

Privacy and Cookie Policy

This is the Privacy and Cookie Policy (collectively "Policies") of vidaXL Marketplace LTD and any of its affiliate entities part of the vidaXL Group (hereafter: "vidaXL"). vidaXL, vidaXL.ca., and our subsidiaries are referred to collectively in this Privacy and Cookie Policy as "**vidaXL**," "**vidaXL Websites**," "**We**" or "**Our**." vidaXL outlines how it collects, stores, discloses, and processes personal data.

A more detailed explanation can be found below under the header '3. LONG DESCRIPTION'

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1. DEFINITIONS

Web Shop: the Web Shop vidaxl.ca and every other by vidaXL appointed Web Shop, URL or application.

Interaction: the use of functions in the Web shop like the Wish List, Checkout, Newsletter Sign Up, My Account, Auctions and Chat.

Web Shop Visitor: A person or entity using the Web Shop.

Web Shop Customer: a person or entity intending to make a purchase(s) on the Web Shop.

Account: A person or entity must register particular information through the Web Shop to place an order.

Personal Data: Identifiable information, such as name(s), address(es), telephone numbers, and email addresses.

Privacy and Cookie Policy: vidaXL's Privacy and Cookie Policy.

Sensitive information: any information that, by its nature or because of the context in which it is used or communicated, warrants a high expectation of privacy such as health and financial data, ethnic and racial data, political opinions, genetic and biometric data, an individual's sex life or sexual orientation, and religious/philosophical beliefs .

2. SHORT DESCRIPTION

How do we obtain personal data?

We retrieve personal data from the following sources:

- Through our Web Shop vidaXL.ca (hereafter: the "Web Shop")
- Through our Corporate Website corporate.vidaxl.com (hereafter: Corporate Website)
- Through other sales channels where we sell our products
- Through offline contacts, e.g. a call to our customer service center

How do we use Personal Data?

We use personal data for the following purposes:

- To improve our websites
- To improve our marketing
- To deliver orders
- To answer questions

How do we protect Personal Data?

We ensure personal data is stored and processed safely in the following ways:

- Accounts are password protected
- Only strictly necessary personal data can be accessed by authorized personnel of vidaXL
- When we need to share personal data with 3rd parties, we ensure those parties also protect Personal Data and we ensure compliance with these Policies.

How can you exercise your rights?

Under Canadian Privacy Laws (including the Personal Information and Electronic Documents Act ("PIPEDA") and applicable local laws), you have certain rights, such as the right of access (to view what data vidaXL maintains regarding your Account) and the right to have your Personal Data deleted.

vidaXL will follow up such requests and depending on the nature of the request, information may either be disclosed or destroyed by Us.

You can make your request by contacting customer service at webservice.en@vidaxl.ca using the e-mail address that you provided to us.

3. LONG DESCRIPTION

3.1 Collection of Personal Data through Web Shop

On our Web Shop, we use cookies and other tracking technologies.

We explain what type of data we collect, where and how we collect your data, what we use it for, who we share your data with, where we may export it to, and how long we store it. We will only use your Personal Data where we are permitted to do so by applicable law, when you have consented to it or when it can be reasonably expected that the collected personal information would be used and/or disclosed for this purpose.

vidaXL will only collect, use or disclose personal information which is strictly necessary to achieve the purposes stated in this Policy. By using Our website and our Web Shop, you agree to the collection and storage of your personal information.

To the best of its knowledge, vidaXL will not collect personal information from children below 13 without consent from the parent and/or legal guardian of the child.

vidaXL does not knowingly collect any sensitive information.

From **Webshop Visitors**, we may collect the following information depending on your cookie settings:

Type	Purpose
<ul style="list-style-type: none">• Country• Viewed products• IP-address• How you entered our Web Shop• Where you leave our Web Shop• With what kind of device you visit our Web Shop	<ul style="list-style-type: none">• To better understand Web Shop Visitors,• to load the correct Web Shop• to show relevant ads.

