

PERSONAL DATA PROTECTION POLICY

PRESTASHOP MARKETPLACE

Including the Cookie Policy

December 2024

Normally, you place particular importance on how your data is obtained, used, and shared.

This personal data protection policy (the "Policy") illustrates the commitment of PrestaShop S.A – Société Anonyme registered in the Paris Trade and Companies Register under number 497 916 635 and whose offices are located at 198 Avenue de France - 75013 PARIS ("PrestaShop") – as data controller concerning respect for the privacy and protection of the personal data of its users.

Also, this personal data protection policy (the "Policy") has been written to allow you to become aware of the practices and conditions under which PrestaShop collects, uses, and stores your personal data (the "Data").

There you will find the different Data that we may collect and process or that you may transmit to us when you access and/or use:

- the site <https://addons.prestashop.com> (the "Site") on which (a) modules and themes (the "Addons") developed by PrestaShop or third-party developers ("Vendors") as well as (b) proposed interfaces (the "Connectors") allowing you to use third-party services offered by official PrestaShop partners (the "Official Partners") identified as such on the Site;
- the site <https://validator.prestashop.com> allows Vendors to validate their Addons before their publication on the marketplace which requires the provision of their Site user identifiers;
- the sites <http://doc.prestashop.com> and <http://demo.prestashop.com> which respectively allow users to read the documentation relating to the development of Addons and the operation of the solution.

The term "Site" designates only the site <https://addons.prestashop.com> while the term "Sites" designates all of the aforementioned URLs.

Given the constant evolution of laws and regulations regarding technology and the protection of personal data, it is likely that this Policy will be updated.

If you are a user of the Site, you will be informed of any modifications by email.

If any of the clauses of this Policy were to be declared void or contrary to the regulations, it will be deemed unwritten but would not result in the nullity of the other clauses of this Policy.

This Policy applies to the Data collected:

- Via the Sites;
- Via emails exchanged between PrestaShop and you or any other electronic messaging tool;
- Via customer reviews collected directly or through a dedicated form;
- When you create a user account on the Site;
- When you subscribe to the Site Newsletter.

It does not apply to information collected by any third parties or through sites managed by them; including via applications or content (including advertisements) redirecting the user to the Sites.

We thank you for reading the Policy carefully to clearly understand our practices regarding the processing of your Data and inform you that consultation and/or use of our Sites necessarily entails acceptance of this Policy.

If the latter does not obtain your membership, we invite you not to use our Sites.

It is your responsibility to ensure that the Data communicated to PrestaShop is complete, accurate, and up to date.

1. WHAT DATA IS COLLECTED BY PRESTASHOP?

Depending on the nature and purpose of your interaction with PrestaShop (creation of a user account and/or exchanges via the chat tool, subscription to the Newsletter, completion of contact forms, as well as during possible telephone exchanges), we may collect the following Data categories:

- Data relating to your identity such as your last name, first name, user category, and email address, may be requested from you;
- Browsing Data: information related to internet behavior (traffic data, log files, and other communication data or resources that you use when accessing our Sites);
- Connection Data: information linked to the technical identification of a natural person • Professional activity data such as turnover;
- Telephone conversations;
- Data relating to transactions: your postal address is necessary for issuing invoices. Likewise, your bank or PayPal details must be provided to pay for your order;
- Data relating to the use of social networks when you use their functionalities.

In addition, if you are a Vendor, we may collect the following Data:

- Your postal address;
- Data relating to your country but also your language;
- Your bank or PayPal details;
- Data relating to your customer reviews that you leave via the customer review form sent following your subscription to one of our services or the purchase of an Addon on our marketplace.

2. HOW IS YOUR DATA COLLECTED?

Data may be collected in different ways on the Sites.

The Data may be collected directly when you transfer it to us using the contact and user account creation forms, Newsletter subscription, or forms relating to customer reviews available on the Site and/or communicated when you contact us by telephone.

When you contact us using these different means, a copy of your exchanges with PrestaShop, including email addresses, is made and archived.

