



## PERSONAL DATA PROTECTION POLICY

### Introduction

It is normal to place special emphasis on how your data is obtained, used and shared.

This personal data protection policy (the “**Policy**”) has been created to help you understand the practices and conditions in which PrestaShop SA (a public limited company entered on the Paris company and trade register under no. 497 916 635, having its offices at 12, rue d’Amsterdam, 75009, Paris, (“**PrestaShop**”) gathers, uses and stores your personal data (the “**Data**”).

In this document you will find the various Data that we may collect or that you may provide to us when you access and/or use:

- the website <https://addons.prestashop.com> (the “**Website**”) on which (a) modules and/or themes (the “**Addons**”) developed by PrestaShop or other persons (the “**Contributors**”) are sold, and (b) downloadable interfaces are available (the “**Connectors**”) which enable the use of third party services offered by official PrestaShop partners (the “**Partners**”) identified as such on the Website ;

- the website <https://validator.prestashop.com> allowing Contributors to submit their Addons for a validation previously to their distribution on the marketplace. This action requires a user account ;

- the websites <http://doc.prestashop.com> and <http://demo.prestashop.com> that respectively allow users to become aware of the Addons development documentation and help them to understand how the PrestaShop solution works.

The “**Website**” refers to the website <https://addons.prestashop.com> whereas the “**Websites**” refers to all the URLs abovementioned.

Given that laws and regulations on technology and personal data protection are constantly evolving, this Policy will likely be updated.

If you are a user of the Website, you will be notified of any changes by email.

If any of the clauses in this Policy should be declared null and void or contrary to regulations, that clause will be deemed nugatory, however this will not result in any other clauses in this Policy becoming null and void.

This Policy applies to Data collected:

- On the Websites,
- From your communication with PrestaShop via email or other type of electronic messaging service,
- When you create a user account on the Website,
- When you subscribe to the Website newsletter (the “**Newsletter**”).

It does not apply to information collected by any third party or through websites managed by the latter, including via applications and content (including advertisements) redirecting users to the Websites.

Please read the Policy carefully to clearly understand our practices regarding the processing of your Data. Please be aware that you must agree to this Policy in order to view and/or use our Websites.



If you do not agree, please do not use our Websites.

You are responsible for ensuring any Data provided to PrestaShop is complete, correct and up to date.

## 1. WHAT DATA DOES PRESTASHOP COLLECT?

Depending on the nature and purpose of your interaction with PrestaShop (creating a user account and/or communicating with us thanks to the chat software, subscribing to the Newsletter and/or completing contact forms and/or speaking with us by phone), we may collect the following Data:

- **Your email** must be provided if you wish to create a user account, communicate with PrestaShop thanks to the contact forms and/or receive our Newsletter ;
- **Data relating to your identity**, such as your firstname, name, user category and email, may be required on detail collection forms ;
- **Data relating to browsing**: Data relating to how you use the Websites, including: IP address, browser used, browsing duration, search history, operating system used, language and pages viewed ;
- **Data about your visits to our Website**, including traffic data, logfiles and other data or communication resources used by you when accessing our Websites ;
- **Orders Data**: your mailing address is required to draw up invoices. Your bank or PayPal details have to be provided to pay your order ;
- **Required Data for the payment of Contributors commissions**: if you are a Contributor, we need your mailing address to inform users in which languages the after sale service can be provided. Your PayPal

or bank details are also required to pay your commissions

- **Data about social network use** when you use those features.

## 2. HOW IS MY DATA COLLECTED?

The Data collected and how it is collected depend on your use of the Websites.

PrestaShop directly collects Data that you enter into contact and user creation account forms and subscribing to our Newsletter available on the Website, and/or communicated when you contact us by phone.

PrestaShop also indirectly collects your Data through cookies and tracers.

Please read our **Cookies Policy** which has been created to help you better understand this technology and how we use it on our Websites and for our services, applications and tools.

## 3. WHY IS MY DATA COLLECTED?

Collect of your Data may be necessary:

- To respect our contractual commitments;
- To comply with the laws and regulations in force;
- For PrestaShop's legitimate interest in order to develop its activity and improve its products and services.

Your Data is collected by PrestaShop for the following purposes:

- **If you are a simple user**, we collect your Data in order to:
  - Sending you our Newsletters and personalised offers, if you have not opposed to it;
  - Provide them to our Partners for use in managing the partnership if you have downloaded the Connectors, and so that they can send you personalised offers ;



- Enabling you to use interactive features of the Websites, buy Addons and/or download Connectors on the Website ;
- Manage the orders and fulfil the contract ;
- Ensure the security and traceability of Addons purchases ;
- Transmit you information regarding your user account (invoices, orders history) ;
- Manage your requests communicated via the help center (the “**Help center**”) and/or by the chat software ;
- Enabling you to leave a comment on Addons and/or Connectors ;
- Notify the changes on our Websites or in our offering of products and services ;
- Respect our rights and obligations stipulated in the agreements concluded with the users and for any other lawful purposes.

