

PRIVACY POLICY – BEABA & MOI MOBILE APP

Privacy policy applicable from June 26th, 2018

BEABA is anxious to respect your privacy and protect your personal data, and complies with the legislation in force regarding the protection of privacy and personal data. The collection and processing of your personal data is carried out in accordance with the legislation in force and the European Regulation on the protection of personal data.

We have set up this privacy charter (hereinafter referred to as the “Charter”) so that you can provide your personal information with complete confidence and in complete confidentiality when using our BEABA & MOI application (hereinafter referred to as the “Application”).

The purpose of this Charter is to inform you about the purposes for which the data collected via the Application is processed and to guide you in your rights.

We reserve the right to amend this Charter in keeping with changes to our services and to the legislation in force.

1 Who are we?

The Application is managed by BEABA, a company registered with the Paris Trade and Companies Registry under number 352 684 377, whose registered office is at 31 Avenue de l'Opéra, 75001 Paris, France, with share capital of €2,058,750.00.

Hereinafter referred to as “**BEABA**”,

2 When do we collect personal data?

You will be required to provide personal data to:

- log in to your account,
- create a recipe,
- comment a recipe,
- find the point of sale¹ closest to your location,
- leave a comment,
- contact the after-sales service,
- register for our newsletter.

Certain personal data that may be requested from you are mandatory. The mandatory nature of the data collected is indicated by an asterisk or red triangle. Other data are optional.

Failure to provide the mandatory personal data means it will be impossible to access all services contained in the Application.

3 What types of personal data do we collect?

BEABA collects the following personal data from you:

Identification data:

¹ Note du traducteur à l'attention du client : s'agit-il d'une coquille à cet endroit dans la version française ?

- Title/last name/first name/country/date of birth,
- e-mail address,
- postal address,
- telephone number.

Child identification data:

- Gender of the child,
- Due date,
- First name/pseudo of the child,
- Date of birth of the child,
- Photograph of the child.

Connection data: IP address, browsing history.

Location data: geographical position.

Anonymous data: data that does not enable BEABA to identify users.

You may also enter sensitive data relating to your child's health in order to receive recipes tailored to your child's needs:

- Diet,
- Any allergies.

4 For what purposes do we collect this personal data?

BEABA processes your personal data for several reasons. Data may thus be necessary:

- to fulfil our **contractual commitments**;
- to comply with **laws and regulations** in force;
- for our **legitimate interest** to develop our business, particularly in order to improve our products and services.

In addition, certain personal data can only be collected when you spontaneously give your **consent** to their being processed.

Summary of the purposes for processing your personal data and their legal grounds

<i>Purpose</i>	<i>Grounds for processing</i>	<i>Data processed</i>
Enable the creation of your user account	Contractual commitments	<i>Identification</i>
Send personalised commercial information and offers	<i>Consent</i>	<i>Identification, Identification of the child and Connection</i>
Find the nearest store	<i>Consent</i>	<i>Location</i>
Take part in	<i>Contractual commitment</i>	<i>Identification</i>

competitions			
Edit comment/recipe	a	<i>Consent</i>	<i>Identification</i>
Benefit from the after-sales service		Contractual commitments	<i>Identification</i>
Receive our newsletter		<i>Consent</i>	<i>Identification</i>
Find a recipe for my child's needs/create menus		<i>Consent</i>	<i>Identification of the child and child's health data</i>
Compile statistics to improve our products and services.		<i>Legitimate interest</i>	<i>Anonymous data</i>

The Application is intended for users aged 16 and over.

However, the user may enter information about children. In this context, you agree that we may collect, use and disclose your child's personal data in accordance with this Charter and warrant that you have parental responsibility for the children whose personal data you provide to us.

5 To whom do we send your personal data?

We may share personal data collected within the Application with other entities:

- **Business Partners**

With your permission, we may share your personal data with selected business or promotional partners so that they can provide you with special offers, promotional materials, advertisements and other information. BEABA is not responsible for the privacy practices of these business partners, who may use your personal data for their own purposes. If you opt for this sharing of information and would like us to stop sharing your personal data with our business partners, please follow the procedures described in the “**Your rights**” below.