PrestaShop also indirectly collects your Data using cookies/trackers. We invite you to read our Cookies Policy below, intended to help you better understand these technologies and the use we make of them on our Sites and as part of our services, applications, and tools.

3. FOR WHAT PURPOSES DO WE COLLECT THIS PERSONAL DATA?

Purposes pursued	Legal basis
<p>Provision of our services available on our Sites:</p> <ul style="list-style-type: none"> ○ Manage orders, invoicing, and execute the contract; ○ Ensure the security and traceability of Addon purchases; ○ Manage assistance/support services; ○ Notify you of changes to our Sites or our offering of products and services; ○ Manage possible disputes; ○ Comply with our rights and obligations stipulated in contracts concluded with users as well as for any other legal purpose. ○ In particular, if you are a Customer: <ul style="list-style-type: none"> ■ Allow you to create a Customer account; ■ Allow you to use the interactive features of the Sites and make purchases of Addons and/or download Connectors on the Site; ■ Send you information regarding your account (including purchase invoices, and order history); ■ Allow you to leave a review on Addons and Connectors. Please note that customer reviews are processed for referencing, management, and improvement purposes of the marketplace and can be used for marketing purposes. ○ In particular, if you are a Vendor: <ul style="list-style-type: none"> ■ Allow you to create a Vendor account; ■ Validate your Addons on the site https://validator.prestashop.com; ■ Offer your Addons on the Site; ■ Make purchases of Addons following our contractual obligations; ■ Furthermore, your bank or PayPal details must be provided so that PrestaShop can proceed with the payment of your commissions following our contractual obligations; ■ Send you information regarding your account and in particular monitor the sales of your 	<p>The collection of your Data is necessary to comply with our contractual commitment (general conditions to which you are subject).</p> <p>On the other hand and for certain specific purposes, we also consider that we have a legitimate interest in ensuring the continuity and improvement of our services.</p>

Addons and repay the commissions due to you.

Communicate with you, notably:

- Handling requests for information and comments,
- Respond to your contact requests,
- To advise you,
- Communicate changes and updates,
- You alert in the event of security incidents.

We consider that we have a legitimate interest in ensuring the continuity of our services.

Carry out commercial prospecting actions, involving, in particular, sending you:

- ○ Newsletters,
- ○ our personalized commercial offers as well
- ○ our news.

We consider that we have a legitimate interest in carrying out commercial prospecting actions following the recommendations of the French supervisory authority regarding B2B commercial prospecting. You can object to this prospecting at any time via the unsubscribe links contained in the emails or by contacting the address privacy@prestashop.com.

Perform data analyzes

We consider that we have a legitimate interest in carrying out data analyzes to continually improve our services.

Meet our legal requirements

We are subject to legal obligations requiring in particular, to respond to requests from authorities, to respect laws and regulations, and to respond to requests to exercise rights mentioned in Article 8 of this Policy.

Ensuring the security of our services, notably:

- Fraud detection and prevention,
- Information system security.

We consider that we have a legitimate interest in ensuring the security of our services.

We also use cookies or trackers. To find out the purposes and retention periods of the data resulting from this use, we invite you to consult the Addons Cookies Policy below.

Refusal to provide certain data may result in the unavailability of certain services.

4. WHO PROCESS YOUR DATA?

Your Data may be processed by PrestaShop employees.

In addition, your Data may also be shared with our parent company to support the management of our operations, improve our products and services, ensure compliance with legal or regulatory obligations, and facilitate corporate governance. This sharing is carried out in accordance with applicable data protection laws and under appropriate safeguards to ensure the confidentiality and security of your Data.

Your Data may be transmitted to any buyer or other successor in the event of a merger, assignment, restructuring, reorganization, dissolution, or other sale or transfer of part or all of the assets of PrestaShop due to uncertainties or bankruptcy, liquidation or other processes in which User Data from the various PrestaShop sites are among the assets transferred.

Furthermore, as part of our activity, and for external processing purposes, your Data may be communicated to subcontractors, service providers, or other third parties. The latter is obliged, by a Data subcontracting contract, to respect the confidentiality of the Data and to use it only for the purposes for which we transmit it to them. In addition, transfers of Data outside the European Union are subject to the signing of standard contractual clauses with them.

