

**PERSONAL DATA PROTECTION POLICY FOR**  
[www.events.prestashop.com/prestashop-ecommerce-week](http://www.events.prestashop.com/prestashop-ecommerce-week)

## **Introduction**

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 on the Paris company and trade register under no. 497 916 635, whose offices are at 12 rue d’Amsterdam, 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 [www.events.prestashop.com/prestashop-ecommerce-week](http://www.events.prestashop.com/prestashop-ecommerce-week)(the “**Website**”) about the events organised 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.

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.

## 1. WHAT DATA DOES PRESTASHOP COLLECT?

Depending on the nature and purpose of your interaction with PrestaShop, we may collect the following Data:

**Data collected through the newsletter subscription form:** email address.

**Data collected through the contact form: Data relating to the identity of visitor(s):** full name, email address, position, professional category and information relating to your company (company name, address, city).

**Navigation data is collected via cookies to measure the audience of viewed content and enable the analysis of published content and its usability:** number of users and sessions, session duration, operating systems, device models, geographical region, first launches, openings of the application, updates to the application, purchases via the application.

**Data about your visits to our Website,** including traffic data, logfiles and other data or communication resources used by you when accessing our Website.

## 2. HOW IS MY DATA COLLECTED?

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, inscription forms.

PrestaShop also indirectly collects your Data through cookies and tracers.

### 3. FOR WHAT PURPOSES AND ON WHAT LEGAL BASES ARE MY DATA COLLECTED?

Data collection 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.

Your Data is collected by PrestaShop for the following purposes and legal bases:

- The Data collected through the newsletter subscription form is processed on the basis of your consent, to allow us to send you newsletters about Events.
- The Data collected through the registration form are processed on the basis of your consent, so we can respond to your request for participation in the Event, to manage the organisation of the Partner Webinar for which you have registered ; to provide the necessary information for organisation of the Event and your participation ; to permit us to contact the Sponsors of the Events. This Data may be used for the purposes of commercial solicitation based on our legitimate interest, unless you object to this usage.

Your Data may also be collected via cookies and tracers, with your consent when required, for:

- Improving your user experience, namely by:
- Enabling our Website to recognise your equipment, saving you from having to provide the same information several times to perform the same task.
- Recognising the user name and password you have provided so you do not have to enter them again for each page requiring it.
- Analysing Website traffic and data to measure the number of users, make the Website easier to use and ensure it is able to quickly respond to your requests.

### 4. WHO PROCESSES MY DATA?

- **PrestaShop and/or its employees**

Your Data is processed by PrestaShop employees tasked with organising and managing PrestaShop Events.

- **Subsidiary**

In addition to our PrestaShop teams, your Data may be sent to PrestaShop Inc., a subsidiary of PrestaShop SA, whose offices are located at 80 SW 7th Street, Suite 2000, Miami, FL 33130, USA.

Your Data may also be sent to any buyer or successor in the event of the merger, transfer, restructuring, reorganisation, 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 personal data of PrestaShop Website users are listed among the transferred assets.

- **Administrative authorities**

We may also disclose your personal 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 users and other stakeholders. This disclosure includes exchanging information with other companies and organisations for the purpose of protecting against fraud and counterfeiting.

- **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.

The 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 "**Registrar now**", 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.

The Data collected within the scope of Website use is hosted by [Microsoft Cloud, located in the European Union](#). This host is certified in accordance with ISO/IEC 27018 – Cloud Privacy.

Your Data may also be processed by Google via cookies.

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.

## **Partners**

Your Data may be transferred to our partners who animate a webinar if you participate in their webinars.

By contacting them, your Data may be transferred to our partners who sponsor the Event (hereafter the “Sponsors”). Your data may be also transferred to Sponsor if you have given your consent to this transfer in the registration form.

## **5. HOW LONG IS MY DATA STORED FOR?**

PrestaShop only stores your Data for the period necessary for the purposes explained in Article 3.

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 five (5) 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.

