



PERSONAL DATA PROTECTION POLICY ADDONS

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 4, rue Jules Lefebvre, 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 adress 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 ;
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- Ensure the security and traceability of Addons purchases ;
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- 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.

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

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, 8th 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.

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

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.

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.



ADDONS COOKIES POLICY

When you visit or use the websites <https://addons.prestashop.com>, <https://demo.prestashop.com>, <https://doc.prestashop.com>, <https://validator.prestashop.com> (hereinafter the “Websites”), PrestaShop and our partner service providers may use cookies and any other tracing/tracking/automatic data collection technologies to store information that can be used to offer you an improved, faster, more secure experience.

The purpose of this cookies policy (hereinafter the “Policy”) is to help you better understand these technologies and how we use them.

1. WHAT IS A COOKIE?

Cookies are small text files (normally comprising letters and numbers) stored in the memory of your browser or device when you visit a Website or view a message.

They enable a Website to recognise the browser or device. Like most Websites, PrestaShop mostly uses technologies through little data files stored on your device which enable us to save certain information when you visit or use our Website.

There are several types of cookies:

- **Session cookies:** these expire when you close your browser and enable us to link your actions during this specific session.
- **Persistent cookies:** these are stored on your device between browser sessions and enable us to remember your preferences and actions on several websites.
- **Proprietary cookies:** these are issued by the website you are visiting.
- **Third-party cookies:** these are issued by a third party website separate from the website you are visiting.

2. WHAT TYPES OF COOKIES DOES PRESTASHOP USE?

Our cookies have various purposes. They may:

1. Be required for our services to operate;
2. Help us improve our performance;
3. Offer you extra features;
4. Help us offer you relevant, targeted advertising.

We use cookies and other similar tracking technology stored on your device only while your browser is open (session cookies), and cookies and other similar technology stored on your device for a longer period (persistent cookies).

- **Necessary cookies**

PrestaShop issues session cookies which are strictly necessary for the Websites' correct operation and your browsing on them.

Cookie set by	Cookie name	Cookie purpose	Lifespan
Addons	Encrypted	This cookie is necessary to access to the cart and make a purchase on addons.prestashop.com.	12 months
	Encrypted	It contains the information relating to the browsing of the client on the catalog, and to ensure the continuity of its journey.	20 minutes
	Is_returning	Records if the user has already been logged.	Optional
Prestashop.com	Language	Contains the current language.	12 months
	cookie-agreed	This cookie makes it possible to know if the user has accepted to use cookies on the site.	3 weeks
	Session_id	Records the user session ID. Identifies the http session of the user and its requests during a session.	Optional
	has_js	Determines whether JavaScript is enabled for Drupal to perform operations that enhance the user experience.	End of browsing session
validator.prestashop.com	validator_session	This cookie is necessary to access to the PrestaShop's module Validator.	End of browsing session
socket.demo.prestashop.com	io	Allows you to make a demonstration of a PrestaShop webshop.	End of browsing 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.	End of browsing session

- **Analytical cookies**

PrestaShop may use cookies or tracers to help it 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 whether you have consulted a product or link or to improve the content of its Site, applications, services or tools.



PrestaShop uses the services of Google Analytics and Contentsquare to measure the audience and analyse statistics on browsing behaviour. The data used is completely anonymous and is not cross-referenced with data from other processing that would lead to the identification of users.

For more information on the use of the data collected, please consult the following page:

- [Privacies and Terms of Google Analytics](#)
- [Privacy Policy of Contentsquare](#)

Cookie set by	Cookie name	Cookie purpose	Lifespan
Google Analytics	_ga	Enables unique visitors to be distinguished on a website by attributing a unique identifier to each visitor.	13 months
	_gid	Used to distinguish users.	24 hours
	_gat_UX	Assigns an identifier to each visitor to distinguish them.	End of browsing session
	_gat	Used to throttle request rate.	1 minute
Contentsquare	_cs_id	ContentSquare user ID.	13 months
	_cs_s	This cookies contains the number of pages viewed in the current session for the ContentSquare tool.	30 minutes
	_cs_vars	This cookie is used by ContentSquare to record personalized variables	End of browsing session
	_cs_mk	This cookie is used for Google Analytics integration	30 minutes
	_cs_c	This cookie is used by ContentSquare to store the user's consent to the collection of data.	13 months
	_cs_same_site	This cookie identifies the user.	End of browsing session

- **Advertising and profiling cookies**

Partner service providers are companies that help us with various parts of our business, such as operating the Websites, our services (e.g. chat tool), our advertising and our tools.

These partner service providers can also collect information enabling them to identify your device via our services (third-party cookies) and/or collect information enabling them to identify your device, such as your IP address and other unique identifiers.

