

OVERVIEW

PERSONAL INFORMATION: Brows at Demi always keeps personal information like your name, address, email address, or phone number private and for process and delivery purposes only. Brows at Demi does not rent, sell, or share personal information about you with other people or non-affiliated companies.

SECTION 1 - HOW WE PROCESS YOUR PERSONAL DATA

We will only process your personal data when the law allows us to do so. Most commonly, we will process your personal data in the following circumstances: Performance of a contract: Where we need to perform the contract we are about to enter into or have entered into with you. Legitimate interests: Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. Legal or regulatory obligation: Where we need to comply with a legal or regulatory obligation that we are subject to. Consent: Where you have given us consent to process your personal data for a specific purpose. With limited exceptions (e.g., some of our electronic marketing), we do not rely on consent as a lawful basis for processing your personal data. You have the right to withdraw consent to marketing at any time by contacting us.

SECTION 2 - PURPOSES AND LAWFUL BASES FOR PROCESSING YOUR PERSONAL DATA

We have set out below a description of all the ways we plan to process your personal data, and which of the lawful bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Activity: To register you as a new customer

Type of personal data: (a) Identity Data, (b) Contact Data

Lawful basis of processing: Performance of a contract

Purpose/Activity: To process and deliver your order (including managing payments, fees and charges, and collecting and recovering money owed to us)

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Financial Data, (d) Transaction Data, (e)

Marketing and Communications Data Lawful basis of processing: (a) Performance of a contract, (b) Legitimate interests (to recover debts due to us)

Purpose/Activity: To manage our relationship with you (including notifying you about changes to our terms or this notice and asking you to leave a review or take a survey)

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Profile Data, (d)

Marketing and Communications Data Lawful basis of processing: (a) Performance of a contract, (b) Legal or regulatory obligation, (c) Legitimate interests (to keep our records updated and understand how customers use our products/services)

Purpose/Activity: To enable you to take part in a prize draw, competition, raffle or complete a survey

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Profile Data, (d) Usage Data, (e) Marketing and Communications Data

Lawful basis of processing: (a) Performance of a contract, (b) Legitimate interests (to understand how customers use our products/services, to develop them and grow our business)

Purpose/Activity: To administer and protect our business, website and mobile applications (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Technical Data

Lawful basis of processing: (a) Legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise), (b) Legal obligation

Purpose/Activity: To deliver relevant content and advertisements to you and measure or understand the effectiveness our advertising

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Profile Data, (d) Usage Data, (e) Marketing and Communications Data, (f) Technical Data

Lawful basis of processing: Legitimate interests (to understand how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)

Purpose/Activity: To use data analytics to improve our website, mobile applications, products/services, marketing, customer relationships and experiences Type of personal data: (a) Technical Data, (b) Usage Data

Lawful basis of processing: Legitimate interests (to define types of customers for our products/services, to keep our website and mobile applications updated and relevant, to develop our business and to inform our marketing strategy)

Purpose/Activity: To make suggestions and recommendations to you about products/services that may be of interest to you

Type of personal data: (a) Identity Data, (b) Contact Data, (c) Technical Data, (d) Usage Data, (e) Profile Data, (f) Marketing and Communications Data

Lawful basis of processing: Legitimate interests (to develop our products/services and grow our business)

Purpose/Activity: To keep our stores safe and secure Type of personal data: CCTV Data Lawful basis of processing: Legitimate interests (to keep our stores secure and those within them safe)

SECTION 3 - CHANGE OF PURPOSE

We will only process your personal data for the purposes that we collected it, unless we reasonably consider that any further processing is compatible with the original purpose. If you would like an explanation as to how further processing is compatible with the original purpose, then please contact us. If we need to process your personal data for an unrelated purpose, then we will notify you and we will explain the lawful basis which allows us to do so. We may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

SECTION 4 - MARKETING AND EXERCISING YOUR RIGHT TO OPT-OUT OF MARKETING

You will receive marketing communications from us if you have requested information from us or purchased products/services from us and you have not opted out of receiving that marketing. If you ask us to stop processing your personal data for marketing purposes (e.g., by following the opt-out links on any electronic marketing sent to you or by otherwise contacting us), then we will do so.

