

PRESTASHOP EVENTS

PERSONAL DATA PROTECTION POLICY

Including Cookie Policy

It is normal to place special emphasis on how your data is obtained, used and shared.

That is why this personal data protection policy (the “Policy”) has been created to help you understand the practices and conditions by which PrestaShop SA, a public limited company entered the Paris company and trade register under no. 497 916 635, whose offices are at 04 rue Jules Lefebvre, 75009, Paris, (“PrestaShop”) gathers, uses and stores your personal data (the “Data”).

This document will explain the various Data that we may collect or that you may provide to us when you access the website <https://events.prestashop.com/> (the “Website”) about the events organized by PrestaShop (the “Events”), as well as details about how we collect, use, store, protect and communicate this information.

Given that laws and regulations on technology and personal data protection are constantly evolving, this Policy is likely to be updated between events. You will be notified of any changes when you register as you will need to accept our General Terms & Conditions and this Policy.

If any of the clauses in this Policy should be declared null and void or contrary to regulations, that clause will be deemed nugatory, but will not result in any other clauses in this Policy becoming null and void.

This Policy applies to Data collected:

- on the Website published by PrestaShop or through that Website, namely through the contact or participation form;
- from your communication with PrestaShop via email or other type of electronic messaging service about the Events;
- when you subscribe to the newsletter to be informed of upcoming Events and their content.

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 Website.

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 Website.

If you do not agree, please do not use our Website.

You are responsible for ensuring any Data provided to PrestaShop is complete, accurate and up to date.

ARTICLE 1 – DATA CONTROLLER

PrestaShop, acting as a data controller, within the meaning of the General Data Protection Regulation 2016/679 dated 27 April 2016 (« GDPR) and the amended « Informatique et Libertés » law of 6 January 1978 attaches great importance to the principle of personal data protection.

ARTICLE 2 – COLLECTED DATA

We may collect the following categories of Data :

- Identification data (civil status, contact details, surname, first name, e-mail address, etc.)
- Data relating to your professional activity
- Data relating to your connection and browsing (logs, IP address, cookies, tracers, audience measurement, etc.)
- Economic and financial information (bank details, bank details, etc.)
- Transaction data (shopping cart, transaction amount and date, etc.)

ARTICLE 3 – COLLECTION PROCESS

The Data collected and how it is collected depend on your use of the Website.

PrestaShop directly collects Data that you enter into the newsletter subscription, contact and ticket purchase forms.

PrestaShop also indirectly collects your Data through cookies and tracers. Please see our Cookie Policy below, which has been created to help you better understand this technology and how we use it on our Website and for our services, applications and tools.

ARTICLE 4 – PURPOSES AND LEGAL BASIS

Collection of your data may be necessary:

- to meet contractual commitments.
- to respect the legislation and regulations in force.
- based on the legitimate interest of PrestaShop to develop its business and improve its products and services.
- some personal data may only be collected with the User's consent to its processing.

Purpose	Legal Basis
To manage your registration and participation in events	Contractual commitments (TC)
Analyses and improve participants experience	Legitimate interest
	Improving our services
Commercial purposes	Legitimate interest

In accordance with the recommendations of the CNIL on commercial prospecting B to B, you are likely to receive commercial communications for similar products or services. You can object to this processing, at any time, from the collection form or directly in the emails received.

ARTICLE 5 – RECIPIENTS

5.1 PrestaShop collaborators

Your Data may be processed by the PrestaShop employees.

5.2 Third parties - Subcontractors

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 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.

When you click on “Buy my ticket”, you are automatically redirected to the website published by the company Infinite Square, located at 33 rue du Faubourg Saint Antoine, 75011 Paris, who manages the Event website, ticket sales and billing. The processing of your Data is covered by a subcontracting agreement to regulate and secure this processing of your Data.

Your mailing address is required to draw up invoices. Your bank or PayPal details have to be provided to pay your order. If you choose to use PayPal to pay for your order, your email address and your order details, such as number and amount, will be transmitted to PayPal Holdings, Inc.

The Data collected within the scope of Website use is hosted by Inwink - 33 Rue du Faubourg Saint-Antoine, 75011 Paris.

Your Data may also be processed by Google via cookies. You can find out more here. We recommend that you read the applicable policy regarding personal data protection for each third party website you access via our Website in order to understand how your Data will be used.

5.3. Partners

Your Data may be transferred to partners :

- At your inscription on PrestaShop event website If you consent to it.
- During the event, data may be transferred to a partner who will scan your badge if you have not objected.

When partners are located outside the European Union in countries without appropriate and sufficient levels of data protection, we guarantee the protection of your Data through the signature of European Union standard contractual clauses.

