



PRIVACY POLICY

APPLICABLE TO THE [LUXEOL.COM](http://www.luxeol.com) SITE

Version applicable as of 13/11/2024

This Nutravalia privacy policy (hereinafter the “**Privacy Policy**”) sets out the origin and use of the personal data collected and processed by Nutravalia through the website available at the www.luxeol.com URL address and the steps taken by Nutravalia in order to optimally protect such personal data.

Data controller’s identity

Nutravalia, represented by Samuel BOUSKILA, publishes the website available at the www.luxeol.com URL address (hereinafter the “**Website**”), specialised in the sale of cosmetics and food supplements.

As part of its operations, **Nutravalia**, a French *société par actions simplifiée* with a share capital of EUR 1,222,703.69, whose registered office is located at 45 allée des Ormes – 06250 Mougins, registered with the Cannes Commerce and Companies Registry under the number 793 207 952 (hereinafter “**Nutravalia**”), has to collect and process certain personal data of persons who are browsing on the Website, who read it and place orders through it (hereinafter the “**Users**”).

As a consequence, Nutravalia is acting as a data controller.

Nutravalia respects privacy and recognises the importance of the protection of personal data.

In this respect, Nutravalia (and, as a consequence, its employees, agents, partners and subcontractors) agree to process the Users’ personal data in conformance with the provisions of Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter the “**GDPR**”), the French Act No. 78-17 of 6 January 1978 on computing, files and civil liberties (hereinafter “**Act No. 78-17**”) and the terms of this Privacy Policy.

Unless at the Users’ request or with their express consent and in strict compliance with their instructions, Nutravalia shall not process any personal data otherwise than in conformance with the Privacy Policy.

Collection of personal data

Personal data means any information relating to an identified or identifiable person. A natural person is identifiable when he or she can be identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data or an online identifier.

Nutravalia collects and processes the Users’ personal data on its own behalf, with such data being in particular communicated by the User when:

- creating a customer account on the Website;
- choosing to benefit from the offers made by Nutravalia;
- placing an order or asking to return goods on the Website or by telephone;
- placing products in his or her shopping basket;
- paying for an order;
- accessing his or her customer account;
- contacting the Nutravalia Customer Service by any means of communication made available, such as by telephone, electronic mail, etc.;
- browsing on the Website, through cookies or like technologies or when clicking on Nutravalia advertisements;
- filling in a form for entering information on the Website;

- accepting to receive commercial information by email, by SMS and by WhatsApp from Nutravalia;
- participating in a game contest or in any other event organised by Nutravalia;
- leaving an opinion on the Website.

Any item of information that is to be imperatively disclosed to Nutravalia is identified as such on any data collection form made available to the Users when they use the Website. When information is to be disclosed imperatively, Nutravalia shall inform the Users of the consequences of any failure to respond.

Legal bases of the processing:

In accordance with applicable personal data protection legislation, any personal data processing implemented by Nutravalia relies on one of the legal bases below:

- *Performance of Nutravalia's contractual relationships with the Users*

In order to access the Website and to order the products offered on it, Users have been required to accept the standard terms of sale available at <https://luxeoil.com/Pdf/cgv-luxeoil.pdf>.

Such document memorialises a contractual relationship between each User and Nutravalia.

The personal data collected and processed by Nutravalia in this context are necessary for the completion of the processing operations related to the performance of the contracts whose purposes are specified below.

- *Users' consent*

Nutravalia processes personal data subject to the express consent of the Users concerned.

When Users are browsing on the Website, Nutravalia may have to install various cookies in the Users' terminals' storage area (e.g. computer, mobile device).

Prior to installing cookies on the Users' terminal, Nutravalia seeks their consent through a "cookie banner".

- *Compliance with a legal obligation to which Nutravalia is subject*

The processing of the Users' personal data by Nutravalia may be imposed by a legal obligation incumbent on Nutravalia (e.g. in order to allow for product traceability or for the accounting treatment of the Users' orders).

- *Legitimate interest of Nutravalia*

In certain cases, Nutravalia may have a legitimate interest in processing the Users' personal data.

In this context, Nutravalia ensures that the processing is necessary for the pursuit of its legitimate interest and does not harm the Users' interests and fundamental rights.

Such is in particular the case when Nutravalia processes personal data for the purposes of analysing the Users' browsing on the Website in order to improve User experience or for the purposes of preventing and suppressing fraud on its website.

Categories of personal data

The personal data that Nutravalia collects and processes in connection with its operations are as follows:

- identification data (e.g. surname, given name(s));
- contact data (e.g. telephone number, email address, post office address);
- economic and financial information (e.g. banking details, bank card's first six digits and last four digits, type of bank card used);
- data related to the transactions completed through the Website (e.g. history of orders placed);
- connection data (e.g. technical logs, IP addresses).

