

1. PRIVACY POLICY

DATA CONTROLLER

Who is the data controller for the processing of your data?

Identity: HIPPIE SHOP FORMENTERA, S.L. (“Hippie Shop Formentera”).

Postal address: Venda Des Cap de Barbaria 2048, 07860, San Francesc de Xavier-Formentera- Islas Baleares -España.

Telephone: (+34) 625 294 525

email: data_privacy@hippieshopformentera.es

Data Protection Officer (DPO) contact details: dpo@hippieshopformentera.es

Companies register: Registro Mercantil de Eivissa, Tomo 258, Folio B, Hoja IB-812494

Company registration number: B57892614

Authorised representative: Matteo Manzo

VAT registration number: VAT NO.: B 57892614

PURPOSE

In compliance with European General Data Protection Regulation 2016/679, we inform you that Hippie Shop Formentera will process the data you provide us for the following purposes:

1) To correctly execute the management of our services, consisting of:

- 1.1 Management of your user account on the Hippie Shop Formentera website
- 1.2 Purchase and delivery of Hippie Shop Formentera products you have bought, in addition to sending your purchase receipt to the email address you provide us;
- 1.3 Management of our services, including reminders, technical notices, updates, security alerts, support messages, among others;
- 1.4 Registering and managing the resolution of in-store incidents and online incidents.
- 1.5 Registering and managing the communication channels between the customer and Hippie Shop Formentera, using the “Contact us” application, or by letter, email or telephone, including the recording of your calls, with our customer services.

2) To send commercial notifications to inform you of our products and notifications related to Hippie Shop Formentera competitions, and to conduct satisfaction questionnaires, as long as we have your consent to do so. Satisfaction questionnaires are conducted to offer

you personalised service in order to improve your shopping experience at Hippie Shop Formentera.

3) Analysis of your behaviour as a user as well as commercial profiling to show personalised advertising adapted to your preferences and, wherever applicable, to your browsing history. Hippie Shop Formentera will produce your commercial profile based on data collected through third-party sources including, for example, third-party cookies. No automated decision-making which may have legal or similarly significant effects on you will be made based on said profiling. Commercial profiling through cookies may be used by third-party websites to show you personalised advertising.

4) In addition, Hippie Shop Formentera will produce your commercial profile based on (i) the information you provide; (ii) your own cookies (wherever applicable); (iii) your purchasing history; (iv) how often you open your emails, and (v) your replies to any satisfaction questionnaires we may send you. No automated decision-making which may have legal or similarly significant effects on you will be made based on said profiling. Bear in mind that the analysis of your behaviour as a user allows us to improve your experience as a customer of the Hippie Shop Formentera brand.

5) Prevention of abuse and fraud in the use of our services (e.g. fraudulent activities, denial-of-service attacks, spam, among others).

6) Transfer of data to public bodies and authorities, whenever required in accordance with legal and statutory provisions.

PERIOD OF DATA CONSERVATION

How long do we keep your data?

Your data will be kept as long as the contractual and commercial relationship remains in force, until you request their elimination, or the time necessary to fulfil legal obligations.

LAWFUL BASIS

What is the lawful basis for processing your data?

The lawful basis for treating your data lies in:

- The execution of a contract with Hippie Shop Formentera, in relation to section 1.
- The consent provided by you, in relation to the purposes indicated in sections 2, 3.
- The legitimate interest of Hippie Shop Formentera, for the purposes indicated in sections 4 and 5 above.
- In relation to section 4 above: Legitimate interest lies in showing you products which we believe may be of interest to you due to their 'similarity' to other products of the brand you have purchased and based on your commercial profiling. To this effect, Hippie Shop Formentera will monitor your behaviour in order to determine whether you would benefit from other Hippie Shop Formentera brand offers or products. Your commercial profile is produced with information belonging to Hippie Shop Formentera.
- In relation to section 5 above: Legitimate interest lies in protecting Hippie Shop Formentera users through the prevention of abuse and fraud in the use of our services.

