

Privacy Policy

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Preamble

This Confidentiality Policy is aimed at Users of the Site and the Solution published by SHOPPINGFEED and aims to inform them of the way in which their personal information may be collected and processed.

SHOPPINGFEED publishes and operates the website accessible at the following address: <https://www.shoppingfeed.com/fr/> (hereinafter "the Site") as well as the SHOPPINGFEED solution.

Respect for privacy and personal data is a priority for SHOPPINGFEED, which is why we undertake to process them in strict compliance with the French Data Protection Act of January 6, 1978 (hereinafter "LIL") as amended and the General Data Protection Regulation (EU) of April 27, 2016 (hereinafter "GDPR").

In any case, we undertake to respect the following two (2) essential principles:

- The User remains in control of his or her personal data;
- Data is processed transparently, confidentially and securely.

What is personal data?

"Personal data" is any information concerning You which allows You to be identified directly or indirectly. For example, your first and last name can be used to identify You directly. Your email address allows you to be identified indirectly.

What is a processing?

The word "processing" designates any operation, or set of operations, relating to personal data, whatever the process used (collection, recording, organization,

conservation, adaptation, modification, extraction, consultation, use, communication by transmission, broadcast or any other form of making available, reconciliation or interconnection, locking, erasure or destruction, etc.).

Article 1. Definitions

- **"Subscription"**: designates any subscription to the Solution by a Client. The Subscription is governed by the General Subscription Conditions and the Particular Subscription Conditions, if need be.
- **"Back-Office"**: designates the interface provided by SHOPPINGFEED through which the Customer can administer and configure the flows between their e-commerce Site and the Distribution Channels or Stores, and view order information;
- **"Broadcast channel"**: designates any media support and in particular videos, radio passages, TV passages implying a purchase following a dedicated communication, any mobile app, any platform, such as marketplaces, purchasing guides, social networks likely to disseminate the catalogs e-commerce site products;
- **"Client"**: designates any natural or legal person acting in a professional capacity and who subscribes to the Service, as well as any reseller agency or not of the Solution which manages subscriptions to the Solution for its own customers
- **"Final client"**: designates the Customer's customer purchasing its products via one of the Distribution Channels.
- **"General Subscription Conditions"**: designates the contract governing the terms of subscription to the Solution as well as the provision of the Services offered by SHOPPINGFEED;

- **“Credentials”**: designates both the user's own identifier ("login") and the connection password ("password"), communicated after registering for the service;
- **“Store”**: designates any physical store of the Customer likely to be connected to the Solution;
- **“Services”**: designates all the services provided by SHOPPINGFEED allowing Customers to benefit from the Solution;
- **“E-commerce site”**: designates the online sales site from which the Customer markets its products.
- **“Site”**: designates the Website accessible at the address <https://www.shoppingfeed.com/>.
- **“Solution”**: designates the software published by SHOPPINGFEED, allowing the processing of the product catalog of the e-commerce Site, the sending and reception of data relating to the product catalog of the Customer's e-commerce Site to the Distribution Channels or Stores and the reporting of end customer data present in orders;
- **“User”**: designates any person who accesses and browses the Site and who uses the Solution, whether they are a Customer, an End Customer, or a simple Internet user.

Article 2. Identity and contact details of the Data controller

The person responsible for processing your data is the company SHOPPING-FLUX, a simplified joint stock company registered in the Créteil Trade and Companies Register under number 531 496 339 whose head office is located at 35 rue de la Gare 94230, Cachan. (*Hereinafter “SHOPPINGFEED”*).

SHOPPINGFEED has the status of Data controller for the following processing operations:

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- o The management, operation and provision of the Site and the Solution
 - o Management of the execution of Services
 - o Management of Subscription payment
 - o Sending newsletters and other commercial communications
 - o Managing requests for rights arising from the GDPR and the amended Data Protection Act
 - o The proper functioning and permanent improvement of the Site, its functionalities and the Solution

SHOPPINGFEED has the status of Data processor for the following processing operations:

- o Transfer of data relating to End Customer orders.

Legal reminder:

The Data controller is, within the meaning of the French Data Protection Act and the GDPR, the person who determines the means and purposes of the processing.

The Data processor is a person processing personal data on behalf of the controller, he acts under the authority of the controller and on the instructions of the latter.