Purposes of the processing:

The processing operations carried out by Nutravalia in relation to the Users' personal data are necessary in order to enable Nutravalia to reach the following purposes:

- creation of a customer account by Users on the Website **(the legal basis for this processing consists in the precontractual measures)**;
- product traceability and prevention of sanitary risks **(the legal basis for this processing consists in a legal obligation to which Nutravalia is subject)**;
- management and monitoring of commercial relationships between Nutravalia and the User (and in particular the operations related to orders, deliveries and returns, transactions, payments and invoices, complaints, etc.) **(the legal basis for this processing consists in the performance of the contract entered into between Nutravalia and the User)**;
- management of the User's access to his or her customer account **(the legal basis for this processing consists in the performance of the contract entered into between Nutravalia and the User)**;
- sending of LUXEOL promotional offers and newsletters by email, by SMS and by WhatsApp. The User can unsubscribe from any marketing message at any time by clicking on the "unsubscribe" link included at the end of each such message or by sending STOP to the phone number mentioned in the SMS and in the WhatsApp's messages **(the legal basis for this processing consists in the User's consent)**;
- proposal of LUXEOL offers to the User through third-party platforms (advertising platforms, search engines, social networks) **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- preparation of audience measurement statistics and marketing surveys **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- communication with a User who fills in a contact form on the Website **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- creation of a file of customers and prospects **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- prevention and suppression of fraud upon payment for the order **(the legal basis for this processing consists in a legal obligation to which Nutravalia is subject)**;
- management of disputes **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- need to comply with a legal obligation or needs associated with judicial proceedings or with a dispute **(the legal basis for this processing consists in a legal obligation to which Nutravalia is subject or Nutravalia's legitimate interest)**;
- optimisation of the Website for User browsing **(the legal basis for this processing consists in Nutravalia's legitimate interest)**;
- information of Users in case of change impacting the services offered through the Website **(the legal bases for this processing consist in the performance of the contract executed between Nutravalia and the Users and in the Users' legitimate interest)**;
- management of the requests for the exercise of the rights listed below **(the legal basis for this processing consists in a legal obligation to which Nutravalia is subject)**;
- participation in promotional operations (i.e. games/contests, loyalty management) **(the legal basis for this processing consists in the User's consent)**.

Intended recipients of the data:

The collected data are strictly confidential and are intended for use by Nutravalia.

However, certain personal data of the Users may be transmitted, in a secure and temporary manner, to third parties when this is necessary in order to enable Nutravalia to achieve the above purposes.

In this context, the categories of intended recipients that might receive certain personal data are as follows:

- service providers with which Nutravalia has contracted for the Website operation and maintenance (e.g. company hosting the Website);
- partners with which Nutravalia has contracted in order to allow for the performance of its agreement with Users (e.g. suppliers of delivery services, banking partners, payment service providers);
- employees of Nutravalia's IT department, sales department or marketing department;
- partners with which Nutravalia has contracted for the management of its customers and prospects (e.g. advertising platforms);
- partners with which Nutravalia has contracted for the sending of promotional offers to its customers and prospects by email, by SMS and by WhatsApp (e.g. advertising platforms);
- at the request of financial, judicial or administrative authorities within the limits permitted by applicable laws;
- the members of certain regulated professions, such as chartered accountants, statutory auditors and attorneys.

It is to be noted that Nutravalia relies on the Dalenys payment platform whose privacy policy is available at <https://www.dalenys.com/fr/protection-donnees-personnelles/>.

Therefore, Nutravalia ensures that all of its partners which are recipients of Users' personal data make personal data protection a central concern and assume in this respect data protection contractual undertakings that are at least equivalent to the Privacy Policy and agree to take all steps to ensure the security and confidentiality of personal data.

When Nutravalia has to communicate any User personal data as indicated above, this may require the sending of information outside of the European Economic Area. When the third party concerned is located outside of the European Union or in a country whose regulations are not adequate within the meaning of the GDPR, Nutravalia protects its relationship with such third party through reliance on appropriate contractual terms.

Users' Rights:

Users have:

- a right of access: the User may obtain information concerning the processing of his or her personal data and a copy of the said data;
- a rectification right: the User may ask that the personal data that he or she has deemed inaccurate or incomplete be modified accordingly;
- an opposition right: the User may oppose the processing of his or her personal data on grounds related to his or her specific situation. Such right of opposition is absolute as regards any processing for canvassing purposes;
- a restriction right: the User may suspend the processing of personal data, while retaining the processed data;
- a portability right: the User may ask that the supplied personal data be returned to the User or, when this is technically possible, be transferred to a third party. The information requested by the User shall be furnished in electronic form, unless otherwise expressly requested;
- a right to define instructions related to the processing of the data after the User's death;
- a right to the deletion of the data: the User may obtain the deletion of the personal data. Such right shall not be applicable in cases where the data are processed to comply with a legal obligation;
- a right to withdraw one's consent: when the legal basis for the processing of personal data consists in the User's consent, the User may withdraw his or her consent at any time. The User may at any time unsubscribe systematically from Nutravalia's marketing solicitations by clicking on the link provided to that end in the emails and by texting a STOP message to the indicated number (toll-free service). Moreover, the User may ask to stop receiving any marketing solicitation by sending an email to contact@luxool.com.

