

PRIVACY POLICY

Last Updated June 30th, 2021

General Information

Protecting your private information is our priority. This privacy policy (“Privacy Policy”) applies to your access and use of Creavilia / Lovebrands SAS, (“Creavilia / Lovebrands SAS” or “we”) website, and its subdomains (the “Site”) our products and mobile applications, and any information, text, graphics, photos, or other materials uploaded to, downloaded from, or appearing therein (collectively, the “Services”). The Services are owned, operated, and managed by Creavilia / Lovebrands SAS. By using the Services, you acknowledge, agree, and consent to the data use and collection practices described in this Privacy Policy. This Privacy Policy is to be read in conjunction with our Terms of Use (“Terms”), which are incorporated herein by reference and accessible at [this link](#).

1. Information Collected

a. User-Provided Information

To provide Users (“Users” or “you”) with the best possible experience when using the Services, Creavilia / Lovebrands SAS may collect personally identifiable information (“Personal Information”), as identified herein.

Personal Information is information that can be used to identify or contact you online or offline, such as your name, address, email, phone number, photos or audio data, and payment information, or data that is linked to such identifiers. We may collect Personal Information when providing certain Services to our Users, such as when you use our Services, attempt to contact us, submit a resume or job application, or connect with us on social media or one of our partners.

Except for the automated collection of information, as discussed in section 1(b) herein, Creavilia / Lovebrands SAS does not collect any Personal Information about you unless you voluntarily provide it. We will use your Personal Information for, but not limited to, communicating with you in relation to the Services.

b. Information That Is Automatically Collected

We may also create or collect device-identifiable information (DII), such as cookies, unique device and advertising identifiers, statistical identifiers, usernames, and similar identifiers that are linkable to a browser or device. From these platforms, we may also receive other information, such as your IP address, user agent, timestamps, precise and imprecise geolocation, sensor data, apps, fonts, battery life information, and screen size.

Our Services also collect information about your interactions, including navigation paths, search queries, crashes, timestamps, purchases, clicks and shares, and referral URLs. We may combine

this data with Personal Information and DII. For efficiency's sake, information about your interactions may be transmitted to our servers while you are not using the app. We may also partner with third parties that collect additional information – please see their privacy policies for more details and see below for your choices regarding these parties.

2. Information From Children

Creavilia / Lovebrands SAS does not knowingly collect or maintain Personal Information from persons under 18 years of age or the age of majority in your jurisdiction. If Creavilia / Lovebrands SAS learns that Personal Information of persons under 13 years of age has been collected on or through the Services, Creavilia / Lovebrands SAS will take the necessary and appropriate steps to immediately delete the Personal Information.

3. How Creavilia / Lovebrands SAS Uses Your Personal Information

Creavilia / Lovebrands SAS collects and uses the Personal Information and other information collected pursuant to this Privacy Policy to provide, maintain, enhance, and develop the Services and will only use such Personal Information in a manner that is consistent with this Privacy Policy.

If you provide Personal Information for a certain reason, Creavilia / Lovebrands SAS will use that Personal Information in connection with the reason it was provided. For example, in the event you contact us, Creavilia / Lovebrands SAS may use your email address to reply to your concern or otherwise contact you in relation to the Services.

Creavilia / Lovebrands SAS may also use your Personal Information and other information collected pursuant to this Privacy Policy for the following purposes:

- a. Identify your device;
- b. Resolving disputes;
- c. Preventing potentially fraudulent, prohibited, or illegal activities;
- d. Enforcing the Terms;
- e. Comparing information for accuracy; and
- f. Performing other duties as required by law.

4. How Creavilia / Lovebrands SAS Shares Information With Third Parties

We share Personal Information and DII with companies, outside organizations, and individuals for limited reasons and the following business purposes, outlined below:

- A. With your consent - We will share Personal Information and other data with companies, outside organizations or individuals if we have your consent to do so and limited to the scope and extent of your consent.
- B. For external processing - We may provide Personal Information to our affiliates or other

trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

- C. For legal reasons - We will share Personal Information with companies, outside organizations or individuals if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable law, regulation, legal process or enforceable governmental request, detect, prevent, or otherwise address fraud, security or technical issues or protect against harm to the rights, property or safety of our users or the public as required or permitted by law.
- D. In case of a sale or asset transfer - If we become involved in a merger, acquisition or other transaction involving the sale of some or all of our assets, user information, including Personal Information collected from you through your use of our Services, could be included in the transferred assets. Should such an event occur, we will use reasonable means to notify you, either through email and/or a prominent notice on the Services.
- E. We may share aggregated information and DII with our partners such as businesses we have a relationship with, advertisers or connected sites. For example, we may share information to show trends about the general use of our services.

5. Cookies and Do Not Track Signals

Creavilia / Lovebrands SAS uses cookies to store and sometimes track information about your technology. A “cookie” is a small amount of data that is sent to your computer or device from a web server and stored thereon. Generally, Creavilia / Lovebrands SAS uses cookies to collect additional service usage data, to improve the Services, and to personalize your experience. Using cookies helps ensure a safe experience; prevent spam, scammers, and phishing; and facilitate user-to-user interactions, such as chatting, posting and sharing content, and providing links to third-party services. However, Creavilia / Lovebrands SAS does not share cookies with third parties, unless otherwise described herein.

