

Privacy Policy

1. General Information

This Privacy Policy describes how MaisonLYX.com (the "Site" or "we") collects, uses, and discloses your Personal Information when you visit or make a purchase from the Site.

1. 1 Responsible Party

After reviewing this policy, if you have additional questions, want more information about our privacy practices, or would like to make a complaint, please contact the responsible body by e-mail at hello@maisonlyx.com or by mail using the details provided below:

Agency for the Future GmbH
Köpenicker Chaussee 3a
10317 Berlin
Germany

Phone: +49 (152) 34606981
E-Mail: hello@maisonlyx.com
Support: support@maisonlyx.com

The responsible party is the natural or legal person who, alone or jointly with others, decides about the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

1. 2 Hosting

Our Provider is Shopify International Limited, Victoria Buildings, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland (hereinafter "Shopify").

Shopify a tool for creating and hosting websites. When you visit our website, Shopify collects your IP address as well as information about the terminal device you are using and your browser. Shopify also analyzes the number of visitors, the sources of visitors, customer behavior as well as user statistics are created. When you make a purchase on our website, Shopify also collects your name, e-mail address, shipping and billing addresses, payment information, and other data related to the purchase (e.g., phone number, amount of sales made, etc.). For analytics, Shopify stores cookies in your browser.

For details, see Shopify's privacy policy:
<https://www.shopify.de/legal/datenschutz>.

The use of Shopify is based on Art. 6 para. 1 lit. f DSGVO. We have a legitimate interest in the most reliable presentation of our website. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO and § 25 para. 1 TTDSG, insofar as the consent allows the storage of cookies or the access to information in the user's terminal device (e.g. device fingerprinting) as defined

by the TTDSG includes. *You have the right to object your consent at any time.*

1. 3 Collecting Personal Information

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your purchases. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information about an identified or identifiable natural individual (including the information below) as “Personal Information”. See the list below for more information about what Personal Information we collect and why.

1. 4 Device Information

When you access our Site using cookies, log files, web beacons, tags, or pixels, device Information are collected automatically to load the Site accurately for you, and to perform analytics on Site usage to optimize our Site.

We automatically receive your computer's

- internet protocol (IP) address
- version of web browser
- time zone
- cookie information
- what sites or products you view
- search terms
- and how you interact with the Site.

For disclosure for business purposes, the data listed above is shared with our processor Shopify and Mailchimp (visit point “Newsletter” below for more information about Mailchimp).

The processing is based on Art. 6 para. 1 lit. f DSGVO from our overriding legitimate interest in ensuring the trouble-free operation of our website and to improve our offer.

1. 5 Order Information

When ordering, we collect and process your personal data as

- name
- billing address
- shipping address
- payment information (including credit/debit card numbers, cryptocurrency wallets or other means of payment)
- email address
- and phone number

only to the extent necessary for the fulfillment and processing of your order and to process your requests. It will only be collected from your input.

The provision of the data is necessary to fulfill our contract, to process your payment information, arrange for shipping, and provide you with invoices and/or order confirmations, communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services. A failure to provide will result in no contract being concluded.

The processing is based on Art. 6 para. 1 lit. b DSGVO and is necessary for the performance of a contract with you.

Your data is passed on and shared with our processor Shopify, Shipping Partners, Easybill and Accounting.

In all cases, we strictly observe the legal requirements. The scope of the data transfer is limited to a minimum.

1. 6 Customer Support Information

If you use our contact form, we collect your personal data (name, e-mail address, message text) only to the extent provided by you. The data processing serves the purpose of contacting you. By sending your message, you consent to the processing of the transmitted data.

The processing is based on Art. 6 para. 1 lit. a DSGVO with your consent.

When sending an email request, matching data with automatic collection on the website will be collected automatically to solve your support request. The collected information will be shared with our processor Shopify.

The processing is based on Art. 6 para. 1 lit. a DSGVO with your consent.

You have the right to object your consent at any time by notifying us via hello@maisonlyx.com, without affecting the lawfulness of the processing carried out on the basis of the consent until the revocation. We will only use your e-mail address to process your request. Your data will then be deleted unless you have consented to further processing and use.

