

PRIVACY POLICY

Confidentiality and protection of your personal data is important to Fairbrics, a French SAS, société par actions simplifiée with a capital of 149,68€, registered with the French Register of Companies under number 853 194 629, having its head office at 6 Rue des bateliers, 92110 Clichy Paris, France.

This Privacy Policy governs how Fairbrics collect, use, disclose, transfer, and store your personal information.

We undertake to comply with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

Our Privacy Policy is intended to describe the security and confidentiality measures relating to your personal data implemented by Fairbrics.

1. Collection of your personal information

Personal data is information which may be used to identify or contact a specific person.

You may be required to provide personal data at any time when you are in contact with Fairbrics or its affiliates. Fairbrics and its affiliates may exchange such personal data and use it in accordance with this Privacy Policy. They can also combine them with other information to provide and improve their products, services, content and advertising on various platforms.

You do not have to give us the personal data we request. However, if you choose not to do so, we will not always be able to provide you with our products and services, or even answer your questions.

Fairbrics can collect different types of data including the following:

- Identification data: surname, first name, title, IP address, etc;
- Contact information: pin code, email address, etc;
- Data relating to the use of our products and services:
 - data relating to your use of our products and services;
 - data relating to your interactions with Fairbrics: websites, mobile applications, social networks, meetings, e-mails, letters;
- Data collected using Cookies: to recognize you and remember your preferences;
- Data provided by the public authorities: to fight against excessive debt, placement under safeguard, recovery, judicial liquidation, etc.

Fairbrics does not collect sensitive data. If exceptionally we are required to do so, sensitive data will only be collected after obtaining your explicit prior consent.

Fairbrics does not make any decision involving the use of algorithms or profiling that may affect you drastically.

2. The means to collect personal data

Your personal data may be directly provided by you, collected by us or may be obtained from other sources.

When your personal data are collected directly from you, this collection can be performed by different means and supports, including but not limited to:

- Word-of-mouth discussions;
- registration forms or other forms online;
- customer account;
- email;
- instant message;
- mobile applications.

Fairbrics may record and retain conversations with you, including meetings, letters, email, live chats, video chats, and any other kind of messaging.

Your personal data may also be obtained from other supports, including but not limited to:

- publications and/or databases made available by the official authorities (for example, the official journal);
- our service providers;
- third parties such as credit reference agencies, fraud prevention agencies or data brokers in accordance with data protection legislation;
- websites and/or social media containing information that you have made public (your website, your Facebook page, your Twitter, etc.);
- databases made available to the public by third parties;
- people who have direct relations with Fairbrics, for example, when a customer, service provider or business partner provides us with personal information about you.

We may also collect and use personal data of individuals with whom we previously had, or could have had, a direct relationship such as:

- users of our website;
- potential or existing customers;
- people who participated in our events.

3. Use of your personal data

Fairbrics may process your personal information for the purposes described in this Privacy Policy with your consent, for compliance with a legal obligation to which Fairbrics is subject or when it has assessed it is necessary for the purposes of the legitimate interests pursued by Fairbrics or a third party to whom it may be necessary to disclose information.

- The collected personal data enables Fairbrics to keep you informed about the updates and upcoming events. If you do not want to be on our mailing list, you may decide to unsubscribe at any time by changing your preferences.
- We use your personal information to use and deliver products, services, content and advertising, and for loss prevention and fraud prevention purposes.

We may also use your personal data for account and network security purposes, including to protect our services for the benefit of all our users.

- We may use your personal information to verify your identity and determine the appropriate services.
- We may use your personal data to inform you about changes to our terms of use and policies.
- We may also use personal data for internal purposes, such as for audits, data analysis and research to improve Fairbrics's products, services and customer communications.

4. Collection and use of your non-personal information

We may also collect data which does not allow us to make a direct connection with a particular person. We may collect, use, transfer and disclose non-personal information for any purpose.

The following are examples of non-personal data that we collect and how we can use it:

- We may collect information such as business, language, zip code, area code, to help us better understand customer behavior and improve our products, services and advertising.
- We may collect customer activity data, notably, from our website. This data is collected and used to enable us to provide more useful information to our customers and to know which aspects of our website, products and services are most popular.
- We may collect and store information about your use of our services, including your searches. This information can be used to improve the relevance of the results provided by our services.

If we combine non-personal data with personal data, the combined data is treated as personal data as long as it remains associated.

5. Cookies and other technologies

Fairbrics 's website, online services, interactive applications, e-mails and advertisements may use cookies and other technologies, such as pixel tags. These technologies enable us to better understand user behavior, indicate us which parts of our websites are most visited, and facilitate and measure the effectiveness of Internet advertising and research.

We treat the data collected by cookies and other technologies as personal data when they allow us to make a direct connection with a particular person.

Fairbrics and its potential partners also use cookies and other technologies to remember your personal information when you use a website, online services and applications. In this case, our aim is to make your visit more convenient and to personalize it.

If you want to disable cookies, go to the Privacy pane of your web browser where an option will allow you to manage your preferences. If not, please consult your provider for information on how to disable cookies.

We also collect certain information automatically and store it in history. This data includes Internet Protocol (IP) addresses, browser type and language, Internet Service Provider (ISP), websites and applications, operating systems, date and the time, as well as data about your journey on the site.