- **Service Providers**

We may share your personal data with our service providers, particularly in the context of our after-sales service. These companies perform certain support functions on our behalf (hosting, maintenance, communications, etc.).

- **Other users**

When posting or commenting on a recipe, your username will be displayed to other users.

We reserve the right to disclose your personal data to other parties where required or permitted by law or by an applicable regulation, court order or rule, or if such disclosure is necessary in the context of an investigation or proceeding in France or abroad. In addition to

the cases listed above, we may disclose non-personal information to third parties, such as statistical data recorded.

Personal data concerning the health of children is not forwarded to anyone. They are stored on your tablet or smartphone without being shared either with other users.

In principle, the personal data collected is not intended for transfer outside the European Union. These personal data are hosted on a server located in Europe.

You may access your personal data by contacting: *contact@beaba.com*.

6 How long do we keep your personal data?

Your personal data will be stored for the time needed to achieve the purposes described above. However, personal data establishing proof of a right or contract, or stored in order to comply with a legal obligation, are archived intermediately for a period not exceeding the period required for the aforementioned purposes.

Personal data used for marketing purposes are stored for a period of three years from the end of the commercial relationship.

Personal data will be deleted by means of anonymisation. The usage data, recipes created and comments are left on the Application but with the indication “User” instead of the user’s initial name and photo.

Personal data are then stored in anonymised form for statistical purposes.

7 What are your rights?

All users have the right

- To access their personal data,
- To modify them,
- To erase them
- To be forgotten by BEABA,
- To limit the processing of their data,
- To receive the personal data concerning them in a structured, commonly used and machine-readable format,
- and, for legitimate reasons, to oppose the processing of their personal data or to request their deletion.

This right may be exercised at any time by going to your customer space <https://shop.beaba.com/fr/connexion?back=my-account> or by email via the following address *contact@beaba.com*.

Users may also file a complaint with the CNIL (French data protection authority) or another data protection authority in a Member State of the European Union.

With regard to sales prospecting, you may choose to no longer receive sales prospecting by using the unsubscribe link in the message or by logging in to your customer space.

8 What about cookies?

Cookies may be placed on your tablet or smartphone when you use the Application.

Our use of cookies is subject to your express, prior and specific consent before they can be placed on your device. We obtain your consent by means of a banner that includes, on the one hand, clear and explicit information on the purposes for which cookies are used and, on the other hand, information on ways of opposing the use of cookies.

By using the Application, you agree to the use of cookies in accordance with this Charter. If you do not agree to the use of cookies, you may disable them by following the instructions below under “Disable cookies”.

Definition of cookies

Cookies come in the form of text files that can identify you as a customer and save your personal preferences (e.g. your language choices) as well as technical information (including browsing data).

In addition, we may also use tags, also called “web pixels” or “ Clear GIF” or similar technologies that are used to verify how you use our application and to see which pages of our application you visit.

Types of cookies used

BEABA uses various types of cookies:

- "Necessary" cookies allow you to benefit from the essential functions of the Application. Without these cookies you will not be able to use the Application normally.
- "Optional" cookies are not necessary but facilitate use of the Application
- "Audience measurement" cookies are used to analyse traffic and usage and to identify malfunctions in the Application. This enables us to improve your experience and the design of the Application
- “Advertising” cookies are used to show ads tailored to your interests. By refusing the use of Advertising Cookies, only non-targeted advertising will continue to be displayed on our Application.
- “Social network” cookies are used to enable you to share the content of the Application with your friends using share buttons, particularly Facebook and Twitter. Social media publishers then place cookies on your device in order to obtain and receive information on your use of these sharing services.

Disable cookies

During your first visit to the Application, a banner informs you of the presence of these cookies and invites you to indicate your choice. Cookies are only stored on your device if you accept them by continuing your use of the Application.

In addition, you can manage the use of each of these cookies at any time by clicking on the link in the Application menu.

9 Modification of the Charter

We may revise or supplement this Charter to take into account new purposes or changes in the legislation. Such changes will be effective as of their publication. Please visit this page regularly to keep yourself informed of any changes made.

10 Contact BEABA

For any comments or questions relating to this document, please write to us at: contact@beaba.com.