1. 7 General Information on the legal basis for data processing on this website

If you have consented to data processing, we process your personal data on the basis of Art. 6 para.1 lit. a DSGVO or Art. 9 para.1 lit. a DSGVO, if special categories of data are processed according to Art. 9 para.1 DSGVO. In the case of explicit consent to the transfer of personal data to third countries, the data processing is also based on Art. 49 para.1 lit. a DSGVO. If you have consented to the storage of cookies or to the access to information in your terminal device (e.g. via device fingerprinting), the data processing is additionally carried out on the basis of § 25 para.1 TTDSG. *You have the right to object at any time.* If your data is required for the performance of a contract or for the implementation of pre-contractual measures, we process your data on the basis of Art. 6 para.1 lit.b DSGVO. Furthermore, if your data is required for the fulfillment of a legal obligation, we process it on

the basis of Art. 6 para.1 lit. c DSGVO. Furthermore, the data processing may be carried out on the basis of our legitimate interest according to Art 6 para.1 lit. f DSGVO. Information on the relevant legal bases in each individual case is provided in the following paragraphs of this privacy policy.

1. 8 General Information on data transfer to the USA and other third countries

Among other things, we use tools from companies based in the USA or other third countries that are not secure under data protection law. If these tools are active, your personal data may be transferred to these third countries and processed there. We would like to point out that no level of data protection comparable to that in the EU can be guaranteed in these countries. For example, US companies are obligated to release personal data to security authorities without the data subject being able to take legal action against. Therefore, it can not be excluded that US-authorities (e.g. intelligence services) process, evaluate and use your data on US-servers for surveillance and monitoring purposes, evaluate it and store it permanently. We have no influence on these processing activities.

1. 9 TLS-encryption

This site uses TLS-encryption for security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as the site operator.

You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If TLS encryption is activated, the data you transmit to us cannot be read by third parties.

2. Minors

The Site is not intended for individuals under the age of [18+]. We do not intentionally collect Personal Information from children. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us by e-mail at hello@maisonlyx.com or by mail to Agency for the future GmbH, Köpenicker Chaussee 3a, 10317 Berlin, Germany to request deletion.

3. Sharing personal information

We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above. For example:

We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

4. Shipping service provider

We pass on your e-mail address to the shipping company for information about the shipping status as part of the contract processing, provided that you have expressly agreed to this in

the ordering process. The purpose of the forwarding is to inform you by e-mail about the shipping status. The processing is based on Art. 6 para. 1 lit. a DSGVO with your consent. You can revoke the consent at any time by notifying us or the transport company, without affecting the legality of the processing carried out on the basis of the consent until the objection.

We use an enterprise resource planning system for contract processing within the scope of order processing. For this purpose, your personal data collected in the context of the order is transferred to

easybill GmbH, Düsselstr. 21, 41654 Kaarst, Germany

5. Cookies

Our Site is using Cookies. Cookies are a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

The length of time that a cookie remains on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser's "Tools" or "Preferences" menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser's help file or through such sites as: www.allaboutcookies.org.

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt-out of certain uses of your information by these parties, please follow the instructions in the "Behavioural Advertising" section below.

You can find out how to manage (including disabling) cookies on the main browsers by following the links below:

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=de>

Internet Explorer:

<https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Safari:

<https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

The processing is based on Art. 6 para. 1 lit. f DSGVO from our overriding legitimate interest in ensuring the optimal functionality of the website and a user-friendly and effective design of our offer.

You have the right to object to this processing of your personal data based on Art. 6 para. 1 lit. f DSGVO at any time for reasons arising from your particular situation.

We use the following cookies to optimize your experience on our Site and to provide our services.

For more information about Cookies and what Cookies we use, please visit:

<https://www.shopify.com/legal/cookies>

Cookies Necessary for the Functioning of the Store

Name	Function	Duration
_ab	Used in connection with access to admin.	2y
__secure_session_id	Used in connection with navigation through a storefront.	24h
__shopify_country	Used in connection with checkout.	session
__shopify_m	Used for managing customer privacy settings.	1y
__shopify_tm	Used for managing customer privacy settings.	30min
__shopify_tw	Used for managing customer privacy settings.	2w
__storefront_u	Used to facilitate updating customer account information.	1min