The list of subcontractors is available in Appendix 2.

- For the management of after-sales service for Addons

If you are a Customer, your strictly necessary Data may be communicated to the Vendor whose Addon(s) you have downloaded so that they can provide after-sales service.

Under no circumstances can PrestaShop be held responsible for how your Data will be stored or used by the Vendor(s).

- For payment management

To facilitate the experience of its Customers, PrestaShop offers the following payment methods to make purchases on the Site:

- Online payment by Bank Card (Carte Bleue, Visa Card, Eurocard / Mastercard) in the 3 currencies available with Be2Bill;
- Payment by PayPal in the 3 currencies available on PrestaShop Addons;
- Payment by bank transfer in the 3 currencies available on PrestaShop Addons.

Payment processing is carried out by our partners Paypal and/or Stripe depending on the option selected.

PrestaShop has no access to your identifiers and bank card numbers.

All transactions are secured using SSL encryption, ensuring both the identity of the payment institution and data confidentiality.

- For the management of the partnership with our Official Partners

When you download the Connectors allowing you to use the third-party services of our Official Partners, your Data (date of download of the Connector, email address, URL of your website, first and last name) is communicated to the latter to

- (i) to enable us to monitor the management of the partnership concluded with PrestaShop, and
- (ii) to enable them to provide you with personalized commercial offers.

5. LEGAL DISCLOSURE

Finally, we may also disclose your Data:

- to comply with any legal mandate, law, or legal process, including governmental and regulatory requests;
- if we believe that disclosure is necessary or appropriate to protect the rights, property, or safety of PrestaShop, its customers, or other stakeholders.

Such disclosure includes exchanging information with other companies and organizations for protection against fraud and counterfeiting.

6. HOW LONG IS YOUR DATA KEPT?

PrestaShop only keeps your Data for the duration necessary for the purposes set out in Article 3.

This retention period is not the same depending on the Data in question, the nature and purpose of the collection is likely to cause this duration to vary. Likewise, certain legal obligations impose a specific retention period.

When you subscribe to the Newsletter, we keep your email address until you unsubscribe.

When you contact PrestaShop using the various contact forms in the Help Center or when you communicate with us by telephone or via the chat tool, your data will be kept for up to five (5) years from the last contact.

When you leave a comment or review on our modules, themes, or any other service offered on the Addons Marketplace, we keep them and can use the pseudonym you used to communicate the content until eighteen (18) months later. the issuance of the opinion.

Concerning your user account, your billing data is retained for ten (10) years from the date of purchase.

Finally, we keep some of your Data longer if necessary, for legitimate business purposes or if the law requires us to do so (whether for security purposes, financial data archiving, or fraud prevention and abuses).

When you delete or request the deletion of your Data, we ensure the effectiveness of this deletion or their conservation in anonymized form.

Data collected through cookies and other trackers is kept for thirteen (13) months from their collection.

In the event of inactivity your account for a period of five (5) years, the account and all associated data will be anonymized.

Beyond the aforementioned retention periods, your Data will be anonymized to be kept for statistical purposes only.

7. HOW IS YOUR DATA PROTECTED?

Your Data is stored on secure servers and protected by firewalls and antiviruses.

We have implemented technical and organizational measures intended to guarantee the security and confidentiality of your Data against any accidental loss and any unauthorized access, use, modification, and disclosure.

Given the particularities inherent to the Internet, it is however impossible for us to guarantee optimal security of the exchange of information on this network.

We strive to protect your Data, but we cannot guarantee the absolute security of information transmitted to the Site. You agree that you transmit your Data at your own risk.

We cannot be held responsible for non-compliance with the privacy settings or security measures in place on our Sites.

As such, you agree that the security of your information is also your responsibility. For example, it is your responsibility to keep secret the password allowing you to access your user account.

Do not under any circumstances disclose it to third parties. Likewise, be careful when disclosing information in the public sections of the Site, which can be consulted by any user of the Site.

The Sites may contain links to various sites and social networking platforms managed on third-party servers, by people or organizations over which PrestaShop has no control.