➤ **If you are a Contributor**, we collect your Data in order to:

- Sending you our Newsletters;
- Allowing you to validate your Addons on the website <https://validator.prestashop.com>, selling you Addons on the Website and possibly, buy Addons ;
- Manage the orders and fulfil the contract ;
- Ensure the security and traceability of Addons purchases ;
- Transmit information regarding your account, ensure a follow up of your Addons sales profit and pay your commissions ;
- Respect our rights and obligations stipulated in the agreements concluded with the users and for any other lawful purposes.

Your Data may also be collected via cookies and tracers, with your consent when required, for:

- Improving your user experience, namely by:
  - Enabling our Websites to recognise your equipment, saving you from having to provide the same information several times to perform the same task,
  - Recognising the user name and password you have provided so you do not have to enter them again for each page requiring it.
- Analysing Websites traffic and data to measure the number of users and subsequently make the Website easier to use and ensure it is able to quickly respond to your requests.

The refusal to provide some Data could lead to the unavailability of certain services.

## 4. WHO PROCESSES MY DATA?

Your Data is processed by PrestaShop employees tasked with:

- Managing the Websites,
- Managing technical support to answer our users questions,
- Managing the invoicing and payment of Contributors commissions.

In addition to our PrestaShop teams, your Data may be sent to PrestaShop Inc., a subsidiary of PrestaShop SA, whose offices are located at 80 SW, 8<sup>th</sup> Street, Suite 2000, Miami, FL33130 - USA.

Your Data may also, within the scope of our business and for external processing needs, be provided to service providers and other third parties whose services are used and more particularly:

- **Managing the after sale service:**



If you are a simple user, your Data may be communicated to the Contributor in charge of the after sale service.

In any case PrestaShop will be responsible on how your Data is stored and used by Contributor(s).

- **Managing communications between you and us:**

Communications between you and PrestaShop are conducted with the chat software published by iAdvize – a french company having its offices 2 ter, Quai François Mitterrand – 44200 Nantes.

This software allows PrestaShop to discuss directly with its users.

- **Providing technical support:**

The Technical support provided to users is handled by the Freshdesk software, published by Freshworks Inc. – 1250 Bayhill Drive, Suite 315, San Bruno, CA 94066 – USA.

This company is a member of the “Privacy Shield” framework ensuring that it offers sufficient guarantees regarding your Data protection.

- **Managing payment:**

In order to facilitate the users experience, PrestaShop offers the following payment methods to purchase on the Website:

- Online payment by credit card (Blue Card, Visa, Eurocard/Mastercard) in the currencies available with Be2Bill ;
- PayPal payment in the currencies available on PrestaShop Addons ;
- Payment by bank transfer in the currencies available on PrestaShop Addons.

Payments are handled by our partners (BNP Paribas / Atos, Hipay, PayPal).

PrestaShop does not have any access to your credentials and credit card number.

All the transactions are secured by an SSL encryption. That ensures the identity of the organism and the confidentiality of the data provided.

- **Sending you our Newsletter:**

Our emailing campaigns are run through the Watson services, published by IBM – 17 Avenue de l’Europe – 92275 Bois-Colombes.

- **Managing the partnership with our Partners:**

Your Data (Connector download date, email, your website URL, and your full name) will be provided to our Partners so (i) we can track the partnership concluded with PrestaShop and (ii) to allow them to send personalised offers to users.

The latter are bound by contractual obligations to maintain the confidentiality of the Data and to use it solely for the purposes for which we provide them.

Your Data may also be sent to any buyer or successor in the event of the merger, transfer, restructuring, reorganisation, dissolution or other sale or transfer of some or all of PrestaShop’s assets due to uncertainties, bankruptcy, liquidation or other processes in which the personal data of PrestaShop Website users are listed among the transferred assets.

We may also disclose your personal Data:

- To comply with legal mandates, laws and legal procedures, including governmental and regulatory requests.
- If we deem that disclosure is required or appropriate within the scope of



protecting the rights, ownership or security of PrestaShop, our users and other stakeholders.

This disclosure includes exchanging information with other companies and organisations for the purpose of protecting against fraud and counterfeiting.

### Links to third party websites

The Websites may contain links to various websites and social network platforms managed on third party servers by people and organisations over which PrestaShop has no control.

As such, we cannot under any circumstances be held liable for the way in which your Data is stored or used on those third party servers.

We recommend that you read the applicable policy regarding personal data protection for each third party website you access via our Websites in order to understand how your Data will be used.

## 5. HOW LONG IS MY DATA STORED FOR?

PrestaShop only stores your Data for the period necessary for the purposes explained in Article 3.

This storage period varies according to the Data in question, as it may be affected by the nature and purpose of the collection. Similarly, certain legal obligations stipulate a specific storage period.

If you subscribe to the Newsletter, your email will be stored until you unsubscribe.

When you contact us through the Help center contact forms, when you communicate with us by phone or by chat, your Data will be stored up to five (5) years from the date of the last contact.

Regarding your user account, your invoicing information will be stored for ten (10) years starting from the day of purchase.

The remaining Data will be stored for five (5) years starting from the day of your account deactivation.

Your bank details will be stored for thirteen (13) months starting from the debit date, in order to prevail a potential litigation.

