

## **Declaration on the protection of personal data and authorization of the use of data on [www.byebuybarcelona.com](http://www.byebuybarcelona.com)**

The protection of personal data is a matter of trust and for us your trust is very important. We respect your privacy and privacy. So the protection and collection, processing and use of your personal data is a matter of paramount importance to us. So that you can feel secure when visiting our website, we strictly adhere to the legal rules when processing your personal data. Next, we inform you about our way of collecting and processing the data.

You can print or store this document using the usual functions of your Internet access program.

By granting your consent to the following declaration of personal data protection, you are authorizing Bye Buy Barcelona (Agesol Communication SL) to collect, process and use your personal data taking into account the legislation of protection of personal data and the following provisions.

### **1. Responsible entity**

The entity responsible for the collection, processing and use of your personal data, in the sense established by the Personal Data Protection Law, is Bye Buy Barcelona (Agesol Communication SL). If you wish to oppose in whole or only some of the Bye Buy Barcelona, in accordance with these provisions of protection of personal data, you can send your complaint by e-mail, fax or letter to any of the following addresses of Contact:

Bye Buy Barcelona Calle Valencia 207 08007 Barcelona  
Correo electrónico: [byebuy@byebuybarcelona.com](mailto:byebuy@byebuybarcelona.com)

### **2. Collection, processing and use of personal data**

#### **2.1 Personal information**

The personal data are information on material or personal aspects of a specific or determinable individual. This definition includes, for example, your name, your telephone number, your address, as well as the totality of master data that you have communicated to us when making a purchase and sending it. The statistical data we collect, for example, when you visit our online store and for whom a direct relationship with your person can not be included are not included here. These data are, for example, statistics on which are the most popular pages of our store or how many users visit certain pages of the store of Bye Buy Barcelona.

#### **2.2 Collection, processing and use of your personal data**

The protection of personal data is very important for us. That is why in the collection, processing and use of personal data, we strictly comply with the provisions of the Law on the protection of personal data in Spain and the Spanish Law on telecommunications services. We collect, store and process your data for the purpose of complete processing of your purchase, including possible warranty cases, for our Customer Service, for technical administration, as well as for our own marketing

purposes. Your personal data will only be transmitted or transferred to third parties when this is necessary for the purposes of contractual processing or billing, or you have previously authorized it. In the course of the order processing, for example, the service providers used for this purpose by us (such as carrier, logistics company, banks) receive the data necessary for the processing of the order and the supply. The data thus transmitted can only be used by our service providers in order to fulfill their purpose. A different use of the information is not allowed and neither will be carried out by any of the service providers that we have subcontracted.

To process your order, we need your personal details: name, address and bank details. We need your email address to communicate the reception of the order and we can contact you. Additionally, through your e-mail address, you will receive your order confirmation and shipping confirmation.

Your personal data will be erased if compliance with legal conservation terms does not preclude it and if you have claimed your right to delete, once the data is no longer necessary for the purposes of meeting storage targets or when their storage is inadmissible for other legal reasons.

### **2.3 Use of your data for advertising purposes**

In addition to processing your data in order to process your purchase in Bye Buy Barcelona, we also use them to communicate with you about your orders, certain products or commercial actions, as well as to recommend products that may interest you.

You can oppose at all times to the use of your personal data for advertising purposes, either in full or for certain specific actions without generating other communication costs than those of basic rates. For this, a communication in the form of text will suffice for the contact addresses indicated in number 1 (eg, e-mail, letter).

#### **2.3.1 Newsletter**

To send the newsletter, we use the procedure called single opt-in, that is, we will only start sending you newsletters by e-mail after you have expressly confirmed that you want to activate the newsletters service.

If you do not want to continue receiving our newsletters, you can oppose at any time to it, without generating other communication costs than the basic rates. For this, a communication in the form of a text The contact addresses indicated in number 1 (eg e-mail, fax, letter). Of course, in each newsletter you will find a link to unsubscribe.

#### **2.3.2 Product recommendations via e-mail**

As a customer of Bye Buy Barcelona, we regularly send you product recommendations via e-mail. You will also receive these product recommendations even if you have not subscribed to the newsletter. In this way we want to give you information about products of our offer that could interest you considering the last purchases you have made in our online store. For this we always adhere strictly to legal norms.

If you do not want to receive any recommendations of products from us or, in general, no advertising, you can oppose at all times, without generating other communication costs than those of basic tariffs. With a communication in the form of text to the contact data indicated in number 1 will suffice (eg e-mail, fax, letter). Of course, in each product recommendation email you will find a link to unsubscribe.