From **Webshop Customers**, we collect the following information:

For Web Shop Customers, we collect the same information as for Web Shop Visitors, supplemented with information the customer shares with us, for example:

Type	Purpose
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<ul style="list-style-type: none"> • Preferences in the Wish List • Ordered products • Contact information 	<ul style="list-style-type: none"> • Providing you with relevant product suggestions
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Through the **Customer Account**, we collect the following information:

Type	Purpose
<ul style="list-style-type: none"> • First and last name • E-mail address • Password 	<ul style="list-style-type: none"> • To create and manage your account • To counteract fraud, abuse and/or improper use of your account • To share products you have ordered in your account • To optimise claims and to keep track of contact history concerning Web Shop orders and products offered by third parties

The data is saved at least as long as you have an account with vidaXL.

When you **place an order**, we collect the following information:

Type	Purpose
<ul style="list-style-type: none"> • Name • E-mail address • Delivery address • Phone number • Company name (if applicable) • GST/HST number (if applicable) 	<ul style="list-style-type: none"> • To keep you informed about the status of your orders • To complete the order/agreement, amongst other things the delivery and so-called after-sales obligations. • Billing • To improve our service • To handle questions and complaints • To personalise marketing activities • To place orders on behalf of a company
<ul style="list-style-type: none"> • Company name (if applicable) • Name • Billing address • Phone number • Payment method 	<ul style="list-style-type: none"> • To be shown on the invoice • To contact you concerning the finalisation of the order, billing or delivery • To be able to receive payment and to optimize the checkout process • To prevent fraud and hacking • The selected method of payment and your IP-address are forwarded to the selected Payment Partner, after which they handle the payment

When you **pay for your order**, we collect the following data, which is also shared with our payment partners

List of our payment partners available on vidaXL.ca:

- PayPal
- Adyen
- Visa
- MasterCard
- Klarna
(https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_ca/privacy)
- American Express

Type	Purpose
<ul style="list-style-type: none"> • Email address • Company name (if applicable) • Name • Billing address • Delivery address • Phone number • Order value • IP address • Order number • Device • Method of payment 	<ul style="list-style-type: none"> • Shared with the selected Payment Partner; • To send a payment notification via email; • To assess the risk of fraud; • To forward the order number via email in case of payment or cancellation of the order; • To forward the order value and payment method so that the reception of the payment through the chosen payment method can be verified; • To better our services in case of questions about payment, cancellation and refunds; • To reduce errors during the payment process, making the experience of ordering more pleasant.

When joining the **loyalty program**, we collect the following information which are already linked to your Account:

Type	Purpose
<ul style="list-style-type: none"> • Full name • E-mail address • Password 	<ul style="list-style-type: none"> • To provide you with the loyalty benefits • To keep you informed about the amount of points in your account • To let you know when your points are about to expire

When you **take part in an auction**, you will need to, in addition to the information necessary to create an account, also create a so-called "bidder nickname". Other customers can also see your bidder nickname.

This bidder nickname will be used in combination with your account- and order information for the following purposes:

- Managing and organising the auctions
- Combatting and checking for fraud, abuse and/or unintended use.

When you **create** your own **Wish List** in our Web Shop and add products to your Wish List **while logged out** they will remain on the list for 30 days.

The following information may be gathered regardless of whether you are logged in or out depending on your cookie settings:

- IP address
- Web Shop browsing behaviour

If you **add products to your Wish List while logged in** you can always find your products under Wish List in 'My Account'.

This data is gathered for marketing purposes so that vidaXL can remember your Wish List when you return to the Web Shop.

3.2 Collection of Personal Data through reviews and customer satisfaction surveys

You can **review products** from the Web Shop **via My Account**. You can only review a product if you have purchased it.

When you leave a review the following data is gathered so that the order and the correct review can be linked to the correct email address.

Type	Purpose
<ul style="list-style-type: none">• Name• E-mail address• Product• Order number	<ul style="list-style-type: none">• To add the product reviews to the Web Shop• To contact the customer in case of possible complaints

Through the Webshop you can **review the Web Shop and (the service of) vidaXL**. Here too, you must first have placed an order to be able to leave a review. To assess the service of vidaXL the following data is collected:

Type	Purpose
<ul style="list-style-type: none">• Name• Residence	<ul style="list-style-type: none">• Contact customer• Complaint handling

Via the Web Shop you can leave a review by clicking the "Write a review" or similar link. After this you are forwarded to a third party Web Shop, one of vidaXL's contract partners, that specialises in customer reviews. Through this website, you can place a review after you have agreed to the terms and conditions of the third party. This third party is responsible for the processing of your personal data. In this case,

You can **leave a review about vidaXL via comparison sites** that show vidaXL products and prices. To leave a review the following data is collected:

Type	Purpose
<ul style="list-style-type: none">• Email address	<ul style="list-style-type: none">• Contact customers

• Name	• Complaint handling
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For more information about the collected data you are referred to the privacy policy of the relevant other channel.