Therefore, we cannot under any circumstances be held responsible for how your Data will be stored or used on the servers of these third parties.

We advise you to read the applicable personal data protection policy of each third-party website to which you access via our Sites to assess how your Data will be used.

8. WHAT ARE YOUR RIGHTS?

You can choose how the Data you transmit to us is used:

You can browse the Sites without providing any Data. If applicable, you will not be able to use certain features of the Sites and in particular, make purchases (if you are a simple user) or sales (if you are a Vendor) of Addons and/or downloads of Connectors. on the site.

Likewise, if you are a Vendor, you will not be able to validate your Addons on the site <https://validator.prestashop.com>,

○ You can refuse to provide your bank or PayPal details and/or your postal address. In this case, you will not be able to make a purchase or receive your commissions if you are a Vendor,

- You can decide to no longer receive the Newsletter as well as our personalized offers: simply log in to your Site user account or click on the link in the email sent to you.
- You can decide to no longer receive personalized commercial offers sent to you by our Official Partners. You will then simply have to oppose this prospecting by all the means made available by them.
- When you leave a review on the page of the Addon you purchased, you have the option of using a pseudonym,
- You can choose not to provide your email address in the Help Center. Please note that you will not be able to obtain a response from PrestaShop.
- In any case, you have the possibility of accessing your user account at any time to consult or update your Data and unsubscribe from our Newsletter.

In accordance with the provisions of the regulations applicable to the protection of personal data, in particular European Regulation 2016/679 on data protection (the “GDPR”) as well as the law of January 6, 1978, n°78-17 known as “Informatique et Libertés” and its modifications, you have a right of access and a right of rectification over your Data.

You also have the right to define guidelines relating to the fate of your Data in the event of death.

In addition, subject to the conditions provided for by said regulations for the exercise of these rights, you benefit from:

- A right to the erasure of your Data;
- A right to limit the processing of your Data;
- A right to object to the processing of your Data for legitimate reasons, in accordance with Article 21 of the GDPR ;
- A right to portability of the Data you have provided (for automated processing based on consent or the execution of a contract);
- The right to withdraw consent, when this has been requested. You acknowledge, however, that processing carried out before the revocation of your consent remains perfectly valid.

However, in accordance with article 12.6 of the GDPR, for the exercise of these rights, PrestaShop, as data controller, reserves the right to ask you to prove your identity. We inform you that the data used to prove your identity will be deleted once we have responded to your request.

You can exercise these rights by sending an email in French, English, or Spanish to: privacy@prestashop.com or to the following address:

PRESTASHOP S.A.

Legal Department

198 Avenue de France – 75013 Paris

We have one month to respond to any request relating to the exercise of your rights. This deadline may be extended by two months, due to complexity or too many requests.

Finally, you also have the right to complain to the CNIL (National Commission for Information Technology and Liberties), in particular via its website www.cnil.fr.

9. DOES PRESTASHOP TRANSFER MY DATA OUTSIDE THE EUROPEAN UNION?

In accordance with Article 4 above, Data may be transmitted to our Official Partners and/or Subcontractors located outside the European Union. In this case, PrestaShop makes every effort to ensure the security of Data passing outside the European Union.

ANNEXES

Appendix 1. COOKIE POLICY

When you visit or use the Sites, PrestaShop or its partner service providers may use cookies or any other tracking/tracking/automatic data collection technology to store information to provide you with an improved, faster, and faster experience. more secure.

This cookie policy aims to help you better understand these technologies and our use of them.

1. WHAT IS A COOKIE?

Cookies are small text files (most often consisting of letters and numbers), stored in the memory of your browser or device when you visit a website or view a message.

They allow a website to recognize the browser or device. Like most websites, PrestaShop uses technologies, mostly through small data files stored on your device that allow us to record certain information when you visit or use our Site.

There are several types of cookies:

- Session cookies: these expire when you close the browser and allow us to link your actions during that particular session,
- Persistent cookies: they are stored on your device between browsing sessions and allow us to remember your preferences or actions on several sites,
- First-party cookies: they are issued by the site you are visiting,
- Third-party cookies: they are issued by a third-party site, separate from the site you are visiting.