Having said this, this confidentiality policy concerns the data processing carried out by SHOPPINGFEED in its capacity as Data controller.

Article 3. Contact details of our Data Protection Officer

Our Data Protection Officer (hereinafter “DPO”) is there to respond to all requests, including the exercise of rights, relating to your personal data.

You can contact our DPO:

- Or by email to the following address: dpo@shoppingfeed.com;

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- Either by mail: *to the attention of the DPO, Shoppingfeed, 35 rue de la gare, 94230 CACHAN. FRANCE*

The Data Protection Officer's mission is to inform, advise and monitor SHOPPINGFEED's compliance in carrying out processing operations carried out via the Site.

In accordance with data protection regulations, the DPO acts as the point of contact:

- Towards the persons concerned for all matters relating to data processing carried out by SHOPPINGFEED or the exercise of your rights;
- Towards the Privacy Authority as part of its cooperation mission. The DPO may also contact this authority to request an opinion or prior consultation on all matters concerning the protection of personal data.

Article 4. Collection & origin of data

As part of the provision of the Services, SHOPPINGFEED collects and processes personal data relating to Users.

This data comes directly from Users.

In all cases, you are informed of the purposes for which your data is collected by us via the various online data collection forms, emails, notifications on the Site which may be sent to you.

Data on Users collected by SHOPPINGFEED is processed in accordance with the purposes intended during collection in compliance with the Framework relating to the processing of personal data implemented for the purposes of managing commercial activities published by the French Privacy Authority (CNIL).

When necessary, we undertake, depending on the case, to obtain your consent and/or allow you to object to the use of your data for certain purposes, such as, for example, placing third-party cookies on your terminals (mobile phone, computer, tablet) for the purposes of measuring the audience of our site and our application and to offer you job offers.

Article 5. Consent

As part of compliance with the principles of data protection by design (Privacy by Design) and data protection by default (Privacy by Default), SHOPPINGFEED ensures that the necessary consents have been collected during User registration.

Article 6. Purposes and legal bases of processing

When the legal basis used for the processing operations carried out by SHOPPINGFEED is based on the pursuit of a legitimate interest, the User has the possibility, upon simple request, of obtaining information relating to the balancing of interests.

Your various data is collected by SHOPPINGFEED to ensure:

- **The management, operation and provision of the Site and the Solution**

Processing Details:

This processing covers the following purposes:

- The Customer's subscription to a Subscription;
- Response to requests for information on the Solution made by Customers or prospects;

Legal bases:

- Contractual: the processing is necessary for the execution of the Services provided for in the General Subscription Conditions.
- User consent when required.

- **Management of the execution of Services**

Processing Details:

This processing covers the following purposes:

- The creation of a Back-Office;
- The provision of the Services offered through the Solution;
- Handling anomalies encountered by Customers as part of the technical support service;
- Subscription management;
- Customer relationship management.

Legal bases:

- Contractual: the processing is necessary for the execution of the Services provided for in the General Subscription Conditions.
- User consent when required.

- **Management of Subscription payment**

Processing details:

This processing covers the following purposes:

- Payment of the Subscription and monitoring of billing;
- Maintaining accounting records and legal supporting documents.

Legal bases:

Legal obligation: the legal obligation arises from articles L.102 B and on of the French Book of Tax Procedures.

Legitimate interest: the legitimate interest in ensuring the smooth running of the accounting operations carried out by SHOPPINGFEED.

- **Sending newsletters and other commercial communications**

Processing details:

This processing covers the following purposes:

- Sending emails and other commercial communications to Users who have not objected

Legal bases:

The consent of the User when this is required.

▪ **Sending alert communications on data feeds**

Processing details:

This processing covers the following purposes:

- Sending email alerts to Users who activate them in the interface concerning feed malfunctions.

Legal bases:

The consent of the User when this is required.

▪ **Managing requests for rights arising from the GDPR and the amended French Data Protection Act**

Processing details:

This processing covers all operations necessary for monitoring rights requests sent to SHOPPINGFEED (qualification of the request, investigations, carrying out specific technical operations, etc.). It only concerns cases where SHOPPINGFEED acts as Data controller.

Legal basis:

Legal obligation: articles 15 and on of the GDPR and articles 48 and on of the French Data Protection Act.