- Compliance with the legal obligations applicable to Hippiie Shop Formentera, for the purpose indicated in section 6 above.

ADDRESSES

To which addressees will your data be communicated?

Your data may be communicated to third parties in the following cases:

- Your personal data may be processed by suppliers who provide services to Hippiie Shop Formentera, such as services for content storage, instant messaging, sending notifications, advertising services, etc. Hippiie Shop Formentera has signed the corresponding data processor agreements with each of the suppliers who provide services to Hippiie Shop Formentera in order to ensure that your personal data are treated in accordance with the provisions established in the applicable legislation.
- Your personal data may also be transferred in cases where a legal obligation exists.

RIGHTS

What are your rights when you provide us your data and how can you exercise them?

You have the right to obtain confirmation of whether or not Hippiie Shop Formentera is processing personal data that concerns you.

You also have the right to access your personal data and to request the rectification of inaccurate data or, wherever applicable, request their erasure when, among other reasons, the data are no longer necessary for the purposes they were collected for.

In certain circumstances, you may request the restriction of the processing of your data, in which case we will only keep them for the exercise or defence of legal claims.

In addition, under certain circumstances and for reasons related to your personal situation, you may object to the processing of your data. Hippiie Shop Formentera will stop processing your data, except for compelling legal grounds or the exercise or defence of possible legal claims.

You can also exercise the right to data portability as well as withdraw given consent at any time; nonetheless, this will not affect the legality of any processing based on the consent prior to its withdrawal.

If you wish to exercise any of your rights, you can contact us by email

at data_privacy@hippieshopformentera.es or by ordinary mail at the following address: HIPPIESHOP FORMENTERA S.L., Venda Des Cap de Barbaria 2048, 07860 San Francesc de Xavier - Formentera, Islas Baleares - Spain. Addressed to User Service and indicating "Data Protection" on the envelope. Remember to provide as much information as possible regarding your request, including name and surname(s) and the email address you use for the account or website related to your request.

Finally, we inform you that you may contact the Spanish Data Protection Agency and other competent public bodies for any claim derived from the processing of your personal data.

2. COOKIES POLICY

A cookie is a small text file that is saved to, and, during subsequent visits, retrieved from your computer or mobile device. If you use our services, we will assume that you agree to the use of such cookie.

HOW DO WE USE COOKIES?

We use permanent cookies to store your choice of start page and to store your details if you select "Remember me" when you log in.

We will use cookies to save your favourite products.

We use session cookies for example when you use the product filtration function, to check whether you are logged in or if you put an item in your shopping bag.

We use both first- and third-party cookies to collect statistics and user data in aggregate and individual form in analysis tools to optimize our site and to present you with relevant marketing material.

Some third-party cookies are set by services that appear on our pages and are not in our control. They are set by social media providers such as Facebook and relate to the ability of users to share content on this site, as indicated by their respective icon.

We also use third-party cookies which performs cross-site tracking in order for us to give you marketing in other sites/channels.

WHAT TYPES OF PERSONAL DATA DO WE PROCESS?

We will only connect your cookie ID to your personal data submitted and gathered in relation to your account if you are logged in to your account Hippie Shop Formentera.

WHO HAS ACCESS TO YOUR PERSONAL DATA?

Data that is forwarded to third parties is only used to provide you with the services mentioned above, analysis tool in order to collect statistics to optimize our site and present you with relevant material.

WHAT IS THE LEGAL GROUND TO PROCESS YOUR PERSONAL DATA?

We will only connect your cookies to your personal data if you are logged in to your Hippie Shop Formentera account.

If you are logged in to your account the legal ground is based on our legitimate interest.

HOW LONG DO WE SAVE YOUR DATA?

Hippie Shop Formentera does not save your personal data. You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies please look under "Help" in your browser. You can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer or mobile device. Please note that if you choose to disable cookies, you will not be able to take advantage of all our features.

3. TERMS AND CONDITIONS OF USE

TERMS AND CONDITIONS OF USE

By accessing and using the www.hippieshopformentera.com website (hereafter the "Website") visitors to the Website are deemed to be Users and fully accept these Terms and Conditions of Use. If you do not accept these terms and conditions, please do not use the Website.