SECTION 5 - NO THIRD-PARTY MARKETING

We do not share your personal data with any third parties for their own marketing purposes.

SECTION 6 - COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, then some parts of our website or mobile applications may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Notice.

Cookies are small text files placed on your device to store data that can be recalled by a web server in the domain that placed the cookie. We use cookies for a range of purposes including:

Remembering your preferred shipping country/currency.

Remembering which items you have added to your shopping cart.

Logging you into our website and keeping you logged in across pages.

To help us prevent fraud.

Gathering web analytics data to inform us how our visitors are interacting with our website/Apps.

Tracking affiliate program referrals.

Some of the cookies we use include:

mage-messages - Tracks error messages and other notifications that we may display while you are browsing our website; this ensures we do not present the same message or notification multiple times.

mage-translation-storage - Stores translated content when requested by the shopper.

mage-cache-storage-section-invalidation - Forces local storage of specific content sections that should be invalidated.

mage-cache-storage - Local storage of visitor-specific content that enables ecommerce functions.

store - Tracks the specific website / locale selected by the shopper.

section_data_ids - Stores customer-specific information related to shopper-initiated actions such as display wish list, checkout information, etc.

private_content_version - Appends a random, unique number and time to pages with customer content to prevent them from being cached on the server.

_ga - used by Google Analytics to distinguish users.

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dtCookie - used by Dynatrace for technical session ID for PurePath correlation

dtLatC - used by Dynatrace to measure server latency for performance monitoring.

dtPC - used by Dynatrace to identify proper endpoints for beacon transmission; includes session ID for correlation.

dtSa - used by Dynatrace for intermediate store for page-spanning actions

rxVisitor - used by Dynatrace to correlate sessions by visitor ID.

rxvt - used by Dynatrace to track session timeout.

__zlcmid - used by Zopim to provide live chat functionality for customer service/sales purposes.

Most web browsers will accept cookies automatically but allow you to delete or block them. If you choose to block our cookies, many of the features on this website will no longer work.

SECTION 7 - DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes that we collected the personal data. Service providers who provide IT and system administration services. Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services. HMRC, regulators and other authorities. Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may process your personal data in the same way as set out in this notice. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to process your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

SECTION 8 - INTERNATIONAL TRANSFERS

In some cases the parties who we use to process personal data on our behalf are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented: We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see European Commission: Adequacy of the protection of personal data in non-EU countries. Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see European Commission: Model contracts for the transfer of personal data to third countries. If you would like further information on the specific mechanism used by us when transferring your personal data out of the EEA, then please contact us.

SECTION 9 - DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

SECTION 10 - DATA RETENTION

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements and for the establishment or defense of legal claims. To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

SECTION 11 - PAYMENT METHODS

Purchases made through the [BEDRIJFSNAAM...] store are secured through trusted internet payment processing companies. All personal debit and credit card information transmitted are handled through secure connections. All personal contact information transmitted to us will not be shared, sold or solicited. Complete the order form true and complete to the best of your knowledge and belief.

SECTION 12 - COMMENTS

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection. An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it.

SECTION 13 - COOKIES

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year. If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed. If you edit or publish an article, an additional

cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

SECTION 14 - HOW LONG WE RETAIN YOUR DATA

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue. For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

SECTION 15 - WHAT RIGHTS YOU HAVE OVER YOUR DATA

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

SECTION 16 - YOUR LEGAL RIGHTS AND HOW TO MAKE A COMPLAINT

Under certain circumstances, you have rights under data protection laws in relation to your personal data. In summary these are the rights of access, rectification (i.e., correction), erasure (also known as the "right to be forgotten"), restriction, objection, data portability and withdrawal of consent. If you wish to exercise any of these rights, then please contact us. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response. We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