- **The proper functioning and permanent improvement of the Site, its functionalities and the Solution**

Processing details:

Ensure the proper functioning and permanent improvement of the Site, its functionalities, and the Solution.

Legal basis:

Our legitimate interest in guaranteeing the best level of operation and quality of the Site and the Solution.

The consent of the User when this is required.

Article 7. Recipients of your data

Within the limits of their respective responsibilities and for the purposes mentioned in article 6, the main people who will be likely to have access to your data are the following:

- Authorized personnel from the various SHOPPINGFEED services (administrative, accounting, marketing, sales, logistics and IT services);
- Payment Service Providers;
- The companies responsible for managing the Site;
- Where applicable, the authorized personnel of our subcontractors;
- Where applicable, the courts concerned, mediators, accountants, auditors, lawyers, bailiffs, debt recovery companies, police authorities in the event of theft or judicial requisition, assistance;
- Third parties likely to place cookies on your terminals (computers, tablets, mobile phones, etc.) when you consent.

Your personal data is not communicated, exchanged, sold or rented without your express prior consent in accordance with applicable legal and regulatory provisions.

Certain categories of people have access to the data collected:

The Payment Service Provider: Stripe;
Storage location: EU

The Payment Service Provider: Gocardless;
Storage location: EU

Host: Amazon Web Services;
Storage location: EU

Host: KASPR;
Storage location: EU

Host: HUBSPOT;
Storage location: EU

Host: PLANHAT;
Storage location: EU

Host: ZOHO;
Storage location: EU

Host: ZENDESK;
Storage location: EU

For any request for additional information, you can send a request for additional information to our Data Protection Officer by email to dpo@shoppingfeed.com or by mail "*for the attention of the DPO, Shoppingfeed, 35 rue de la gare, 94230 CACHAN*".

Where applicable, the courts concerned, mediators, accountants, auditors, lawyers, bailiffs, debt recovery companies;

Third parties likely to place cookies on your terminals (computers, tablets, mobile phones, etc.) when you consent.

Article 8. Transfer of data outside the European Union

SHOPPINGFEED undertakes not to transfer User data outside the European Union.

In the event that SHOPPINGFEED should do so, it would inform Users indicating the measures taken to control this transfer and ensure respect for the confidentiality of their data.

Article 9. Duration of data retention

We keep your data only as long as necessary for the purposes pursued, as described in article 6, and summarized in this table:

The management, operation and provision of the Site and the Solution	<p>Customer data is kept for the entire duration of their Subscription and then stored for five (5) years from termination for the purpose of proof.</p> <p>The data of Users who are not Customers are kept for three (3) years from the day of your last contact with SHOPPINGFEED.</p>
Management of the execution of Services	<p>The data used in the context of the management and execution of the Services are kept for the entire duration of their Subscription and then stored for five (5) years from termination for the purpose of proof.</p>
Management of Subscription payment	<p>For payments by bank card, in accordance with article L.133-24 of the Monetary and Financial Code, this data may be kept for the purpose of proof in the event of a possible dispute of the transaction or complaint, in intermediate archives, during a period of thirteen (13) months following the debit date (duration extended to 15 months for deferred debit payment cards).</p>

	<p>In any case, the data relating to the PAN and visual cryptogram is not stored and the data relating to the expiry date is deleted when its expiry date is reached.</p> <p>The invoices and accounting data issued are kept for ten (10) years from their issue.</p>
Sending newsletters and other commercial communications	<p>The data used in sending emails and other alerts are kept for a period of three (3) years from the end of the commercial relationship if the User is a Customer.</p> <p>If the User is not a Customer, the data used in the context of sending emails and other alerts are kept for a period of three (3) years from the day of the last contact of the User with SHOPPINGFEED.</p> <p>Then, the User's data is stored for a period of five (5) years for evidentiary purposes in accordance with the legal and regulatory obligations to which SHOPPINGFEED is subject</p>
Management of requests to exercise law	<p>Data relating to the management of rights requests are kept for the entire period necessary to process the request. They are subsequently archived for the period of criminal limitation applicable in intermediate archiving.</p>
The proper functioning and permanent improvement of the Site, its functionalities and the Solution	<p>Cookies and other commercial trackers may be placed on the User's terminal for a maximum period of thirteen (13) months. Beyond this period, the raw attendance data associated with an identifier is either deleted or anonymized.</p> <p>The information collected via cookies and trackers is kept for a period of twenty-five (25) months. Beyond this period, this data is deleted or anonymized.</p>