After you have placed an order with vidaXL or after you have had contact with vidaXL you can be approached to participate in a **customer satisfaction survey**. This survey is executed by an external party. If you participate in a customer satisfaction survey, the following (personal) data will be processed:

Type	Purpose
<ul style="list-style-type: none"> • Contact information • E-mail address and/or phone number • Experiences with (departments of) vidaXL and/or affiliated businesses • Information about a placed or delivered order • IP-address 	<ul style="list-style-type: none"> • Research into customer service satisfaction concerning (departments of) vidaXL and/or affiliated businesses • Improvement of service and processes • Handling of questions and/or complaints • Checking for abuse (e.g. multiple reviews/experiences by one and the same person)

3.3 Collection of personal data through our customer service department

Contact with customer service

If you have questions or complaints about a product you purchased from us via the Web Shop or about the service of vidaXL you can call us, e-mail us or chat with us. You can find the contact information on the Web Shop and in this Privacy and Cookie Policy. It is also possible to use our online complaints form on the Web Shop. If you use the online form, we will ask for (at least) the following (personal) information:

Type	Purpose
<ul style="list-style-type: none"> • First and last name • E-mail address • Phone number • Order number (optional/if applicable) • Description of the nature of your complaint • <u>Chat feature</u>: only first and last name, e-mail address and the subject of the chat 	<ul style="list-style-type: none"> • Handling complaints • Provide information

Recording of interactions

Interactions with our customer service may be recorded for training-, evaluation- or quality purposes. In the event a phone conversation is recorded, you will be informed of this the moment you contact our customer service by phone. You will be able to refuse recording your phone call with our customer service by pressing on the respective key on your calling device. The (personal) data that is recorded will only be used for the aforementioned purposes.

Recorded phone conversations are stored and secured in such a way that they are not accessible to unauthorized persons and they are never kept longer than needed for the specific purpose. The data will be anonymized where possible in order to enhance personal information safety.

Third party service

vidaXL uses external parties for part of its customer service interactions.

Newsletters

You can apply for different newsletters, both general and personal. Personal newsletters are sent based on, for example, your personal details and order history, so we can send you more relevant newsletters. If you wish to receive the free digital newsletters sent by vidaXL and partners, we ask, among others, for the following (personal) information.

- Title
- First and last name
- E-mail address

You can unsubscribe from the newsletters at any time by logging into your account and unsubscribing. Besides that you can always use the unsubscribe-link in the newsletters.

3.4 What are your rights?

Under data protection legislation, you have rights including:

- **Your right of access** – You have the right to ask us for a copy of your personal information.
- **Your right to rectification** – You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** – You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** – You have the right to ask us to restrict the processing of your personal information in certain circumstances.'
- **Your right to object to processing** (only when based on consent) – You have the right to object to vidaXL processing under certain circumstances.
- **Your right to challenge compliance** – you may at any time contact us to require proof of our compliance with applicable law to the exception that vidaXL would have a reasonable reason not to provide you with the requested information.

If you make a request, we have one month to respond to you.

vidaXL may charge you a reasonable administrative fee to exercise your rights related to retrieve data stored for limits mentioned in this Policy.

Please contact us at webservice@vidaxl.ca if you wish to make a request.

3.5 Data Processing within vidaXL

vidaXL-concern has several offices worldwide. These offices work closely together. Employees in our offices only have access to personal data as far as this is required for them to do their job.

vidaXL takes measures to adequately **protect** your Personal Data. To achieve this, we use means that fit our activities, the nature and size of our company, and the sort of data we process. We do this to prevent unauthorized access to, adjustment, disclosure or loss of personal data.