2. WHAT TYPES OF COOKIES DOES PRESTASHOP USE?

Our cookies have different functions. They can :

1. Be necessary for the operation of our services,
2. Help us improve our performance,
3. Offer you additional features,
4. Help us provide you with relevant and targeted advertising.

We use cookies or any other similar tracking technology (SDK, tags, etc.) that remain on your device only while your browser is open (session cookies), and cookies or any other similar technology which remains on your device for a longer period (persistent cookies).

- Necessary cookies or trackers

PrestaShop issues session cookies and other trackers, strictly necessary for the proper functioning of the Sites and your navigation on them.

Submitted by	Name	Purpose	Lifetime
Axeptio	axeptio_cookies	Management of the consent of users of our sites.	1 year
	axeptio_all_vendors	Consent management for users of our sites.	1 year
	axeptio_authorized_vendors	Consent management for users of our sites.	1 year
Addons	Crypté	This cookie is required to access the shopping basket and make a purchase on the addons.prestashop.com website.	1 year
	Crypté	Contains information relating to the customer's browsing of the catalogue and ensures the continuity of the customer's journey (faceted browsing).	20 minutes
	Is_returning	Records whether the user has already logged in.	Optional
Prestashop.com	Language	Contains the current language of the site.	1 year
	cookie-agreed	This cookie indicates whether the user has accepted to use cookies on the site.	3 weeks
	Session_id	Stores the user's session identifiers. Identifies the user's http session and the requests made by a user during a session.	Optional
	has_js	Determines whether JavaScript is enabled so that Drupal can perform operations to improve the user experience.	Navigation session
validator.prestashop.com	validator_session	This cookie is required to access module validation.	Navigation session
socket.demo.prestashop.com	io	Allows you to demonstrate an online PrestaShop shop.	Navigation session
just-wind.demo.prestashop.com	PHPSESSID	Cookie generated by applications based on the PHP language. This is a general-purpose identifier used to maintain user session variables.	Navigation session
Cloudflare	__cf_bm	This cookie is required to protect bots.	30 minutes
Sentry	Pas de cookies déposés	This tracer uses SDK technology to detect and correct application errors.	N/A

- Cookies or analytical trackers

PrestaShop may use cookies or trackers allowing it to evaluate the performance of the Site, its applications, services and tools, particularly in the context of analytical practices, to help it understand how visitors use the Site, to detect if you have viewed a product or link or to improve the content of its Site, its applications, its services or tools.

For more information on the use of the data collected, we invite you to consult the following page:

Submitted by	Name	Purpose	Lifetime
Google Analytics	_ga	Allows unique visitors to the site to be distinguished by assigning a unique identifier to each visitor.	13 months
	_gat	Used to limit the rate of requests	1 minute
	_gid	Used to distinguish visitors	24 hours
	_gat_UA	Assigns an identifier to each visitor to distinguish them.	Navigation session
ContentSquare	_cs_id	This cookie contains the ContentSquare user ID	13 months
	_cs_s	This cookie contains the number of pages viewed in the current session for the ContentSquare tool.	30 minutes
	_cs_mk	This cookie is used for integration with Google Analytics.	30 minutes
	_cs_vars	This cookie is used by ContentSquare to record personalised variables.	Navigation session
	_cs_c	This cookie is used by ContentSquare to save the user's consent to data collection.	13 months
	_cs_same_site	This cookie identifies the user.	Navigation session

- Cookies or trackers allow targeted ads to be offered

Partner service providers help us with various aspects of our business, such as the operation of the Site, our services (for example, the chat tool), our advertising, and our tools.