We use this data to know and analyze trends, administer the site, track user behavior on the site and improve our products and services. Fairbrics may use this information for its marketing and advertising services.

6. Disclosure to third parties

Fairbrics may sometimes make personal data available to partners working with Fairbrics for the supply of products and services or helping Fairbrics commercialize its products to customers.

Personal data is only shared by Fairbrics to provide or improve products, services and advertisements. It is not shared with third parties for marketing purposes.

Fairbrics also shares personal data with companies that provide services such as information processing, execution of sales orders, product delivery, customer data management and development, provision of customer service, evaluating your interest in our products and services, and conducting customer satisfaction surveys or customer development. These companies have to protect your personal data.

Fairbrics may be required, by law, in the context of legal proceedings, litigation and/or a request from the public authorities of your country of residence or otherwise, to disclose your personal data. We may also disclose your data if we believe that for national security, law enforcement or other public purposes, disclosure is necessary or appropriate.

We may also disclose your personal data if we believe that such disclosure is reasonably necessary to enforce our terms of use, or to protect our business or users. In case of restructuring, merger or sale, we may transfer all personal data collected to the relevant third party.

7. Transfer of personal data abroad

Your personal data may be shared with providers located outside of the European Economic Area.

Fairbrics transfers your data only when necessary to fulfil a contractual obligation, a legal obligation, protect the public interest and to defend its legitimate interests.

Fairbrics undertakes to transfer your personal data to providers who have been the subject of a decision of adequacy by the European Commission or undertakes to take one of the following precautions to ensure the protection of your data:

- enter into an agreement with the provider whereby the latter will have to protect your personal data by means similar to those provided by the Regulation, such as the insertion of standard contractual clauses approved by the European Commission;
- transfer your personal data to organizations benefiting from “Binding Corporate Rules” to provide adequate protection of data transferred from the European Union to third countries of the European Economic Area within a single company or group.

8. Personal data retention periods

Fairbrics enables you to maintain the accuracy, up-to-date and integrity of your personal data. We retain your personal data for the time necessary for the purposes described in this Privacy Policy.

Your personal data is retained for the period required by applicable law or any other period necessary for Fairbrics to fulfil its operational obligations, for example to facilitate the management of the customer relationship or to be compliant with legal or regulatory requests.

For example, most personal data collected about a customer are remained by Fairbrics for the duration of their contractual relationship, to which is generally added a number of years after the end of this contractual relationship.

To estimate these retention periods, we carefully determine whether we need to collect personal data and, if we establish such a need, we only keep it in the shortest possible and necessary time to achieve the purpose of the collection, unless a longer duration is required by law.

If you wish to obtain more information about the duration for which your personal data will be stored or the requirements used to determine this duration, you can contact Fairbrics at the address indicated in point 9 below.

9. Access to personal data and your rights

Pursuant the applicable regulations, you have rights to your personal data:

- to access the personal data that we hold and a copy of it.
- to ask us to correct personal data if they are incorrect or to delete them, unless Fairbrics has to retain them according to laws or for legitimate business purposes.
- to request the limitation of the processing of your personal data.
- to oppose, at any time, the processing of your personal data for personal reasons, for prospecting purposes, including profiling, unless Fairbrics is allowed to continue the processing of your data according to laws or for legitimate business purposes.
- as permitted or required by law, to receive the personal data you have provided to us or, where technically possible, to transfer your data to a third party.
- not to be subject to a decision based on automated decision-making, including profiling, if this decision would have legal effect on you or would produce a similar significant effect.
- to withdraw your consent at any time.

Fairbrics may refuse to process vexatious requests, requests that violate the confidentiality of third-party data, requests that are extremely difficult to set up, or requests for which access is not required by applicable law.

You may exercise your rights by writing to us by email at @fairbrics.co or by simple letter to our

Furthermore, in accordance with GDPR, you are entitled to lodge a complaint with the CNIL, whose registered office is situated at 3 Place de Fontenoy, TSA 80715, 75334 Paris Cedex 07. You can reach their website at www.cnil.fr.

10. Third party websites and services

Fairbrics 's websites, applications and services may contain links to third-party websites, products and services. Our products and services may also use or offer third-party products and services.

The information collected by third parties, which may include, notably, contact information, is governed by the privacy practices of those third parties. We invite you to learn about these practices.

11. Our commitment to preserving your privacy

When your personal data is stored by Fairbrics, we use limited access computer systems installed on the premises using technical and organizational security measures.

Fairbrics cannot be held liable for any personal data breach or damage to personal data when stored by a third party.

Fairbrics offers a high standard for the security of personal data, preserving confidentiality, integrity, and authenticity through the use of various methods.

Fairbrics requires its employees, service providers and partners to respect high standards of security and information protection, notably by contractual obligations under which they undertake to protect all data and enforce strict measures regarding the transfer of personal data.

12. Amendment of Privacy Policy

Fairbrics may update this Privacy Policy periodically.

In the event of a substantial change, a notice will be posted on our website with the updated Privacy Policy.

The latest applicable version of the Privacy Policy is available on our website www.fairbrics.co.

13. To find out more about your personal data

If you have any questions regarding the use of your personal data under the Privacy Policy, you can send an email to the following address: hello@fairbrics.co.