Cookie set by	Cookie name	Cookie purpose	Lifespan
DoubleClick Google	NID	Allows us to broadcast our advertising messages on the Google Network.	Optional



	IDE	Allows us to broadcast our advertising messages on the Google Network.	12 months
	test_cookie	Allows us to broadcast our advertising messages on the Google Network.	End of browsing session
	_gcl_a	Allows us to broadcast our advertising messages on the Google Network.	3 months

- **Cookies or tracers allowing you to personalize your navigation**

To provide you with a better user experience, PrestaShop uses the services of AB Tasty, iAdvize, Content Square and Hubspot. For more information on the use of the data collected by these companies, we invite you to consult the following pages:

- [AbTasty Privacy policy](#) ;
- [iAdvize Privacy policy](#) ;
- [Contentsquare Privacy Policy](#) ;
- [Hubspot Privacy policy](#)

Cookie set by	Cookie name	Cookie purpose	Lifespan
AB Tasty	ABTasty	Information for A/B tests	13 months
	ABTastySession	User session AB Testing	End of browsing session
	ABTastyUTMB	Information for A/B test	Few minutes
iAdvize	1749vvc	Allows the availability of an interactive chat in order to help the client in its buying journey.	End of browsing session
	1749last	Allows the availability of an interactive chat in order to help the client in its buying journey.	End of browsing session
	6753vvc	Allows the availability of an interactive chat in order to help the client in its buying journey.	End of browsing session
	6753last	Allows the availability of an interactive chat in order to help the client in its buying journey.	End of browsing session
Hubspot	hubspotutk	Allows authentication of visitors.	13 months
	__hstc	Use for time stamping.	13 months
	__hssc	This cookie keeps track of sessions. It is used to determine whether HubSpot should increase the session number and timestamp data.	30 minutes



	_hssrc	This cookie is set to determine whether the visitor has reset their browser. In the absence of this cookie when HubSpot processes cookies, the session is considered new.	End of browsing session
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- **Social network cookies**

PrestaShop's services may include third-party applications giving you the option of sharing content on social networks.

For more information about the utilisation of data collected by social networks, you may consult the following pages :

- [Facebook Privacy policy](#) ;
- [Linkedin Privacy policy](#) ;
- [Twitter Privacy policy](#)

Cookie set by	Cookie name	Cookie purpose	Lifespan
Facebook	fr	Encrypted Facebook ID and Browser ID	3 months
Linkedin	bscookie	Enables tracking of the use of integrated services.	12 hours
	lang	Allows the storage of custom variables such as language.	End of the browsing session
	lissc	Enables tracking of the use of integrated services.	12 months
	lidc	Enables tracking of the use of integrated services.	24 hours
	UserMatchHistory	Allows Linkedin to offer you targeted advertising.	2 months
Twitter	personalization_id	Identifies visitors from Twitter	13 months

3. HOW DO I MANAGE COOKIE STORAGE AND CONSULTATION?

Certain Website features, services, applications and tools are provided to you solely through these cookies and tracers.

You can block, delete and deactivate these technologies if your browser or device allows.

However, doing so may result in certain Website features, services, applications and tools becoming unavailable. It may also result in you being asked to enter your password more often during your browsing session if the Website requires a user account to be created.

For more information on blocking, deleting and deactivating these technologies, refer to your browser or device settings.

Cookies and tracers may be deactivated and deleted using tools available on most browsers. As each browser offers different features and options, you will need to configure your preferences for each separate browser you use.

Below is a guide to managing and blocking cookies and tracers:

1/ If you use Internet Explorer™

In Internet Explorer, click on Tools, then Internet Options. Click on the Privacy tab and Advanced to display the Advanced Privacy Settings window.

Next, select Ignore Automatic Cookie Management and also select Block in the Third Party Cookies column.

2/ If you use Firefox™

Go to the browser's Tools tab and select the Options menu.

In the window that appears, select the Privacy tab and configure the Storage Rules menu by selecting Use Custom Settings for History.

In the menu, you can choose to deselect Accept Cookies or select Never in the drop-down menu named Accept Third-Party Cookies.

You can also click on Display Cookies to view files that contain the name PrestaShop, select them and delete them.

3/ If you use Safari™

In your browser, select the Safari menu, then Preferences.

Click on Privacy.

Click on Display Cookies.

Select the cookies containing the name PrestaShop and click on Delete or Delete All.

After deleting the cookies, click on Finished.

4/ If you use Google Chrome™

Click on the Settings menu then click on Display Advanced Settings (bottom of the page).

Next, click on Content Settings and select Block Third Party Data and Cookies, then click OK to confirm your selection.

You can also click on Display All Website Data and Cookies, then search for PrestaShop in the search bar at top right. You can then select the cookies you want to delete or click on Delete All.

5/ If you use Opera™

Open the Tools or Settings menu and select Delete Private Data. Click on the Detailed Options tab, then select the options you want or follow this link: <http://help.opera.com/windows/10.20/fr/cookies.html>