Lastly, Data collected using cookies/tracers will be stored for up to six (6) months for cookies measuring our Website’s audience and up to thirteen (13) months for others.

## **6. HOW IS MY DATA PROTECTED?**

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 organisational measures intended to protect the security and confidentiality of your Data against any accidental loss and any unauthorised 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.

As such, you agree that the security of your information is equally your responsibility.

## 7. WHAT ARE MY RIGHTS?

You can choose how the Data you provide is used:

- You can browse the Website without providing Data. This means you are unable to use certain Website features.
- You can decide to no longer receive the newsletter. Simply unsubscribe using the link in the email with the newsletter.
- You can decide not to provide your email address in the contact form. Please be aware that we will not be able to write to you and cannot therefore contact you with a reply.

In accordance with the provisions of the applicable regulations regarding Data protection, namely the European General Data Protection Regulation 2016/679 (**GDPR**) and the French Data Protection Act no. 78-17 of 6 January 1978 and its amendments, you have the right to access and correct your Data.

You also have the right to stipulate directives relating to the fate of your Data in the event of your death.

Furthermore, subject to the conditions of the aforementioned regulation for exercising your rights, you have:

- The right to erasure of your Data.
- The right to limit processing of your Data.

- The right to object to the processing of your Data on legitimate grounds, in accordance with [Article 21 of the GDPR](#).
- The right to portability for the Data you have provided.
- The right to withdraw consent, when it has been asked.

When processing of your Data has occurred based on your consent, you may withdraw that consent at any time. However, you acknowledge that any processing that occurred before your consent was withdrawn remains entirely valid.

You also have the right to object, without providing a reason, to PrestaShop profiling you based on your Data, when content or communications are sent for commercial solicitation.

However, in accordance with Article 12.6 of the GDPR, when you exercise these rights, PrestaShop, as the controller, reserves the right to require proof of your identity. Please be aware that the data required to prove your identity will be deleted once we have responded to your request.

You can exercise your rights by sending an email in English, French or Spanish to [privacy@prestashop.com](mailto:privacy@prestashop.com) or writing to:

**PrestaShop SA,**  
**Service Réclamation Données Personnelles**  
12 rue d'Amsterdam, 75009 Paris, FRANCE

We are required to reply within one (1) month to all requests regarding the exercising of these rights. This timeframe may be extended to two (2) months for complex requests and large request volumes.

Lastly, you also have the right to lodge a complaint with CNIL (the French National Commission for Information Technology and Civil Liberties), namely via its website at [www.cnil.fr](http://www.cnil.fr).

## **8. DOES PRESTASHOP TRANSFER MY DATA OUTSIDE THE EUROPEAN UNION?**

The Data collected within the scope of Website use is hosted by [Microsoft Cloud, located in the European Union](#).

As such, your Data may be transferred outside of the European Union, to the United States for hosting purposes. This host is certified in accordance with ISO/IEC 27018 – Cloud Privacy.

By using the Website, you agree to your Data being transferred to those servers.

The Data collected may be transferred to Partners located outside of the European Union. 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.

- **Technical and necessary cookies**

PrestaShop issues session cookies which are strictly necessary for the Websites' correct operation and your browsing on them.

| Cookie set by                | Cookie name   | Cookie purpose   | Lifespan         |
|------------------------------|---------------|--|------------------|
| <b>Google Analytics</b>      | _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          | Used to throttle the request rate, limiting the collection of data on high traffic website.                  | 10 minutes       |
|                              | _gat_UA-      | Assigns an identifier to each visitor to distinguish them.   | Browsing session |
| <b>events.prestashop.com</b> | ai_session    | This is a unique anonymous session identifier cookie.  | 1 hour           |
|                              | ai_user       | This is a unique anonymous session identifier cookie.  | Browsing session |
|                              | iwuid         | Allows the proper functioning and display of the site.   | Browsing session |
|                              | hasConsentFo- | Records the user session ID and his consent to cookies.  | 12 months        |
| <b>Youtube</b>               | nocookie      | Used for technical performance. It allows to view videos on the website.                                     | ?                |