

## **PRIVACY POLICY BELLEROSE**

### **ARTICLE 1: GENERAL PRINCIPLES**

1.1 BELLEROSE SA is a Belgian company, headquartered in 1213 Chaussée de Waterloo 1180 Brussels (Belgium), registered with the Belgian register of companies under the number 0442.058.395 (herein after referred to as « BELLEROSE ») which operates an online platform of clothes selling through the Website [www.bellerose.be](http://www.bellerose.be) (herein after referred to as the “Website”).

1.2 All personal data collected by BELLEROSE (herein after referred to as « Personal data») are processed in compliance with the European and Belgian regulations applicable to the protection of personal data in particular with the 1992 Belgian Privacy Act as well as the 1995 Belgian Private Telecommunication Act.

1.3 You are invited to read carefully the present Privacy Policy (herein after referred to as the « Policy »).

### **ARTICLE 2: SCOPE**

2.1 This privacy policy explains BELLEROSE data processing practices and how BELLEROSE uses any visitor information or Personal data.

2.2 The Policy applies to all services provided by BELLEROSE via the Website.

### **ARTICLE 3: COLLECTED DATA**

3.1 We may collect information (Personal data included) in several ways:

3.1.1 Data provided by the users. We collect data that you provide by using the Website in order to allow us and our Partners to proceed and fulfil your orders.

3.1.2 Data collected via technological tools. When you use the Website, our computer systems may collect passive data such as the IP (Internet Protocol) address or the browser type. We also use cookies in order to make the use of the Website attractive and facilitate the use of specific functions.

### **ARTICLE 4: PURPOSE OF THE DATA PROCESSING**

4.1 The personal data that we collect is used to process the execution and follow-up of your bookings. In addition, the personal data collected is used to improve our services and let us know your interests with regard to the functionalities, the performances and the support of our services.

4.2 We may use the Personal data collected ourselves or via several supports for the purposes of promotional, commercial or information communications. In this context, in order to ensure a better use of our services and to keep you informed about our news and our best offers, we may offer our newsletters for free. Unless you notify your objection, we are entitled to send you via e-mail information regarding the use of our services and our promotional offers.

4.3 In addition, we may use the Personal data collected to carry out studies aimed at improving our services.

4.4 We may disclose your Personal data if necessary in order to (a) respect the applicable laws or satisfy a Court order or injunction; or to (b) protect and defend our rights and the rights of the Users of the Website.

4.5 We may disclose your Personal data to our direct e-mail marketing providers, in the event you choose to receive our promotional communications. In any case, we make reasonable efforts to the extent within our control to ensure that the concerned companies respect the Policy. We prohibit the mentioned companies to use your Personal data for purposes other than to provide the products and/or services specifically requested by BELLEROSE.

4.6 We may anonymize your Personal data by removing the personally identifiable information such as the name and e-mail address and then aggregate data for market research purpose. We may further disclose such anonymized information to third parties.

4.7 Except as otherwise provided in the present section, we undertake not to transfer your Personal data to third parties without your approval.

## **ARTICLE 5: RIGHT TO OPPOSE**

5.1 You have the right to oppose to the processing of your Personal data and to the use of said data for the purposes of prospection, in particular of commercial nature. This right may be exercised by sending a letter to BELLEROSE :

Rijshout 3

1702 Dilbeek, Belgique

of

via e-mail : [info@Bellerose.be](mailto:info@Bellerose.be)

5.2 To unsubscribe from our newsletters you may click on the “unsubscribe” link situated at the bottom of all our newsletters. The unsubscribe requests are taken into account only if you further receive a confirmation message. In the event you do not receive the confirmation message, you may exercise the right to oppose as described in article 6.1 of the Policy.

## **ARTICLE 6: RIGHT TO ACCESS, TO MODIFY, TO RECTIFY AND TO REMOVE**

6.1 You have the right to access, to modify, to rectify and to remove your Personal data which may be exercised by sending a letter to BELLEROSE.

6.2 Before replying to a request of modification, rectification or removal of your Personal data, we may invite you to identify yourself.

## **ARTICLE 7: COOKIES**

7.1 A cookie is a piece of data stored on your device containing information about you. The purpose of the cookies is to improve the use of the Website. Cookies may be used to personalize the application according to your preferences. Cookies also allow the analysis of the use of the application.

7.2 You may refuse to install cookies following the procedures as described in your browser options.

7.3 According to the 1995 Belgian Telecommunication Act your consent is not necessary for the installation of cookies which have as sole purpose to facilitate the electronic communication or which are strictly necessary to the provision of online services at your express request (session cookies).

7.4 For other cookies, your consent or your refusal is provided via the settings of your browser or via the configuration of any other technical mean dealt via the application and allowing us to manage your navigation with the application.

7.5 We inform you that disabling cookies may be detrimental to the optimum navigation and to the functionalities of the Website.

7.6 You can always delete the accepted cookies. In the event you wish to delete cookies, the parameters and the preferences which are controlled by the concerned cookies will be also deleted.