

PRIVACY POLICY

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1. Who we are

MATEO (SAS) is a French company (hereinafter “MATEO”, “we” or “us”), having its registered office at 115-123 avenue Charles de Gaulle, 92200 Neuilly-sur-Seine. Mateo is part of Baracoda group.

All personal data collected on <https://bbalance.io/> website and BBalance product and mobile applications (collectively, the “**Services**”) are collected and processed by the entity MATEO as the data processor in accordance with this policy (hereinafter the “**Privacy Policy**”).

2. Purpose of this Privacy Policy

This Privacy Policy describes why and what information we collect and why we process your personal data, as well as your **rights** as regards your personal data collected by MATEO.

If you have any question as regards this Privacy Policy you can contact us via the following email address: data.privacy@baracoda.com

We may provide changes to this Privacy Policy, if so we will provide you with prominent notice.

3. Personal data we collect

A personal data is any information relating to an identified or identifiable individual.

We ask you for some personal data to provide you with the products or services you request, such as when you make purchases, contact our customer service, request to receive communications, create an account, or use our Services. When using our BBalance product we ask your consent to collect and

process your personal data that are necessary for our product to be able to perform its functionalities.

We collect and process the following personal data:

(i) On our website we collect:

- Your email address
- Your shipping and billing details: first name and last name, your company (optional), your postal address, your phone number
- Your IP address

(ii) On our BBalance product & mobile application we collect:

- Your email address
- Your first name and last name
- Your age
- Your footprints, they are essential so that our product can perform its functions
- Data on physical characteristics: your height, your weight goal, your weight, your body impedance, your footprint pressure
- We also have access to your timezone and approximate location as for our technology to work correctly but we do not collect or store those data.

(iii) Via our contest/challenge forms we collect:

- Your first and last name
- Your email address
- Your score

4. Why do we collect and process your personal data?

On the basis of your **consent, on the execution of the contract with you when you purchase our product, and on our legitimate interest**, we use your personal data for the following purposes:

- To provide features of the Services as for **our BBalance product to work** and perform its functionalities;
- To analyze your use of the Services and to improve the existing ones and develop new ones;
- To provide **personalized services** and to execute our obligations as per the **contract** we have with you when you purchase our product;
- To answer your **questions or requests for information** (e.g., if you want to apply for a job, if you need information, or if you have a project that you want to discuss with us);
- For technical **assistance** purposes;
- To **interact** with you (e.g., if we update our Privacy Policy, or to send our newsletter if you have given us your consent to do so);
- To comply with **legal obligations** and law enforcement requests;
- To improve **safety** and **reliability** of our Services;

- To organize our **contests/challenges**, to select and contact the winner.

5. Sharing your personal data

- To provide services in connection with the Services, **third-party service providers** can access your personal data (e.g., hosting services).
- In order to fix issues on the Services we can share your personal data with our **technical services provider** and to **subcontractors**.
- We might share your personal data in order to comply with **legal obligations**, or in response to **legal or administrative proceedings** of any kind or enforcement measures requested by the competent authorities.

When sharing or giving access to your personal data, we take all appropriate existing means to protect your personal data. We do not sell your personal data.

6. Data transfers to other countries

Your personal data are stored in the European Union, no transfer will be performed outside this zone. However as regards personal data collected by cookies, please refer to the applicable policy.

7. Personal data retention

When you share with us your personal data when filing the “Contact Us” form, we keep your personal data for as long as necessary to process such questions/requests and once they do not represent a business opportunity any more, but no more than three (3) years following the latest contact between you and Mateo.

When you just browse our website without filing the “Contact Us” form or filling your email to receive our newsletter, we keep your personal data up to two (2) years following the receipt of your pre-order or order (apart from the cookies which have a specific length as described in section 12).

When you use the BBalance product and mobile application, we keep your personal data up to two (2) years following your last use of the product and mobile application. After this period, we commit to delete or anonymize your personal data so that they will no longer allow us to identify you.

When you participate in a contest/challenge organized by MATEO, we keep your personal data for the length of such contest/challenge. After this period we commit to delete your personal data.

8. Children

MATEO does not knowingly collect or retain personally identifiable information about persons under 16 years old. Any person who provides their personal information to MATEO via the Services represents that they are 16 years of age or older. If you have reason to believe that a child under the age of 16 has provided his personal data to MATEO without an adult agreement, please contact us, and we will make every effort to delete related information from our databases.

9. Personal data security

MATEO is committed to protecting its users' personal data. We implement appropriate technical and organizational measures to help protect the security of your personal data. However, be aware that no system is ever completely secure.

10. Your rights

You have the following rights regarding your personal data:

- o **Access:** you have the right to (i) access your personal data, to (ii) obtain confirmation as to whether personal data concerning you is processed or not and, if processed, to (iii) obtain access to such data and a copy thereof;
- o **Rectification:** you have the right to obtain the rectification of any inaccurate personal data concerning you. You also have the right to have incomplete personal data completed, including by means of providing a supplementary statement;
- o **Erasure:** in some cases, you have the right to obtain the erasure of personal data concerning you. However, this is not an absolute right and MATEO may have legal or legitimate grounds for keeping certain data for the provision of the Services;
- o **Restriction:** in some cases, you have the right to obtain restriction of the processing of your personal data;
- o **Data Portability:** you have the right to receive the personal data concerning you which you have provided to MATEO, in a structured, commonly used and machine-readable format, and you have the right to transmit those data to third parties without hindrance from MATEO. This right only applies when the processing of your personal data is based on your consent or on a contract and such processing is carried out by automated means;
- o **Object:** you have the right to object at any time, on grounds relating to your particular situation, to processing of personal data concerning you when such processing is based on the legitimate interest of MATEO. MATEO may, however, invoke compelling legitimate grounds for continued processing;
- o **Complaint:** you have the right to contact the supervisory authority to complain about MATEO's personal data protection practices.