We expect you to contribute to the safekeeping of your Personal Data by keeping your login details (e-mail address and password) private. Never share your login details with anyone and treat them with care.

vidaXL does not **store** your information longer than necessary for the purposes your information is used for, unless the data has to be stored longer due to legal requirements (such as a retention obligation). How long certain data is stored depends on the nature of the data and the purposes for which it is processed. The storage period can therefore differ per purpose.

Because of the global presence of vidaXL, your data may be processed outside of Canada. vidaXL makes sure that your data is well protected within the entire concern.

vidaXL can provide your personal data to **third parties** for the following reasons:

- You have given your express consent for this; or
- Contract performance (order fulfillment): your data may, for instance, be transferred to carriers, payment service providers or outsourced customer service agencies; or
- Because vidaXL has a collaboration with another party in the context of improving our products and services and you could reasonably have expected your personal information to be used for this purpose: your data may, for instance, be transferred to marketing or advertising agencies, customer database hosting providers, etc.; or
- An obligation by law; or
- To prevent or fight fraud or potential/suspected fraud;
- If necessary for the business management of vidaXL.

Some of the external companies we work with are based outside Canada. For example we work together with third parties such as Google and Facebook. This means that data may be stored on servers outside of Canada. In such events, your personal information will be subject to foreign laws and jurisdictions which may be less protective than applicable laws of Canada. vidaXL has taken all necessary measures to implement appropriate safeguards (both technical and legal).

This Privacy and Cookie Policy is **not applicable to third party Web Shops** that are linked to the Web Shop. Besides that the Privacy and Cookie Policy is also not applicable to data collected by companies such as Google. You can adjust your preferences yourself in your Google account. Consult their [privacy policy](#) for this.

4. USE OF COOKIES

4.1 What are cookies?

As with many Web Shops, vidaXL uses cookies and other tracking technologies such as "web beacons" (hereafter: "Cookies").

A Cookie is a small text file that is sent by the Web Shop page via your browser, it is then saved on a hard drive of your computer, phone or tablet.

Cookies are for example used to save passwords and personal settings, so that you don't have to fill those in the next time you visit the Web Shop.

We hereby explain how the Web Shop uses Cookies, where the Cookies come from and why they are used. For the optimization of our own ads and those from third parties the following data, amongst others, is collected:

- Purchased products
- Viewed products
- Order value
- How the customer accessed the Web Shop

In part 4.3, we will describe how Cookies can be rejected and removed.

4.2 What cookies do we use?

4.2.1 Functional Cookies

vidaXL uses Cookies, such as Google Analytics to remember your chosen settings and entered data during your visit to our Web Shop. These Cookies make browsing our Web Shop easier because certain data does not have to be re-entered every time.

In addition, vidaXL can use Cookies that are necessary to make the Web Shop function well, even when you visit the Web Shop on your mobile phone or tablet.

4.2.2 A/B Testing Cookies

vidaXL continuously tests its Web Shop to be able to provide the best user experience. Because of that, vidaXL uses so-called A/B testing Cookies by third parties. With A/B tests, there are two different variants of the Web Shop, or parts of the Web Shop shown to visitors to determine which one works best. As such, this Cookie determines which version of the Web Shop you see.

4.2.3 Webshop Analysis Cookies

On the Web Shop, Cookies are used that keep track of which pages you have visited. This information is collected, amongst others, by web analysis services Google Analytics, Pingdom, Hotjar, Google Tag Manager and Clarity.

These web analysis services use Cookies to analyse how visitors use the Web Shop. The Cookies are used to save visitor information, such as the time the visit to the Web Shop took place, or whether the visitor has visited the Web Shop before and via which Web Shop the visitor ended up on the webpage.

To optimize the user- and customer experience of our Web Shop, vidaXL uses Hotjar Web Analytics Service. Hotjar can register mouse clicks, mouse movements and scrolling activities. Hotjar also collects information about visited webpages, taken actions, the country you are in, the device you are using and the browser you are

working with. Hotjar does not collect any personally identifiable information (PII) that you do not enter voluntarily on the Web Shop. Hotjar also does not follow surfing behavior on Web Shops that do not use their services. Hotjar's privacy statement contains a detailed explanation about how Hotjar is used: <https://www.hotjar.com/privacy>. You can always choose to not have your information gathered by Hotjar when you visit our Web Shop, go to the 'Opt-out' page on the Hotjar Web Shop and click on 'Disable Hotjar' to do so.