_tracking_consent	Tracking preferences.	1y
c	Used in connection with checkout.	1y
cart	Used in connection with shopping cart.	2w
cart_currency	Used in connection with shopping cart.	2w
cart_sig	Used in connection with checkout.	2w
cart_ts	Used in connection with checkout.	2w
cart_ver	Used in connection with shopping cart.	2w
checkout	Used in connection with checkout.	4w
checkout_token	Used in connection with checkout.	1y
dynamic_checkout_shown_on_cart	Used in connection with checkout.	30min
hide_shopify_pay_for_checkout	Used in connection with checkout.	session
keep_alive	Used in connection with buyer localization.	2w
master_device_id	Used in connection with merchant login.	2y
previous_step	Used in connection with checkout.	1y
remember_me	Used in connection with checkout.	1y
secure_customer_sig	Used in connection with customer login.	20y
shopify_pay	Used in connection with checkout.	1y
shopify_pay_redirect	Used in connection with	30 minutes, 3w or 1y

	checkout.	depending on value
storefront_digest	Used in connection with customer login.	2y
tracked_start_checkout	Used in connection with checkout.	1y
checkout_one_experiment	Used in connection with checkout.	session

Reporting and Analytics

Name	Function	Duration
_landing_page	Track landing pages.	2w
_orig_referrer	Track landing pages.	2w
_s	Shopify analytics.	30min
_shopify_d	Shopify analytics.	session
_shopify_s	Shopify analytics.	30min
_shopify_sa_p	Shopify analytics relating to marketing & referrals.	30min
_shopify_sa_t	Shopify analytics relating to marketing & referrals.	30min
_shopify_y	Shopify analytics.	1y
_y	Shopify analytics.	1y
_shopify_evids	Shopify analytics.	session
_shopify_ga	Shopify and Google Analytics.	session
mc_cid	Mailchimp campaign ID	2w
mc_eid	Mailchimp email ID	2w
mc_landing_site	Page visitor entered your site on	2w

6. Newsletter

We use your e-mail address, regardless of the contract processing, exclusively for our own advertising purposes for sending newsletters, provided that you have expressly consented to this. The processing is based on Art. 6 para. 1 lit. a DSGVO with your consent. *You have the right to object your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until the objection.* To do so, you can unsubscribe from the newsletter at any time by using the corresponding link in the newsletter or by notifying us. Your e-mail address will then be removed from the distribution list.

Your data will be passed on to a service provider for e-mail marketing within the scope of order processing. Your data will not be passed on to any other third parties.

Your data will be transferred to a third country for which an adequacy decision of the European Commission is available.

Use of the e-mail address for the sending of direct advertising

We use your e-mail address, which we have received in connection with the sale of a good or service, for the electronic sending of advertising for our own goods or services that are similar to those that you have already purchased from us, unless you have objected to this use. The provision of the e-mail address is necessary for the conclusion of the contract. Failure to provide it will result in no contract being concluded. The processing is based on Art. 6 para. 1 lit. f DSGVO from our overriding legitimate interest in direct advertising. *You have the right to object to this use of your e-mail address at any time by notifying us. The contact details for exercising the objection can be found in the imprint.* You can also use the link provided for this purpose in the advertising e-mail. This will not incur any costs other than the transmission costs according to the prime rates.

Mailchimp

We use the services of MailChimp for sending newsletters. MailChimp is a service with which, among other things, the sending of newsletters can be organized and analyzed. When you enter data for the purpose of receiving newsletters (e.g. email address), this data is stored on MailChimp's servers in the USA. With the help of MailChimp, we can analyze our newsletter campaigns. When you open an email sent with MailChimp, a file contained in the email (so-called web-beacon) connects to the servers of MailChimp in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked. In addition, technical information is recorded (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients. If you do not want any analysis by MailChimp, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe from the newsletter directly in our services. The data you provide for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of MailChimp after you unsubscribe from the newsletter. Data that has been stored by us for other purposes (e.g. email addresses for the member area) remains unaffected by this. The provider of Mailchimp and

thus the recipient of the data is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA. The transfer of your personal data to a third country such as the USA only occurs on a case-by-case basis, on the basis of an order processing agreement concluded with MailChimp, in accordance with standard contractual clauses agreed with Mailchimp and other security measures permitted by the GDPR, which ensure the security of the processing of your personal data with a level of protection identical to that in the EU. The processing of data processed in the context of sending newsletters is based on your consent (Art. 6 para. 1 lit. a DSGVO). *You have the right to object your consent at any time, for example via the "unsubscribe" link in the newsletter.* The legality of the data processing operations already carried out remains unaffected by the revocation.

For more details, please refer to the privacy policy of MailChimp at:
<https://mailchimp.com/de/gdpr/>.

