

Privacy policy

1. General Statement

BADR-Clair de lune takes the privacy of its Customers and Users very seriously and is committed to protecting it. *BADR-Clair* de lune believes that its Customers and Users should be able to easily know what personal data *BADR-Clair* de lune collects and uses, as well as understand their rights in relation to this data.

This privacy policy (the "Privacy Policy") explains our policies and practices regarding how we collect, use, and disclose the personal data we collect on our Site.

The manner in which your personal data is processed and collected applies to all Users of the Site and/or Customers. de *BADR-Clair* de lune.

We recommend that you read this Privacy Policy carefully as it contains important information about your personal data.

Please do not hesitate to contact us if you have any questions or comments about this Privacy Policy.

This Privacy Policy reflects our current practices and may be modified or updated. When we post changes to this Privacy Policy, we will revise the effective date below this Privacy Policy to indicate when such changes have become effective.

If we change this Privacy Policy in a material way, we will notify you by posting a change notice at the top of this Privacy Policy and on the Site's home page.

This policy is effective as of **January 30, 2024**.

2. Definitions

For the purposes of this document, capitalized words have the following definitions:

" **Customer** ": means any natural person of full age and capacity who has subscribed to an account on the Site.

" **Site** ": BADR-Clair de lune website accessible at the address <https://badr-clairdelune.com>.

" **Delivery** ": transfer to the Customer of physical possession or control of the Product.

" **Product** ": Item offered for sale by BADR-Clair de lune on the Site.

" **User** ": Any person browsing the Site.

3. Who are we?

The controller of personal data is:

the company *BADR-Clair de lune*, a simplified joint-stock company with a capital of €10,000.00, registered with the Paris Trade and Companies Register under number 952481596, whose intra-community VAT number is FR79952481596 and whose registered office is located at 54 boulevard de Vaugirard, 75015 Paris.

BADR-Clair de lune can be contacted by email or telephone:

- Email address: contact@badr-clairdelune.com
- Phone number: +33 627470729

4. What personal data do we collect and how is it collected?

Personal data is information relating to an identified or identifiable natural person. They include, for example, a person's name, address or IP address.

Your personal data may be collected on different occasions:

(i) Data that you provide to us directly

You may provide us with data:

- when you create an online account;
- when you subscribe to our newsletter;
- when you use our Site;
- when you purchase Products on our Site.

Depending on what you provide to us, such information may include:

- your identity (your first name, last name, gender, nationality);
- your contact details (your addresses for billing and delivery of your orders, email, telephone numbers);
- your personal status (your title);
- your purchases (including purchase history, order details);
- your preferences (including your size);
- certain payment data (including billing data, payment type or method, credit or debit card number);
- other information you may provide by filling in forms or contacting us.

We will inform you when your information is required to process your request, respond to your inquiries, or provide you with our products and services.

Failure to provide this information may delay or make it impossible to process your request, respond to your inquiries, and provide you with products or services.

We strive to ensure that the personal data we hold is accurate at all times. We therefore encourage you to update your data should any changes occur. We may also ask you to update your data from time to time.

We recommend that you only provide the data requested or necessary for your request.

Finally, we inform you that by completing their purchase, the Customer consents to receive communications regarding products or services similar to those purchased from *BADR-Clair* de lune.

At the end of each email and/or SMS, you will find a link or other means to unsubscribe at any time. To unsubscribe, you can also write to us at the following address: contact@badrclairdelune.com.

(ii) Data we collect indirectly

We may collect data when you use our Site, including your IP address or other browsing data (including browser, operating system, device model), through cookies or similar technologies placed on your device. Some cookies are necessary for the proper functioning of our Site and others are used for analytical purposes that help us provide you with more personalized services and a better digital experience. This collected information allows us to identify you when you connect to our Site, to adapt the presentation of the Site to the display preferences of your terminal (language used, display resolution, operating system used, etc.), to memorize information relating to a form that the User has completed on the Website (registration or access to your account).

We may also collect data about you from third parties,

in particular from a spouse who contacts us on your behalf or that of your friends who provide us with your contact details in order to invite you to events that may interest you.

If you provide us with personal data about someone else, you must ensure that you have the right to disclose this data to us and that, without us taking other measures required by data protection legislation, we can collect, use and disclose said data for the purposes described in this Privacy Policy. For example, you must ensure that the person concerned is

aware of the various subjects set out in this Privacy Policy. The individual must also provide the consents set out in this Privacy Policy regarding how we process their personal data.