Creavilia / Lovebrands SAS may keep track of User behavior, within the Services to understand said behavior. This data will only be used to enhance the Services.

Creavilia / Lovebrands SAS will not follow any browser, extension, or other application’s Do Not Track signal or any other similar anti-tracking signals. However, we offer other choices with respect to third-parties. Many third-parties participate in self-regulation to offer you a choice regarding receiving targeted ads. Please note that you’ll still see generic ads after opting out, but they won’t be based on your activities online. On the web, you can opt out of participating companies by visiting the following sites:

- <http://optout.networkadvertising.org/>
- <http://optout.aboutads.info/>

If you wish to similarly opt out of cross-app advertising on mobile devices, you can enable the Limit Ad Tracking flag on the device. Enabling Limit Ad Tracking sends a flag to third-parties that you wish to opt out of targeted advertising on that device, and major mobile platforms require companies to honor this flag. Screenshots on how to find these options on various devices are available here: <http://www.networkadvertising.org/mobile-choices>.

6. Third-Party Links

The Services may contain links to other third-party websites, which displays third-party advertisements. Creavilia / Lovebrands SAS is not responsible for the content or privacy practices of third-party websites, applications, or software. We encourage our Users to be aware when they leave the Services and to read the privacy statements of any other site or application that collects personally identifiable information.

7. Security of Your Personal Information

Creavilia / Lovebrands SAS will take reasonable and appropriate security measures to protect your Personal Information from unauthorized access, disclosure, alteration, or destruction. Unfortunately, no data transmission over the Internet or any mobile or wireless network is 100% secure. As a result, while we strive to protect your personal information, you agree and acknowledge that: (a) there are security and privacy limitations inherent to the Internet and wireless and mobile networks which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and Creavilia / Lovebrands SAS cannot be guaranteed. Creavilia / Lovebrands SAS highly encourages you to take all necessary precautions to best ensure complete protection of your Personal Information.

8. How Long Will Your Information Be Stored?

Creavilia / Lovebrands SAS will store your Personal Information for as long as permitted by applicable laws and regulations.

9. Email Communications

From time to time, Creavilia / Lovebrands SAS may contact you via email for the purpose of general communication regarding the Services. To improve the Services, we may receive a notification when you open an email from Creavilia / Lovebrands SAS or click on a link therein.

10. Changes to This Privacy Policy

Creavilia / Lovebrands SAS reserves the right to change this Privacy Policy at any time in Creavilia / Lovebrands SAS's sole discretion. We will provide you with notice of such a change. Notice of any changes to the Privacy Policy will be accomplished upon Creavilia / Lovebrands SAS announcing such changes through the Services. Such changes will go into effect immediately upon your access of the Services after you are given notice, as described herein. Your continued use of

the Services following the notice of any changes to this Privacy Policy constitutes your acceptance of such changes. Any information collected by the Services will be dealt with in accordance with the version of this Privacy Policy that was in place at the time of collection.

11. Merger or Sale

The information collected pursuant to this Privacy Policy, including Personal Information, is considered an asset of Creavilia / Lovebrands SAS. In the event Creavilia / Lovebrands SAS or some or all of the assets related to the Services are acquired by another entity through a sale, merger, or some other change of ownership transaction, Creavilia / Lovebrands SAS reserves the right to transfer or assign the information, collected pursuant to this Privacy Policy, in that event.

12. Users Based in EEA, Switzerland, and UK

a. Legal Basis for Processing Personal Information Under the General Data Protection Regulation (GDPR)

If you are from the EEA, Creavilia / Lovebrands SAS's legal basis for collecting and using the Personal Information described in this Privacy Policy depends on the Personal Information we collect and the specific context in which we collect it.

Creavilia / Lovebrands SAS may process your Personal Information or other information because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- For payment processing purposes
- To comply with the law

b. Retention of Personal Information

Creavilia / Lovebrands SAS will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Creavilia / Lovebrands SAS may also retain device identifiable information (DII), such as usage data for internal analysis purposes. DII is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality.

c. Your Data Protection Rights Under the GPDR

If you are a resident of the EEA, you have certain data protection rights. Creavilia / Lovebrands SAS aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your

Personal Information.

If you wish to be informed what Personal Information, we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- **The right to access, update or to delete the information we have on you.** Whenever made possible, you can access, update or request deletion of your Personal Information directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Information.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where Creavilia / Lovebrands SAS relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a data protection authority about our collection and use of your Personal Information. For more information, please contact your local data protection authority in the EEA.

13. California Residents

When you visit our Site, you may provide us with two types of information: Basic information identifying you as an individual that you knowingly choose to disclose that is collected on an individual basis and the Site and Information collected on an aggregate basis as you and others browse our Site. Creavilia / Lovebrands SAS does not otherwise collect, use, share process or sell data , as it is defined in the California Consumer Privacy Act of 2018, will not sell Personal Information in the future, and in the preceding twelve (12) months, has not sold any Personal Information.

14. Contact Information

Creavilia / Lovebrands SAS welcomes your questions or comments regarding this Privacy Policy. If you believe that Creavilia / Lovebrands SAS has not adhered to this Privacy Policy, or if you have any other questions or concerns regarding this Privacy Policy please contact Creavilia / Lovebrands SAS at [bferrier\[at\]crevavilia.com](mailto:bferrier[at]crevavilia.com).

The effective date of this Privacy Policy is June 30th, 2021.