Customer Service Management	Support tickets received as part of Customer Service will be retained for 3 years for basic information purposes for future cases.
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Article 10. Your rights

In accordance with the French Data Protection Act and the GDPR, you have the following rights ([learn more](#)) :

- permission to access ([article 15 GDPR](#)), rectification ([article 16 GDPR](#)), updating and completeness of your data.
- right to erasure (or “right to be forgotten”) of your personal data ([article 17 GDPR](#)), when they are inaccurate, incomplete, equivocal, out of date, or the collection, use, communication or retention of which is prohibited.
- right to withdraw your consent at any time ([article 7 GDPR](#)).
- right to limitation of the processing of your data ([article 18 GDPR](#)).
- right to object to the processing of your data ([article 21 GDPR](#)).
- right to portability of the data that you have provided to us, when your data is subject to automated processing based on your consent or on a contract ([article 20 GDPR](#)).
- right not to be subject to a decision based exclusively on automated processing ([article 22 GDPR](#)).
- right to define the fate of your data after your death and to choose whether we communicate (or not) your data to a third party that you have previously designated ([article 85 LIL](#)). In the event of death and in the absence of instructions from you, we undertake to destroy your data, unless their retention proves necessary for evidentiary purposes or to meet a legal obligation.

You can exercise your rights:

- by email to the following address: dpo@shoppingfeed.com ;
- by mail to the following address: *to the attention of the DPO, Shoppingfeed, 35 rue de la gare, 94230 CACHAN ;*

Finally, you can also lodge a complaint with the supervisory authorities and in particular the [CNIL](#) or any other competent authority.

Article 11. Connection data and cookies

For the proper functioning of the Site and the Services, we use connection data (date, time, Internet address, visitor's computer protocol, page viewed) and cookies (small files saved on your computer) allowing you to be identified, to memorize your consultations, and to benefit from audience measurements and statistics, particularly relating to the pages consulted.

By browsing our site, you accept that SHOPPINGFEED installs this type of so-called "technical" cookies which have the exclusive purpose of allowing or facilitating electronic communication of your terminal equipment with our site, by facilitating management and navigation on it.

Our access to information stored in your terminal equipment or the recording of information therein will therefore only be in the following cases:

- Allow or facilitate communication by electronic means;
- When necessary for the provision of our online communication service at your express request.

If the browser allows it, you can deactivate these cookies at any time, following the procedure indicated by that browser. However, SHOPPINGFEED informs you that such deactivation may have the effect of slowing down and/or disrupting access to the website.

Article 12. Minors

The SHOPPINGFEED Site and Services are not intended for minors. SHOPPINGFEED does not voluntarily collect personal data from minors under the age of 15.

If you are a parent or guardian and you believe that your child has provided us with personal data without your consent, please contact us by email at the dedicated address dpo@shoppingfeed.com or by paper mail to the address *"for the attention of the DPO, 35 rue de la gare, 94230 CACHAN"*

Article 13. Social networks

When browsing the Site, Users can click on the icons dedicated to the social networks Facebook, LinkedIn, Twitter.

Social networks make it possible to improve the user-friendliness of the Site and help with its promotion through sharing.

When Users use these buttons, SHOPPINGFEED may have access to personal information that Users have indicated as public and accessible from their Facebook, LinkedIn or Twitter profile. However, SHOPPINGFEED does not create or use any database independent of Facebook, LinkedIn or Twitter, and does not exploit any data relating to your private life through this means.

In order to limit third party access to your personal information on Facebook, LinkedIn or Twitter, we invite you to configure your profiles and/or the nature of your publications via dedicated spaces on social media in order to limit the hearing.

Article 14. Security

SHOPPINGFEED respects the GDPR and the French Data Protection Act regarding the security and confidentiality of your data.

We implement all necessary technical and organizational measures to ensure the security of our processing of personal data and the confidentiality of the data we collect.

As such, we take all necessary precautions, taking into account the nature of the data and the risks presented by the processing, to preserve its security and, in particular, to prevent the data from being distorted, damaged, or from unauthorized third parties. have access.

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