(iii) Minors We remind you that we do not collect, directly or indirectly, personal data from minors. We therefore ask that you do not provide us with personal data from people who do not meet this criterion.

5. Why do we collect your personal data and how do we use it?

BADR-Clair de lune collects and processes your data in order to:

- allow you to create an account on our Site;
- manage your access to your account on the Site;
- provide the Products you have requested;
- carry out checks to identify you and verify your identity;
- subject to your consent: send you information on our special offers, news and events, send you commercial communications, send you an email invitation to our events;
- manage the events for which you have registered and/or in which you have participated;
- process, track and manage orders placed with *BADR-Clair de lune*;
- ensure the delivery of the products and services you order;
- process and manage your requests for Product returns;
- manage customer relations in the context of requests for information or complaint that you may send us and manage disputes;
- track and manage product withdrawals and recalls;
- manage your refund requests;
- respond to your questions, suggestions and requests, including your requests to exercise your rights;
- conduct surveys and/or satisfaction polls, either by email or by telephone;
- detect, prevent and combat any fraudulent or illegal activity, including to protect your transactions from payment fraud, act against counterfeiting and the resale of our products in violation of our general terms and conditions;
- protect you, our employees and our property;
- monitor and improve our Site;
- perform statistical analyses, in particular to adapt our offer of Products;
- improve our Products and services.

We collect and use your personal data based on the following legal bases:

- Consent: we have obtained your prior consent to send our commercial communications or organize competitions;
- Performance of a contract: the processing is necessary in the context of a contract between *BADR-Clair de lune* and you (for example when you create an account on the Site or when you make a purchase);
- Legitimate interest: we have a legitimate interest in carrying out the processing and this legitimate interest is not overridden by your interests, fundamental rights or freedoms (for example the prevention of payment fraud, the recovery of unpaid orders or the analysis of the navigation of its Users for the purpose of improving its offers and services, carrying out statistical studies on the Products, securing the Site);
- Compliance with legal obligations: we must process your personal data

in order to comply with the legal and regulatory provisions in force. This is the case in the context of possible product recall or withdrawal procedures, or for the accounting processing of your orders.

6. Marketing Communications

With your prior express consent (usually obtained by checking a specific box on a form), you may receive information about offers, services, products, or events sent by *BADR-Clair de lune*.

We may ask you to confirm or update your marketing preferences if you ask us to provide other Products in the future, or if there are changes to laws, regulations, or our corporate structure.

7. How long do we keep your personal data?

Your personal data is processed for the period necessary for the purposes for which it was collected, to comply with legal and regulatory obligations, and for any period necessary to establish, exercise, or defend legal claims.

To determine the most appropriate retention periods for your personal data, we specifically consider the amount, nature, and sensitivity of your personal data, the reasons we collected your personal data, the service you deserve and expect from us, and the applicable legal requirements.

- With regard to our prospects (potential customers):

Your data is kept for three years from your last action, then deleted or archived in order to comply with legal retention obligations;

- With regard to our customers:

Your data is kept for the duration of our business relationship and up to ten years, then deleted or archived in order to comply with legal retention obligations;

- Regarding the cookies used on the Site:

they are stored for up to 13 months from the moment they were installed on your device.

8. How do we disclose and transfer your personal data?

We may only disclose your personal data to the parties designated below and for the following reasons:

- We disclose your personal data to employees and collaborators of *BADR-Clair de lune* who need access to your personal data and who are authorized to process it for the aforementioned purposes and who undertake to respect its confidentiality.

As part of our legitimate interest in combating payment fraud, *BADR-Clair de lune*, as data controller, may transmit your financial data to an external service provider with a fraud detection tool in order to authenticate a payment. Where applicable, the service provider will be bound by an obligation of confidentiality.

We may also disclose personal data to third parties acting on behalf of *BADR-Clair de lune*.

All such processing is based on our prior instructions set out in a binding contract that complies with the requirements of applicable law.

Such disclosures are made for various reasons, including:

- IT development and support;
- Hosting and conducting marketing and economic studies and marketing campaigns;
- Verifying your information, authenticating payments and processing orders and payments to third parties that provide credit reports, payment services or order fulfillment;

- Delivery services.

These service providers undertake to respect confidentiality and are not authorized to use your personal data for any other purpose. We also require them to implement appropriate security measures to protect your personal data.

- We may be required by mandatory provisions of applicable law or in connection with a legal proceeding or other legal request, to disclose your personal data to authorities or third parties.

