking by certain advertising networks through your device settings. For more information about how to change these settings, see the support information for Apple, Android or Windows devices.
  - d. Please note that opting-out of participating advertising networks services does not mean that you will not receive advertising while using our products, services or websites or on other websites, nor will it prevent the receipt of interest-based advertising from third parties that do not participate in these industry programs.

#### **VI. CONTACT DETAILS**

We usually contact customers and potential customers via the e-mail address they provided, and in special circumstances via the telephone number they provided.

If you have any questions or doubts regarding the privacy policy, please contact us by e-mail:

[info@ladame-vintagefashion.com](mailto:info@ladame-vintagefashion.com)

If you are unable to update your preferences and wish to contact us about deleting the personal data we have on file, please contact us by email

[info@ladame-vintagefashion.com](mailto:info@ladame-vintagefashion.com)

## **VII. CHANGES TO OUR PRIVACY POLICY**

If we decide to change our privacy policy, we will post updates on our website and update the Privacy Policy modification date below:

This policy was last modified on 6/10/2021