These partner service providers may also collect information that allows them to identify your device through our services (third-party cookies) and/or collect information that allows them to identify your device, such as your IP address or other unique identifier. To find out more, we invite you to consult the following pages:

Submitted by	Name	Purpose	Lifetime
DoubleClick Google	NID	Allows us to distribute our advertising messages on the Google network.	Optional
	IDE		12 months
	test_cookie		Navigation session

	_gcl_au		3 months
	cto_bundle	Presents Internet users with relevant content and advertising.	13 months
Criteo	uid	This cookie provides a uniquely assigned machine-generated user ID.	25 days
	cto_tld_test	Used to identify the visitor across visits and devices.	Navigation session
Artefact	floodlights DV360	This tag allows us to improve our conversion tracking.	1 year
	IR_PI		720 days
Impact	IR_17612	Partnership management	Navigation session
	IR_gbd		Navigation session

- **Cookies or trackers allow you to personalize your browsing**

To offer you a better user experience, PrestaShop uses the services of AB Tasty, Zendesk, Content Square, and Hubspot.

Submitted by	Name	Purpose	Lifetime
AB Tasty	ABTasty	Information for A/B testing	13 months
	ABTastySession	AB Testing user session	Navigation session
	ABTastyUTMB	Information for A/B tests	A few minutes
Zendesk	__zcmid	This cookie is used to provide a live customer chat service on our Site. This cookie allows you to continue chatting with us as you navigate through the different pages of our Site, or when you return to the Site.	12 months
Hubspot	hubspotutk	Allows visitor authentication	13 months
	__hstc	Used for time stamping	13 months
	__hssc	This cookie tracks sessions. It is used to determine whether HubSpot should increase the session number and timestamp data in the __hstc cookie.	30 minutes
	__hssrc	This cookie is set to determine whether the visitor has reset their browser. If this cookie is not set when HubSpot processes cookies, the session is considered new.	Navigation session
Hotjar	_hjSessionUser	This cookie keeps the Hotjar user ID, unique to this site, on the browser. This ensures that behaviour on subsequent visits to the same site will be attributed to the same user ID.	12 months
	_hjSession	This cookie contains data about the current session. This means that subsequent requests in the session window will be attributed to the same Hotjar session.	30 minutes

● Social media cookies

PrestaShop services may include third-party applications to provide you with the ability to share content on social networks.

Submitted by	Name	Purpose	Lifetime
Facebook	_fbp	Encrypted Facebook ID and browser ID.	3 months
LinkedIn	bscookie	Enables the use of integrated services to be tracked.	12 hours
	lang	Allows you to store personalised variables such as language.	Navigation session
	lissc	Allows you to track the use of integrated services.	12 months
	lidc	Enables the use of integrated services to be tracked.	24 hours
	UserMatchHistory	Enables LinkedIn to offer you targeted advertising.	2 months
Twitter	personalization_id	Identifies visitors from Twitter	13 months
Quora	m-b	Identifies visitors from Quora	12 months

3. HOW TO MANAGE THE DEPOSIT AND READING OF COOKIES?

Certain features of our sites, services, applications, and tools are made available to you only through these cookies or trackers.

However, refusing to use these technologies may result in the unavailability of certain features of our services.

For more information on blocking, removing, or disabling these technologies, see your browser or device settings.

For third-party cookies, you can configure your browser settings to refuse all third-party cookies.

- For Google Chrome, see [this link](#).
- For Mozilla Firefox, see [this link](#).
- For Microsoft Edge, see [this link](#).
- For Opera, see [this link](#).
- For Internet Explorer, see [this link](#).
- For Apple Safari, see [this link](#).

Appendix 2.

OUR SUBCONTRACTORS

The following Subcontractors may process your Data:

Subcontractors	Services provided	Country of head office
GOOGLE CLOUD PLATFORM	Hosting data relating to the provision of our services	USA
CHARGE BEE INC.	Subscription billing tool required to use our PrestaShop Metrics Service and RBM Modules	USA
STRIPE, INC.	Recurring payment management	Ireland
ATLASSIAN <i>for Jira</i>	Ticket management software	USA
ZENDESK INC.	Support	USA
ACTIVE CONTACT	Support	Tunisie
INVERTUS	Support	Lituanie
SIFAST	Support	Tunisie
VOCALCOM <i>for Hermes360</i>	Business telephony solution	France
AIRCALL SAS	Business telephony solution	France
SENDSAFELY INC.	Support	USA

GURU INC.	TECHNOLOGIES,	Support	USA
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