- We may also disclose or process your personal data in accordance with applicable law to defend our legitimate interests (for example, in connection with civil or criminal proceedings). For example, we may disclose such personal data if necessary to identify, contact, or bring legal action against a natural or legal person who may be violating our Terms of Sale and Use, or who may be disrupting or harming other users of our Site.

- If BADR-Clair de lune, or all or a portion of its assets, is acquired by a third party, your personal data may be included in the transferred assets.

9. How do we protect your personal data?

All your personal data is strictly confidential and will only be accessible on a need-to-know basis by BADR-Clair de lune staff and independent contractors acting on our behalf, subject to appropriate technical and organizational security measures.

We limit access to your personal data to those who have a genuine business need to access it. Those who access your data will be subject to an obligation of confidentiality to *BADR-Clair de lune*.

We have also put in place procedures to deal with any suspected data security breach. We will notify you and any applicable supervisory authority of a suspected data security breach where we are legally required to do so.

We also require those to whom we disclose your personal data to comply with the above. However, the transmission of information via the Internet is not completely secure. We cannot therefore guarantee the security of your personal data that you have transmitted to us via the Internet. Such transmission is at your own risk and you acknowledge and agree that we decline all liability in the event of unauthorized use, distribution, damage or destruction of your data, except to the extent that the law imposes such liability on us.

Site Access and Security Subscription, access or use of services on the Site, and in particular Orders, may require the opening of a User account involving the provision of a username and the choice of a password, in accordance in particular with the recommendations of the CNIL on the matter.

The password is personal and confidential. The User is solely responsible for it. He undertakes not to disclose it to third parties and to take all necessary precautions to prevent third parties from having access to it.

The User undertakes to notify *BADR-Clair de lune* without delay in the event of loss or theft of his password.

10. What are your rights regarding your personal data?

In accordance with applicable data protection law, you may at any time request access to, rectification, erasure, and portability of your personal data, or restrict or object to its processing. A summary of these rights is set out below:

Your right of access: the right to receive a copy of your personal data.

Your right to rectification: the right to ask us to rectify any errors in your data or to complete them.

Your right to be forgotten: the right to ask us to delete your personal data, in certain situations.

Your right to restriction of processing: the right to ask us to restrict the processing of your personal data, in certain circumstances, for example if you contest the accuracy of the data.

Your right to data portability: the right to receive the personal data you have provided to us, in a structured, commonly used and machine-readable format and/or to transmit this data to a third party, in certain situations.

Your right to object to processing: the right to object:

- at any time during the processing of your personal data for direct marketing purposes;

- in certain other situations, to the continued processing of your personal data, for example, processing carried out on the basis of our legitimate interests.

Your instructions in the event of death:

You have the right to formulate instructions relating to the retention, deletion, and communication of your personal data after your death.

In accordance with the law, you can formulate:

- General instructions, which apply to all of your personal data

and may be recorded in a single register with a

digital trusted third party certified by the CNIL;

- Specific instructions, which concern certain personal data processing operations that you have specifically identified. These instructions must be

addressed to the relevant data controllers, such as BADR-Clair de

lune. You can modify or revoke these instructions at any time. In the absence of instructions, your heirs may exercise the rights of access, rectification, and opposition necessary for the organization and settlement of your

estate.

11. How do I exercise my rights?

When the processing of your personal data is based on your consent, you can decide to withdraw it at any time. If your consent is withdrawn, this will not affect the processing of your personal data based on other legal bases, such as the execution of your orders and the retention of your order data in accordance with applicable law.

For questions specifically related to advertising emails or SMS, we remind you that you can unsubscribe at any time directly via the "unsubscribe" link contained in all advertising emails or SMS messages we send you. If you do so, we will promptly update our databases and take all reasonable steps to respond to your request as quickly as possible, but we may continue to contact you to the extent necessary in connection with any Product you have requested.

Exercise of rights is carried out by contacting BADR-Clair de lune at this address: contact@badr-clairdelune.com.

A response will be sent to you within a maximum of one (1) month following the date of receipt of your request.

You can also send a simple letter to *BADR-Clair de lune* at the following postal address: 54 boulevard de Vaugirard, 75015 Paris.

Please note that if you exercise any of the rights mentioned above, you will be asked to let us know which right you wish to exercise and to provide us with certain information for identification purposes to process your request and protect you against fraudulent requests from third parties.

If you have any questions or concerns regarding our Privacy Policy or data processing, you can contact us at the following address: contact@badr-clairdelune.com.