To exercise one or more of these rights, you can contact us at the email address indicated in section 13.

In the event that you are not satisfied by our answer to your request, you are entitled to contact the personal data protection authority concerned.

11. Cookies

Cookies are files which are downloaded to your device when you visit a website. They are useful as they allow a website to recognize a user's device.

You can find more information about cookies at: www.allaboutcookies.org or www.youronlinechoices.eu.

MATEO places cookies to enable optimal user experience when you visit our Services.

We place two types of cookies:

- **Required:** Strictly necessary for the website to work correctly.
- **Functional:** Used for analytics and performance

On your first visit on our website you will be asked to accept or decline all non-necessary cookies. The purpose of this is to enable the website to remember your preferences for a certain period of time. Cookies can also be used to establish anonymised statistics about the browsing experience on our website.

We use Google Analytics services, if you do not wish Google Analytics to collect or use your information you may opt out at the following address:

<https://tools.google.com/dlpage/gaoptout?hl=None>

Type	Cookie name	Lifetime	Purpose	Source
Functional	_fbp	3 months	This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.	Facebook
Functional	_shopify_s	30 min	Shopify analytics	Shopify
Functional	_gat	1 minute	To read and filter requests from bots	Google Analytics
Functional	_ga	2 years	ID used to identify users	Google Analytics
Functional	_gcl_au	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	Google Adsense
Functional	_gid	1 day	ID used to identify users for 24 hours after last activity	Google Analytics
Functional	_landing_page	2 weeks	track landing pages	Shopify
Functional	_orig_referrer	2 weeks	track landing pages	Shopify
Functional	_shopify_sa_p	30 min	shopify analytics relating to marketing & referrals	Shopify

Functional	_shopify-sa_t	30 min	Shopify analytics relating to marketing & referrals	Shopify
Functional	_shopify_s	30 min	Shopify analytics	Shopify
Functional	_shopify_y	1 year	Shopify analytics	Shopify
Functional	_y	1 year	Shopify analytics	Shopify
Functional	_s	30 min	Shopify analytics	Shopify
Functional	test_cookie	1 year	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	DoubleClick/Google Marketing
Necessary	secure_customer_sig	2 years	Used in connection with customer login	Shopify
Necessary	_orig_referrer	2 weeks	Shopify sets this cookie to be used in connection with shopping cart	Shopify
Necessary	notice-accepted	1 month	We store your cookies consent	bbalance.io

12. Partners

12.1 Apple (for BBalance mobile application)

- **Apple – Sign-In & Authentication**
- **Apple – Sync and Storage of App Data for iOS**
- **Apple – HealthKit**

We use Apple Sign-In for the authentication and creation of new user accounts in our iOS app. When creating an account via Apple Sign-in, you are asked if you wish to share your current email address and name, to provide a seamless registration experience. If you choose not to share this information, your account will be created with a new unique email address that hides your actual email from MATEO.

Our iOS app makes use of the Apple Health App (“HealthKit”). You can choose to connect and share information with HealthKit and your HealthKit information with any of our Apps. If you grant our Apps access to HealthKit, our Apps can add information, such as your weight, to HealthKit. Your unique health data you choose to send to and from HealthKit (including age, gender, weight) is not accessible by MATEO and is not transferred by MATEO to any third parties for marketing or advertising. Our app cannot read or write data to HealthKit unless you grant access. You can remove access at any time either inside our app or inside the Apple Health app. MATEO is in no way responsible for the protection of any of your information that you agree to store with HealthKit, which is governed by Apple’s privacy policy and other terms. You and Apple are solely responsible for the protection of such information. Please review Apple’s applicable policies and procedures before syncing and backing up your health data and/or other information with the Health Kit.

Apple’s privacy policy can be found here <https://www.apple.com/uk/legal/privacy/>.

There is also further information on Apple’s approach to privacy available here <https://www.apple.com/uk/privacy/approach-to-privacy> .

12.2 Google (for BBalance mobile application)

- **Google – Sign-In & Authentication**
- **Google – Firebase App Analytics**
- **Google – Sync and Storage of App Data for Android**

Google provides a variety of services to MATEO. We use their Firebase Analytics SDK in our mobile apps. We utilize Google Sign-In for the authentication and creation of new user accounts in our Android app. We also use Google SDKs (Software Development Kits) to provide functionality, e.g. saving user preferences, in Android apps. We also use Google Fit in Android apps, to help you track your health information.

Google's privacy policy can be found here <https://policies.google.com/privacy>.

We also recommend visiting <https://myaccount.google.com/privacycheckup> to review your current Google privacy settings.

12.3 ShakeBugs (BBalance mobile applications)

- **ShakeBugs – Issue & improvement reporting**

We use ShakeBugs to give you an ability to report problems and suggest improvements directly from our mobile applications, so that we can improve the quality of our services.

The ShakeBugs privacy policy can be found here <https://www.shakebugs.com/privacy>.

13. How to contact us

For any questions or concerns about this Privacy Policy, contact us at: data.privacy@baracoda.com