



# **PERSONAL DATA PROTECTION POLICY FOR WWW.EVENT.PRESTASHOP.COM**

March 2022



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.

## **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:**

Type of data	Data details
Identity data	Email address

- **Data collected through the contact form:**

Type of data	Data details
Identity data	Email address

- **Data collected through the ticket purchase form:**

Type of data	Data Details
Data relating to a purchaser's identity	full name, email address company and related information (VAT no., etc.).
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).
Additional data relating to the Prestashop Solution is not compulsory.	

- **Navigation data is collected via cookies to measure the audience of viewed content and enable the analysis of published content and its usability:**

Type of data	Data details
Connection data	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, 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.

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

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.

**The Data collected through the ticket purchase form is processed based on the contractual relationship, for the following purposes:**

Type of data	Data details	Purpose	Legal Basis
Identity data	Last name	To manage the organisation of the Event for which you have registered (access to the Event);	Contractual commitments (GTU)
	First name		
	Email	To provide the necessary information for organisation of the Event and your participation;	
	Contact details		
Professional activity data	Job title	To manage online ticket sales.	

	Company		
	Category - merchant/ developer/ agence/ solution tech	Analyses and improve participants experience	Legitimate interest
	If merchant the annual revenue is also asked	Analyses and improve participants experience	Legitimate interest
Contacts details	Email	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.
Connexion data via cookies	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.	-1) Enabling our Website to recognise your equipment, saving you from having to provide the same information several times to perform the same task.  2) Recognising the username and password you have provided so you do not have to enter them again for each page requiring it.  3) 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.	Legitimate interest or consent for non essential cookies

## 4. WHO PROCESSES MY DATA?

- **PrestaShop and/or its employees**

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

- **Subsidiary**

Your Data might 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 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 organizations 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 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 [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. 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.

- **Partners**

Your Data may be transferred to partners who scan your badge, if you have given your consent to this transfer.

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.

## **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 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.

## 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) writing to:

**PrestaShop SA,**  
**Service Réclamation Données Personnelles**  
4 rue Jules Lefebvre, 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?**

To the ends of this Policy, your data is not susceptible to be transferred outside the European Union.

## **9. 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.

## COOKIES POLICY OF EVENTS.PRESTASHOP.COM

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.

Cookie set by	Cookie name	Cookie purpose	Lifespan
<b>Inwik</b>	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
<b>Cloudflare</b>	__cf_bm	Cloudflare's bot products identify and mitigate automated traffic to protect your site from bad bots. Cloudflare places the __cf_bm cookie on End User devices that access Customer sites that are protected by Bot Management or Bot Fight Mode. The __cf_bm cookie is necessary for the proper functioning of these bot solutions.	30 min

- **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
---------------	-------------	----------------	----------

<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_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>