When you ask for, your user account will be deactivated and erased at the end of the aforementioned durations starting from your deactivation request.

Lastly, Data collected using cookies/tracers will be stored for up to six (6) months for cookies measuring our Website's audience and up to thirteen (13) months for others.

Beyond the aforementioned durations, your Data will be anonymised in order to be stored for statistic purposes.

## 6. HOW IS MY DATA PROTECTED?

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

We have implemented technical and organisational measures intended to protect the security and confidentiality of your Data against any accidental loss and any unauthorised access, use, modification or disclosure.

Given the inherent characteristics of the Internet, we cannot guarantee the optimal security of information exchanged over this network.

We strive to protect your Data but cannot guarantee the absolute security of information sent to our Website. You agree that you provide your Data at your own risk.



We cannot be held liable for any failure to comply with privacy settings and security measures implemented on our Websites.

As such, you agree that the security of your information is equally your responsibility. For example, it is your duty to keep secret your password enabling you to log in to your user account.

Do not disclose it to third party. Be careful when you disclose information on public sections of the Website. They can be consulted by any user of the Website.

## 7. WHAT ARE MY RIGHTS?

You can choose how the Data you provide is used:

- You can browse the Websites without providing Data.

This means you will be unable to use certain Websites features and, in particular, purchase (if you are a simple user) or distribute Addons (if you are a Contributor) and/or download Connectors on the Website.

If you are a Contributor, you will not be able to validate your Addons on the website <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 purchase Addons or receive your commission if you are a Contributor,

- You can decide to no longer receive our Newsletter and personalised offers.

In this case, you can unsubscribe at any time by logging into your user account on the Website or by clicking on the link in the email.

- You can decide to no longer receive personalised offers from our Partners.

In this case, you will be able to oppose to their solicitation by all means made available by them.

- When you post a comment on the page of a purchased Addon, you can use a pseudonym,
- You can decide not to provide your email in the Help center. In this case, be aware that we will not be able to write to you and cannot therefore contact you with a reply.

In any events, you can access to your user account, at all time, in order to consult or correct your Data or unsubscribe from our Newsletter.

In accordance with the provisions of the applicable regulations regarding Data protection, namely the European General Data Protection Regulation 2016/679 (**GDPR**) and the French Data Protection Act no. 78-17 of 6 January 1978 and its amendments, you have the right to access and correct your Data.

You also have the right to stipulate directives relating to the fate of your Data in the event of your death.

Furthermore, subject to the conditions of the aforementioned regulation for exercising your rights, you have:

- The right to erasure of your Data.
- The right to limit processing of your Data.
- The right to object to the processing of your Data on legitimate grounds, in accordance with article 21 of the GDPR.
- The right to portability for the Data you have provided.
- The right to withdraw consent, **when it has been asked**.



When processing of your Data has occurred based on your consent, you may withdraw that consent at any time. However, you acknowledge that any processing that occurred before your consent was withdrawn remains entirely valid.

You also have the right to object, without providing a reason, to PrestaShop profiling you based on your Data, when content or communications are sent for commercial solicitation.

However, in accordance with Article 12.6 of the GDPR, when you exercise these rights, PrestaShop, as the controller, reserves the right to require proof of your identity. Please be aware that the data required to prove your identity will be deleted once we have responded to your request.

You can exercise your rights by sending an email in French, English or Spanish to [privacy@prestashop.com](mailto:privacy@prestashop.com)

or writing to:

**PrestaShop SA,  
Service Réclamation Données  
Personnelles**  
12, rue d'Amsterdam, 75009 Paris, France.

We are required to reply within one (1) month to all requests regarding the exercising of these rights. This timeframe may be extended to two (2) months for complex requests and large request volumes.

Lastly, you also have the right to lodge a complaint with CNIL (the French National Commission for Information Technology and Civil Liberties), namely via its website at [www.cnil.fr](http://www.cnil.fr).

## 8. DOES PRESTASHOP TRANSFER MY DATA OUTSIDE THE EUROPEAN UNION?

Data collected within the scope of Website use are hosted by [Jaguar Network](#), 71 avenue André Roussin, BP 50067, 13321 Marseille, Cedex 16, France, whose servers are located in the European Union, Canada and the United States.

As such, your Data may be transferred outside of the European Union, to the United States for hosting purposes.

By using the Website, you agree to your Data being transferred to those servers.

The same applies regarding the technical support provided thanks to the Freshdesk software. Your Data is communicated to Freshworks Inc. – 1250 Bayhill Drive, Suite 315, San Bruno CA 94066 – USA when you purchase support plans on the Website.

By purchasing support plans, you agree that your Data is communicated to this company.

This company is a member of the “Privacy Shield” framework ensuring that it offers sufficient guarantees regarding your Data protection.

Lastly, within the scope of managing the partnership with our Partners, PrestaShop will provide the Data (Connector download date, email address, your website URL, and your full name) of our Users who have downloaded the Connectors enabling them to use Partners services.

By downloading the Connectors, you agree to your Data being transferred to the aforementioned Partners.

The latter are bound by contractual obligations to protect and maintain the confidentiality of the Data and to use them solely for the purposes for which we provide them.