7. Behavioural Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

Google Analytics

On our website, we use the Google Analytics web analytics service provided by Google LLC. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you have your habitual residence in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the controller of your data. Accordingly, Google Ireland Limited is the company affiliated with Google that is responsible for processing your data and ensuring compliance with applicable data protection laws.

The data processing serves the purpose of analyzing this website and its visitors as well as for marketing and advertising purposes. To this end, Google will use the information obtained on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. In this context, the following information may be collected, among others: IP address, date and time of page view, click path, information about the browser you are using and the device you are using (device), pages visited, referrer URL (website from which you accessed our website), location data, purchase activity. The IP address transmitted by your browser as part of Google Analytics is not merged with other data from Google.

Google Analytics uses technologies such as cookies, web storage in the browser and tracking pixels that allow an analysis of your use of the website. The information generated by this about your use of this website is usually transmitted to a Google server in the USA and stored there. IP anonymization is activated on this website. This means that your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

Google has certified itself in accordance with the US-EU data protection agreement "Privacy Shield" and is thus obliged to comply with the European data protection guidelines.

The data processing, in particular the setting of cookies, is carried out on the basis of Art. 6 para. 1 lit. f DSGVO from our overriding legitimate interest in the demand-oriented and targeted design of the website. *You have the right to object to this processing of your personal data based on Art. 6 para. 1 lit. f DSGVO at any time for reasons arising from your particular situation.*

You can prevent the collection of data generated by Google Analytics and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

To prevent data collection and storage by Google Analytics across devices, you can set an opt-out cookie through <https://tools.google.com/dlpage/gaoptout>. Opt-out cookies prevent the future collection of your data when visiting this website. You must perform the opt-out on all systems and devices used for this to be fully effective. If you delete the opt-out cookie, requests will be sent to Google again. If you click here, the opt-out cookie will be set: Disable Google Analytics.

For more information on terms of use and data protection, please visit <https://www.google.com/intl/en/policies/privacy/>, <https://www.google.com/analytics/terms/de.html>, <https://www.google.de/intl/de/policies/> and <https://policies.google.com/technologies/cookies?hl=de>.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt-out of targeted advertising by:

- FACEBOOK - <https://www.facebook.com/settings/?tab=ads>
- GOOGLE - <https://www.google.com/settings/ads/anonymous>
- BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>.

8. Plug-Ins

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The purpose of reCAPTCHA is to verify whether the data input on this website (e.g. in a contact form) is made by a human being or by an automated program. For this purpose

reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis reCAPTCHA evaluates various information (e.g., IP address, length of time the website visitor spends on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run entirely in the background. Website visitors are not informed that an analysis is taking place.

The storage and analysis of the data is based on Art. 6 para.1 lit. f DSGVO. The website operator has a legitimate interest in protecting its web offerings from abusive automated spying and SPAM. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO and § 25 para. 1 TTDSG, insofar as the consent allows the storage of cookies or the access to information in the User's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. *The consent can be objected at any time.*

For more information on Google reCAPTCHA, please refer to Google's privacy policy and the Google Terms of Use under the following links:

<https://policies.google.com/privacy?hl=de> and

<https://policies.google.com/terms?hl=de>.

Shopify Apps/Plug-Ins

We use the following Apps/Plug-Ins, which are powered by Shopify. The provider is Shopify International Limited, Victoria Buildings, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland (hereinafter "Shopify").

- Order Limits - MinMaxify <https://apps.shopify.com/order-limits-minmaxify?locale=de>
- Essential Countdown Timer Bar
<https://apps.shopify.com/essential-countdown-timer?locale=de>
- Timesact <https://apps.shopify.com/timesact-discount-pre-order?locale=de>
- Quantity Discount & Limitsify
<https://apps.shopify.com/quantity-break-limit-purchase?locale=de>
- Translate & Adapt <https://apps.shopify.com/translate-and-adapt?locale=de>

The purpose of the Apps is to limit orders, set a countdown, have the possibility to pre-order, set discounts and translate the Site.

For more information, please refer to the links above and Shopify's privacy policy:

<https://www.shopify.de/legal/datenschutz>.

9. Using Personal Information

We use your personal Information to provide our services to you, which includes: offering products for sale, processing payments, shipping and fulfillment of your order, and keeping you up to date on new products, services, and offers.

9. 1 Lawful basis

Pursuant to the General Data Protection Regulation (“GDPR”), if you are a resident of the European Economic Area (“EEA”), we process your personal information under the following lawful bases:

- Your consent;
- The performance of the contract between you and the Site;
- Compliance with our legal obligations;
- To protect your vital interests;
- To perform a task carried out in the public interest;
- For our legitimate interests, which do not override your fundamental rights and freedoms.