The generated information about your Web Shop use is, in most cases, sent to the servers of the relevant web analysis services. The web analysis services use this information to evaluate how you use the Web Shop, to create reports about the Web Shop activities and to offer you other services pertaining to the use of the Web Shop and the internet. vidaXL uses the aggregated data from the reports for further optimising of the Web Shop.

Pingdom is a website performance monitoring tool. It helps us identify bugs and other performance issues. Pingdom does not collect any personally identifiable data. It collects anonymous data on website load times and load orders.

Google Analytics is a website behaviour analysis tool. It does not collect personally identifiable information. IP addresses are masked before they get stored by Google. Google Analytics collects and processes browsing behaviour, allowing us to identify bottlenecks on our website, and troubleshoot any potential issues our customers may encounter. In general, it helps us get a picture of how our customers interact with our website, and we can use that information accordingly to improve our platform.

Google Tag Manager is a tool that manages our cookie placement. It allows us to make quick changes to the way information is sent and received. (for example, we build our 3rd party connections through this tool, and can and will block irrelevant cookies from there).

Clarity is a similar tool to Hotjar. It has a similar use to Hotjar (mentioned above) in that it specializes in user behaviour on a deeper level. It measures clicks on the different elements on our pages, and collects recordings of user sessions (randomly selected and anonymous). This allows us to get an even better grip on potential issues on our website. Using this tool allows us to find flaws and potential areas that need improving, and allows us to test these improvements afterward.

vidaXL refers to the privacy policy of the relevant web analysis services in which is described how they deal with your (personal) data when their products and services, amongst which web analysis, are being used.

4.2.4 Affiliate Cookies

On the Website, Affiliate Cookies are used to measure the effectiveness of ads placed on behalf of vidaXL on third party websites. This way the affiliate partner can be rewarded by vidaXL for their online advertising of vidaXL. Through these Cookies it can be checked via which affiliate partner you reached our Web Shop, whether ads are effective and if they did actually lead to a sale in our Web Shop. They do all of this without the exchange of personal data.

vidaXL is currently not making use of any affiliate cookies in Canada.

4.2.5 Retargeting Cookies

The Web Shop uses retargeting Cookies to show relevant ads to returning visitors of the Web Shop. With these Cookies, a profile of your surfing behavior can be built so that the ads correspond with your interests. The ads are shown on ad partners' Web Shops and on social media. Cookies in this category are Google Ads, Bing Ads, Criteo and IntelliAd.

4.2.5.1 Criteo

Amongst other things, Criteo's retargeting Cookies are used. For more information about the data Criteo collects, we refer you to the [Criteo Privacy Policy](#).

4.2.5.2 Google Ads & Analytics Remarketing

vidaXL uses Google Ads & Analytics remarketing services to show ads on third party Web Shops (including Google) to previous visitors of vidaXL. This can mean that we, for example, show ads to a visitor that has not completed their order, or has just completed their order. The ads can be text- or display ads within the Google Display Network.

All collected data is used in accordance with the Privacy and Cookie Policy from vidaXL and Google's privacy policy. You can set your ad preferences via the [Google Ad Preference page](#).

4.2.5.3 Retargeting Cookies third party Webshops

On third party Web shops (such as online marketplaces), retargeting can also happen. vidaXL Cookies are then used to show relevant ads to previous visitors of these other Web Shops.

4.2.6 Social Media Cookies

On the Web Shop, you can use (for example) social media buttons from Facebook, YouTube, Twitter, Pinterest and Google+.

As soon as you visit a page on the Web Shop that has social media buttons, your browser connects to the relevant social media provider. Through this, the provider obtains information about the pages on the Web Shop you visited with your IP-address.

If you are logged in to Facebook, YouTube, Twitter, Pinterest or Google+ during your visit to the Web Shop, your visit can be linked to your account. If you use the buttons, by clicking the Facebook 'Like'-symbol for example, then the relevant information is sent to and saved by the relevant provider via your browser.

The purpose and scope of the data collected through social media buttons, as well as further processing, the further use and the duration of the storage, are exclusively determined by the providers of the buttons. You can read more about this in the privacy policies of the relevant providers.