### **2.3.3 Individual Advertising**

The information we receive from you helps us to continuously improve your shopping experience, to configure it in a more pleasant way for you as a customer and to individualize it. The information you provide and generate automatically will be used to configure advertising to suit your interests. To this end, we use available information such as, for example, confirmation of receipt and reading of e-mails, information about computer and Internet connection, operating system and platform, your order history, helpdesk, date and time Of your visits to our website and the products for which you have interested.

We use this information only in a pseudo-anonymised form. Through the analysis and evaluation of this information, it is possible to improve our web pages and our offer on the Internet, as well as send you individualized advertising, that is, advertising that recommends products that may really interest you. Our goal is to configure our advertising in a more useful and interesting way for you. So the evaluation and analysis of pseudo-anonymised data that we collect helps us to avoid sending indiscriminate advertising and, instead, allows us to send you by e-mail or advertising letter, for example, newsletters or product recommendations that respond to The topics that interest you. In this sense, for example, we also compare which of our e-mails you open, to avoid sending unnecessary e-mails.

I authorize Bye Buy Barcelona to use the data communicated by me and other information stored in my user account, as well as pseudo-anonymised usage data, in order to send me personalized advertising and / or special offers and services.

In case you do not want to receive personalized advertising, you can oppose at any time to all of it or to certain specific actions. This will be done

Sufficient with a communication in the form of text to the contact addresses indicated in number 1 (eg e-mail, fax, letter).

## **3. Cookies**

Acceptance of cookies is not a requirement to visit our web pages. However, it is only possible to use the "shopping cart" function and order products when you allow us to activate cookies in your browser.

### **What are cookies?**

Cookies are small files that are stored in your data storage device and that store certain settings and data for the exchange of data with our system through your browser.

Basically, there are two different types of cookies, the so-called session cookies, which

are deleted as soon as you close the browser and the temporary / permanent cookies, which are stored in your data storage device for a longer period of time or indefinitely. This storage helps us configure our offers and our website in a way that is appropriate for you and facilitates the use of this, for example, storing certain data entered by you, so that you do not have to repeat them continuously.

### **What data is stored in cookies?**

In the cookies used by Bye Buy Barcelona does not store personal data. So the cookies that we use can not be associated with any particular person and, therefore, can not be attributed to you. When the cookie is activated, it is awarded an identification number. At no time is it possible to associate your personal data with this identification number and this is not carried out. Your name, IP address or similar data that would allow cookies to be associated with you is not stored at any time. Through the technology of cookies, we receive only pseudo-anonymised information, for example, which pages of our store are visited, which products are consulted, etc.

### **Re-Targeting**

Our web pages sometimes use so-called re-targeting technologies. We use these technologies to make the Internet offer more interesting for you. This technique makes it possible for us to be able to direct ourselves on the websites of our partners to clients who have already been interested in our store and our products. We are convinced that the insertion of a personalized advertising focused on their interests generally contributes more to the Internet user than advertising that is not personally related to him. The insertion of these advertising media in the pages of our partners takes place on the basis of a technology of cookies and the analysis of the previous behavior of the user. This form of advertising is totally pseudo-anonymous. No personal data is stored and no user profiles are associated with your personal data.

I authorize the use of so-called cookies and thereby collect, store and use data relating to my behavior as a user. In addition, I authorize my data to be stored in cookies after the browser session is finished and, for example, to be activated again on my next visit to the web page. I can at any time revoke this authorization with effects for the future by setting my browser in such a way that it does not allow the acceptance of cookies.

### **How can I prevent the storage of cookies?**

You can configure your browser to only accept the storage of cookies when you authorize it. If you only want to accept Bye Buy Barcelona cookies but not the cookies of our service providers and partners, you can choose the option "Block third party cookies" in your browser.

Normally, in the menu bar of your browser, you are shown through the help function as you can reject new cookies and disconnect those already received. You can disconnect or delete the flash cookies used through browser addons by modifying the settings of the Addon of the navigator or through the own page of the addon of the navigator.

For shared computers that are configured to accept cookies and flash cookies, we recommend that you log off completely when you are finished.

#### **4. Secure data transmission**

Your personal data is transmitted in a secure way by means of encryption. For this we use the SSL encryption system (Secure Socket Layer). While no one can ensure absolute protection. We secure our websites and other systems through technical and organizational measures to protect against the loss, destruction, access, modification or dissemination of your data by unauthorized third parties.

#### **5. Information rights of the interested party**

In accordance with the Spanish Law on the protection of personal data, our clients are entitled, among other things, to free information about their personal data and, where appropriate, a right to rectify, block or erase data.

We take the protection of your data very seriously. In order to guarantee that personal data is not delivered to third parties, please send your query, clearly identifying yourself, by e-mail or by mail to:

Bye Buy Barcelona  
Calle Valencia 207 08007 Barcelona  
Email:[byebuy@byebuybarcelona.com](mailto:byebuy@byebuybarcelona.com)