You also have the right to file a complaint with the CNIL, 3 place de Fontenoy, TSA 80715, 75334 Paris Cedex 7. For more information on your rights at Regarding your data, we invite you to consult the CNIL website: www.cnil.fr.

12. Bloctel

In accordance with Article L. 223-1 of the French Consumer Code, you can register free of charge on a Bloctel telephone canvassing opt-out list (www.bloctel.gouv.fr) to prevent you from receiving telephone canvassing from a professional, except for requests relating to the execution of an ongoing contract and related to the purpose of that contract.

Cookie or Tracking Policy

When you visit the Site, cookies are placed by BADR-Clair de lune and/or third parties on your computer, mobile phone, or tablet (hereinafter the "Terminal").

The purpose of this page is to inform you about how cookies work, the use made of the data collected through them, and the use of the tools made available to you to accept or reject cookies.

I. WHAT IS A COOKIE?

A Cookie is a small alphanumeric file placed on your device (computer, smartphone, tablet, etc.) via your browser or our applications when you visit the Site.

There are different types of Cookies, such as flash cookies, SDKs, pixels, fingerprinting, etc. (hereinafter collectively referred to as Cookies). Some Cookies are technically necessary for the Site to function properly and to fulfill our commitment to providing you with a unique and personalized shopping experience.

Other Cookies are not strictly necessary for the Site to function, but, subject to your consent, allow certain partners of the website visited to offer you targeted advertising based on your browsing.

Only the issuer of a Cookie can read or modify the information contained in it. Below you will find information relating to the Cookies that may be placed on your device when you visit pages of the Site, as well as the means allowing you to delete/refuse the registration of these cookies on your device.

II. WHO CAN PLACE COOKIES ON MY DEVICE?

Cookies may be placed directly by BADR-Clair de lune, in its capacity as publisher of the site, or by its service providers for the needs of *BADR-Clair* de lune.

III. WHAT ARE THE COOKIES PLACED ON MY DEVICE USED FOR?

Below is a list of the cookie categories that may be placed on your Device when browsing the Site.

Cookies issued by BADR-Clair de lune:

Typology of Cookies	Purposes
Strictly necessary cookies	These cookies are essential to allow you to authenticate, navigate our Site, and place orders on our Site. These cookies are exempt from consent.
Functional Cookies	These cookies are not essential for browsing but facilitate the use of our Site. These include cookies that allow you to authenticate on the Site without having to re-enter your login details, allowing us to adapt the site to your specific display needs. These cookies are exempt from consent.

1. HOW TO MANAGE COOKIES? Storing a cookie on your device is essentially subject to your consent.

A/ The options offered by your browser

You can configure your browser software as you wish, so that Cookies are (1) accepted and stored, or read on your device, or, conversely, (2) refused.

1. Accepting Cookies If your browser is configured to accept the storage of cookies on your device, the cookies integrated on the pages of the Site that you have visited will be stored and/or read on your device.
2. Refusing Cookies: You can configure your browser so that;
 - to have the option to accept or reject Cookies offered to you from time to time, before a Cookie is likely to be stored;
 - to accept or reject the storage of Cookies on your device as a whole. Please note: Any settings you may make on your browser regarding the acceptance or rejection of Cookies may affect your internet browsing experience and your access to certain services requiring the use of these same Cookies.For example, by rejecting certain essential cookies, you may no longer be able to place orders on the Site.

You can configure your browser by accessing its settings via the following links:

Browser	Links to Cookie management settings
Internet Explore	https://support.microsoft.com/fr-fr/windows/supprimer-et-g%C3%A9rer-les-cookies-168dab11-0753-043d-7c16-edc5947fc64d
Safari	https://support.apple.com/fr-fr/guide/safari/sfri11471/mac
Chrome	https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en
Firefox	https://support.mozilla.org/fr/
Opera	https://help.opera.com/en/latest/web-preferences/#cookies

You can also configure your smartphone. To learn more about managing cookies via your smartphone, you can consult the following pages:

Operating System	Parameter information links manage Cookies via your smartphone
iOS	https://support.apple.com/fr-fr/105082
Android	https://support.google.com/chrome/?visit_id=638419404503217637-483000456&rd=2#topic=7438325

B/ The options available to you through online platforms for opposing cookies

You have the option to block the collection and use of information about you by advertising companies wishing to offer you interest-based advertising through the following platforms:

- [The Network Advertising Initiative opt-out platform:http://www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/)
- [Your Online Choices unsubscribe platform:http://www.youronlinechoices.com](http://www.youronlinechoices.com)