ARTICLE 6 - LEGAL DISCLOSURE

Your Data may also be sent to any buyer or successor in the event of the merger, transfer, restructuring, reorganization, 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 Data of Users of PrestaShop's various websites are listed among the transferred assets.

Lastly, we may also disclose your 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 clients and other stakeholders. This disclosure includes exchanging information with other companies and organizations for the purpose of protecting against fraud and counterfeiting.

ARTICLE 7 – DATA TRANSFERS

For the purposes of this Policy, your data will not be transferred outside the European Union.

ARTICLE 8 – DATA STORAGE

PrestaShop only stores your Data for the period necessary for the purposes explained in Article 4.

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 address will be stored until you unsubscribe.

If you have contacted us using the contact form to participate in an Event, your Data will be stored for three (3) years as part of the contractual relationship that might ensue. Otherwise, your Data will be stored for three (3) years from the date of last contact.

ARTICLE 9 – RIGHTS

9.1 Rights to your Data

In accordance with the provisions of the applicable regulations on the protection of personal data, in particular the European Regulation 2016/679 on Data Protection (hereinafter the « RGPD ») as well as the amended « Informatique et Libertés » law of 6 January 1978, we undertake to guarantee the exercise of your rights.

Regardless of the purpose or legal basis of the processing, you have :

- A right of access to the Data we hold about you,
- A right to rectify your Data that we already hold,
- A right to have your Data deleted,
- A right to limit the processing of your Data,
- A right to set out instructions on what to do with your Data in the event of your death.

If you have given us your consent to process your Data, you also have the right to withdraw that consent at any time. However, the withdrawal of consent does not render unlawful any processing already carried out on that legal basis.

If you have given us your consent to process your Data or the processing is based on contractual commitment, you have a right to the portability of your Data provided.

Finally, if the processing is based on the legitimate interest of PrestaShop, you have a right to object on legitimate grounds in accordance with Article 21 of the GDPR ; where the data is processed for the purpose of canvassing, you will not be required to provide grounds.

9.2 Exercising these rights

You may exercise these rights by sending an email in English, French or Spanish to privacy@prestashop.com or to the following address :

PrestaShop S.A
Legal department
4, rue Jules Lefebvre - 75009 Paris

We have a period of one month to respond to any request relating to the exercise of your rights from the date of receipt of the request. This period may be extended by two months, due to the complexity or excessive number of requests.

In accordance with Article 12.6 of the RGPD, to exercise these rights, PrestaShop, as the data controller, reserves the right to ask you to prove your identity. We inform you that the data allowing us to justify your identity will be deleted once we have answered your request.

Finally, you have the right to lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL), notably on its website www.cnil.fr.

ARTICLE 10 – SECURITY

Your Data is stored on secure servers protected by firewalls and antivirus software.

The Data collected is encrypted using the Transparent Data Encryption functionality for SQL Database.

An application logging policy has been implemented by our subcontractor to detect and trace any intrusion attempts into the architecture of the Website.

We have implemented technical and organizational measures intended to protect the security and confidentiality of your Data against any accidental loss and any unauthorized 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 Website. In those terms, you agree that the security of your information is equally your responsibility.

ARTICLE 11 – REVISION OF THE POLICY

Given the constant evolution of laws and regulations regarding technology and the protection of personal data, it is likely that this Policy will be updated.

If you are a user of the Websites, you will be notified of any major changes by email.

If any provision of this Policy is found to be invalid or unlawful, it shall be deemed unwritten and shall not affect the validity of the remaining provisions of the Policy.

COOKIE POLICY

When you visit or use the websites <https://events.prestashop.com> (hereinafter the “**Website**”), 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.

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

- [Privacy Policy of Axeptio](#)
- [Privacy Policy of inwik](#)

Cookie set by	Cookie name	Cookie purpose	Lifespan
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Inwik	iwuid	This cookie is required to access the site and its features.	End of browsing session
	ai_session	This cookie keeps track of the status of users across page requests.	12 months
	ai_user	This cookie collects statistical and telemetric information to store a unique identifier to recognize users on repeat visits.	12 months
Axep tio	axeptio_cookies	Management of user consent for our websites.	12 months
	axeptio_all_vendors	Management of user consent for our websites.	12 months
	axeptio_autho_rized_vendors	Management of user consent for our websites.	12 months

- **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 behavior. 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](#)

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_UA	Assigns an identifier to each visitor to distinguish them.	End of browsing session
	_gat	Used to throttle request rate.	1 minute

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>

PRESTASHOP

Find further information on PrestaShop on prestashop.com.