INTELLECTUAL AND INDUSTRIAL PROPERTY

The Website and its contents, including designs, texts, graphic images, logos, icons, buttons, software, trade names, brands, creative works, illustrations, photographs or industrial drawings and any other features that can be used for industrial and commercial purposes, (i) are the property of and held by Hippie Shop Formentera or third-party owners who have duly authorized the inclusion thereof on the Website, and (ii) are protected by domestic and international laws on intellectual and industrial property.

Under no circumstances will it be deemed that Hippie Shop Formentera grants any kind of license, waives, transfers, totally or partially assigns said rights, or confers any right or expectation of a right, especially in relation to the alteration, transformation, exploitation, reproduction, distribution or public communication of the aforementioned contents, without previously securing the express consent of Hippie Shop Formentera or the owners in writing.

You may only use the Website and its contents for personal and private purposes. Any other use is prohibited and will require you to previously secure the express consent of Hippie Shop Formentera in writing.

OBLIGATIONS OF USERS

Generally, Users are required to always operate in compliance with the law, the norms of polite behavior and the requirements of good faith, employing all due diligence and abstaining from using the Website in a way that may prevent, damage or adversely affect the normal operation of the Website or the goods or rights of Hippie Shop Formentera, its suppliers, other Users or generally, any third party.

Specifically, without this limiting the provisions of the previous section, Users agree to do the following while using the Website:

- 1) Users will provide truthful information in registration and order forms, and keep said data updated.
- 2) Users will not enter, store or propagate on or from the Website any information or material that is defamatory, insulting, obscene, threatening or xenophobic, or likely to incite violence or discrimination for reasons of race, sex, ideology or religion, or that offends morality, public order, fundamental rights or public liberties, or that goes against the honor, privacy or reputation of third parties, or that generally violates the regulations in force.
- 3) Users will not enter, store or propagate through the Website any program, data, virus or code, or any other electronic or physical device that is likely to cause damage to the Website, any of its services, or any of the equipment, systems or networks of Hippie Shop

Formentera, any other User, the suppliers of Hippie Shop Formentera or generally, any third party.

- 4) Users will not engage in advertising activities or any form of commercial exploitation through the Website and they will not use the contents and information on the Website for advertising purposes or to send messages for any other commercial purpose or for collecting or storing the personal data of third parties.
- 5) Users will not use a false identity or assume the identity of others while using the Website or any of its services, including the use of passwords or access codes of third parties or otherwise.
- 6) Users will not destroy, alter, use for their own purposes, render unusable or damage any data, information, programs or electronic documents of Hippie Shop Formentera, our suppliers or third parties.
- 7) Users will not enter, store or propagate through the Website any content that violates third-party intellectual or industrial property rights or trade secrets, or generally, any content that they are not entitled to provide to third parties under the Law.

LINKS TO THIRD-PARTY WEBSITES

It is expressly prohibited to introduce hyperlinks to our Website from other websites for commercial purposes without the prior consent of Hippie Shop Formentera. Under no circumstances will the presence of hyperlinks on websites other than our own Website imply the existence of a commercial or business relationship with the owner of the website on which the hyperlink has been established, or the acceptance by Hippie Shop Formentera of the contents or services of said external website.

Hippie Shop Formentera accepts no responsibility for the use or contents of third-party websites that may establish links with the Website.

APPLICABLE LAW AND COMPETENT JURISDICTION

The Terms and Conditions of Use of the Website are subject to the laws of Spain and any controversies arising from these Terms and Conditions of Use will be submitted exclusively to the Courts and Tribunals of the city of Ibiza, Spain.

CONTACT US

For any questions or queries regarding the use of the Website, please contact Hippie Shop Formentera:

- By calling us at (+34) 625 294 525, Monday to Friday (except local holidays), 9AM to 6PM
- By using the Contact form you will find on our Website
- By e-mailing us to info@hippieshopformentera.es