4.2.7 Price Comparison Cookies

The Web Shop uses different avenues of advertisement. Aside from affiliates, another popular channel our customers like to use is Price Comparison Websites. These websites aggregate product lists from different websites, and display them in a way the customer can easily compare stores, prices and service levels.

In order to determine the performance of these Price Comparison Websites, we send confirmation of the purchase (if made through their channel) and limited purchase information (amount of products, total transaction amount) to these partners. This

allows us to monitor their performance, and adjust accordingly. They do not collect personally identifiable information.

vidaXL does not currently work with any Price comparison Partners in Canada.

4.2.8 Email Cookies

On the vidaXL.ca, Email Cookies are used to measure the effectiveness of commercial e-mails sent by vidaXL. This way we can measure effectiveness and performance of our e-mail campaigns and newsletters. All of this happens without collecting any personal information.

We currently work with an email cookie partner named Clang. We also work with Salesforce Marketing Cloud which will allow you greater control over how you receive notifications.

4.3 Accepting and Declining Cookies

When you enter vidaXL.ca, a cookie banner appears at the bottom of our website. You can either accept all the cookies (Essential cookies, analytical cookies and marketing cookies) or chose to personalize settings.

If you chose to personalize the settings, you will be able to choose to opt-in to analytical and marketing cookies. If you click on "save settings" without opting in to analytical or marketing cookies, only essential cookies will be used.

Essential cookies cannot be declined as they are strictly necessary to provide the website and its functionality (ex: to allow us to hold items in your cart, to keep your language preferences).

You can also accept or decline Cookies by adjusting your browser settings. Every browser is different, so vidaXL refers you to the information page of your browser or the user manual of your phone for the setting of your Cookie preferences.

If Cookies are completely switched off, it is possible that you cannot use all the functions of the Web Shop. If you use different computers at different locations, you have to make sure that every browser is set to your Cookie preferences.

You can always remove Cookies from the hard drive in your computer, phone or tablet. Consult the information page of your browser or the user manual of your phone or tablet to learn how to do this. Please note: when you disable your cookies completely, it is possible that not all functionalities on the web shop can be used.

4.4 Links to partners' privacy Policy

Partner	Link to privacy policy
Google analytics, Google Ads, Google Tag manager	https://policies.google.com/privacy?hl=en
Criteo	https://www.criteo.com/privacy/

Bing Ads	https://about.ads.microsoft.com/en-us/policies/legal-privacy-and-security
Microsoft Ads	https://about.ads.microsoft.com/en-gb/resources/policies/microsoft-advertising-privacy-policy
IntelliAD	https://www.intelliad.com/privacy-policy/#:~:text=You%20can%20visit%20our%20websites,for%20example%20through%20your%20registration.
ABTasty	https://www.abtasty.com/privacy-policy/#:~:text=On%20collecting%20and%20processing%20the,n ot%20stored%20by%20AB%20TASTY.
Hotjar	https://www.hotjar.com/legal/policies/privacy/
Pingdom	https://www.pingdom.com/legal/terms-of-use/
MS Clarity	https://clarity.microsoft.com/terms
Clang	https://www.clang.gg/privacy
Facebook	https://www.facebook.com/privacy/policy
Pinterest	https://policy.pinterest.com/en/privacy-policy

5. CHANGES TO THE PRIVACY AND COOKIE POLICY

The contents of this Privacy and Cookie Policy can be amended. The most current version can always be found on the vidaXL Web Shop. vidaXL advises that you regularly check this Privacy and Cookie Policy, at least before you provide vidaXL with personal data.

6. HOW TO CONTACT US?

If you have any concerns or questions about our use of your personal information, you can contact us:

- By phone: 1-226-828-9843
- By email: webservice.en@vidaxl.ca
- By mail: C/O DELOITTE LEGAL CANADA LLP, 410 WEST GEORGIA STREET, SUITE 2000C, VANCOUVER BC V6B 0S7, CANADA

You can also contact the Office of the Privacy Commissioner of Canada or any other competent Data Protection Authority or ombudsman, if you are unhappy with how we have used your data.

Office of the Privacy Commissioner of Canada
30, Victoria Street
Gatineau, Quebec

K1A 1H3

Toll-free: 1-800-282-1376

Phone: (819) 994-5444

Website: <https://www.priv.gc.ca/en/contact-the-opc/>