9. 2 Retention

When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information. For more information on your right to object, please see the ‘Data subject rights and storage period’ section below.

9. 3 Automatic decision-making

If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you.

We do engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

Our processor Shopify uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you.

Services that include elements of automated decision-making include:

- Temporary blacklist of IP addresses associated with repeated failed transactions. This blacklist persists for a small number of hours.
- Temporary blacklist of credit cards associated with blacklisted IP addresses. This blacklist persists for a small number of days.

10. Data subject rights and storage period

10. 1 Duration of storage

After complete processing of the contract, the data will initially be stored for the duration of the warranty period, thereafter taking into account statutory, in particular tax and commercial law retention periods and then deleted after expiry of the period, unless you have consented to further processing and use.

10. 2 Rights of the data subject

If the legal requirements are met, you have the following rights according to Artt. 15 to 20 DSGVO: right to information, to correction, to deletion, to restriction of processing, to data portability.

In addition, according to Art. 21 para.1 DSGVO, you have the right to object to processing based on Art. 6 para.1 lit. f DSGVO and to processing for the purposes of direct marketing.

Contact us if you wish. You can find the contact details in our imprint.

10. 3 Right of objection

Many data processing operations are only possible with your express consent. You can object already given consent at any time. The legality of the data processing carried out until the objection data processing remains unaffected by the objection.

If the personal data processing listed here is based on our legitimate interest pursuant to Art. 6 para.1 lit. f DSGVO, you have the right to object to this processing with effect for the future at any time for reasons arising from your particular situation. The respective legal basis on which processing is based can be found in this Privacy Policy. If you object, we will no longer process your personal Data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the purpose of asserting exercising or defending legal claims (Objection according to Art. 21 para. 1 DSGVO)

If your personal Data are processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling insofar as it is related to such direct marketing. If you object, your personal data will subsequently no longer be used for the purpose of direct marketing (Objection according to Art. 21 para. 2 DSGVO)

After the objection has been made, the processing of the data concerned will be terminated, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the assertion, exercise or defense of legal claims.

10. 4 Right of complaint to the supervisory authority

In accordance with Art. 77 DSGVO, you have the right to complain to the supervisory authority, in particular in the Member State of their habitual residence, their place of work or

the place of the alleged infringement, if you believe that the processing of your personal data is not lawful.

10. 5 Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in performance of a contract automated processing, to yourself or to a third party in a common, machine-readable format. to be handed over. If you request the direct transfer of the data to another person responsible this will only be done insofar as it is technically feasible.

10. 6 Information, deletion and correction

Within the scope of the applicable legal provisions, you have the right at any time to get free of charge information about your stored personal data, their origin and recipient and the purpose of the data processing and, if applicable, a right to correction or deletion of this data free of charge. For this as well as other questions on the subject of personal data, you can contact us at any time.

10. 7 Right to restriction of processing

You have the right to request the restriction of the processing of your personal data. For this purpose, you can contact us at any time. The right to restriction of processing exists in the following cases:

- If you dispute the accuracy of your personal data stored by us, we usually need time to verify this. For the duration of the review, you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data happened/is happening unlawfully, you can request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you need it to exercise, defend or assert legal claims, you have the right to request restriction of the processing of your personal data instead of erasure.
- If you have lodged an objection pursuant to Art. 21 para.1 DSGVO, a balancing of your and our interests must be carried out. As long as it has not yet been determined whose interests are prevail, you have the right to request the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, this data - apart from its storage - may only be used with your consent or for the assertion, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the European Union or a of a Member State are processed.

10. 8 GDPR

If you are a resident of the EEA, you have the right to access the Personal Information we hold about you, to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us through the contact information above.

Your Personal Information will be initially processed in Ireland and then will be transferred outside of Europe for storage and further processing, including to Canada and the United States. For more information on how data transfers comply with the GDPR, see Shopify's GDPR Whitepaper: <https://help.shopify.com/en/manual/your-account/privacy/GDPR>.

10. 9 CCPA

If you are a resident of California, you have the right to access the Personal Information we hold about you (also known as the 'Right to Know'), to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us through the contact information above.

If you would like to designate an authorized agent to submit these requests on your behalf, please contact us at the address above.

[Last updated: 28.11.2022]