Users may exercise their rights by sending a letter by post to: Nutravalia – 45 allée des Ormes E-Space Park Bat B. 06250 – Mougins or by sending an email to the Data Protection Officer at dpd@nutravalia.com.

To that end, any User must indicate his or her surname, given name and post office address. Such request must be signed and accompanied by a currently valid identity document bearing the User's signature. A User may indicate the address to which the response is to be sent.

Nutravalia is granted a period of one (1) month from receipt of the User's request in order to respond to it.

In case of difficulty, the User may also lodge a complaint with the CNIL, 3 place de Fontenoy, TSA 80715, 75334 Paris Cedex 7 (<https://www.cnil.fr>).

Data retention period:

Nutravalia seeks to retain the data only for the time necessary to fully comply with its obligations. In no event may such period exceed three (3) years from the latest contact with the User or prospect.

Traffic measurement statistics are stored for a period not exceeding thirteen (13) months.

However, at the end of the above period, the collected and processed personal data may be subject to interim archiving, so that Nutravalia can meet its legal custody obligations. For instance, any documents related to order management shall be stored for ten (10) years.

Certain data may be archived after the applicable periods (i) in case of litigated proceedings in order to make it possible to determine the reality of the disputed circumstances; and/or (ii) in order to investigate, identify and prosecute the criminal violations, for the sole purpose of submitting, if necessary, the relevant data to judicial authorities.

In order to be archived, data must be anonymised and may not be accessible online, but must be extracted and retained on an autonomous and secure medium.

After the expiration of the time limits specified in the Privacy Policy, the Users' personal data shall be deleted.

Storage and transfer of personal data outside of the EU:

Nutravalia seeks to retain personal data only in the Member States of the European Union subject to the GDPR and in any event only in countries that are "adequate" within the meaning of the Regulation.

As indicated above, in the contrary event, Nutravalia sets up appropriate guarantees in accordance with the GDPR, as notably the conclusion of an agreement based on the model of the standard contractual clauses approved by the European Commission, or an equivalent template, with all the parties involved.

Cookies:

Nutravalia uses cookies on its Website in order to collect information concerning the utilisation of the Website by the Users.

Cookies are small text files stored in the User's browser or device by websites, applications, online media and advertisements. Cookies help Nutravalia to remember the User when the User accesses the Website and to retain various items of information concerning the User's prior visits.

When the User reads the Website, cookies may be placed by Nutravalia, by service providers acting on behalf of Nutravalia or by partner companies.

The following categories of cookies may be placed on the terminals of the Users when they browse on the Website:

- **Strictly necessary cookies:** These cookies enable the User to authenticate himself or herself, to browse on the Website and to place an order.
- **Purchasing process cookies:** These cookies enable to recognize the User and to link its navigation to the Website in order to customise its experience on the Website without being connected to its client account, for the purposes notably to memorize the purchase order form fields and its basket if he tried to purchase without finalising and/or to facilitate the completion of the purchase orders left over.
- **Functionality cookies:** These cookies enable the User to roam through the Website and to use certain functions, and in particular to connect to secure areas. These cookies facilitate the User's browsing on the Website.
- **Analysis cookies:** Nutravalia uses analysis cookies in order to measure and analyse the use of the Website by the User. For instance, these cookies enable Nutravalia to know the number of visitors and the

manner in which they browse through the Website. Because of these cookies, Nutravalia can continuously improve its Website.

- **Preference cookies:** When the User is browsing on the Website, preference cookies enable Nutravalia to remember the User's preferences (e.g. name, language used or location).
- **Advertising cookies:** Subject to the User's consent, certain cookies may be placed by partners of Nutravalia. They enable the User to see relevant advertisements appearing at places reserved for advertising on third-party websites.
- **Geotracking cookies:** Subject to the User's consent, the User's geotracking data may be used by partners of Nutravalia in order to propose to Users advertisements suited to their travel.

Each User may refuse the cookies placed by the Website through the cookies banner, operated by our service provider Didomi, or by configuring his or her browser.

- Mozilla firefox: <http://support.mozilla.org/fr/kb/activer-desactiver-cookies?redirectlocale=fr&redirectslug=Activer+et+d%C3%A9sactiver+les+cookies;>
- Microsoft Internet Explorer: <http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies;>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en;>
- Safari: <http://www.apple.com/support/?path=Safari/3.0/fr/9277.html;>
- Google (AdWords Remarketing): <https://www.google.com/settings/u/0/ads/authenticated?hl=en;>
- Google (Google Analytics): <https://tools.google.com/dlpage/gaoptout;>
- Facebook: [http://www.facebook.com/about/privacy/.](http://www.facebook.com/about/privacy/)

In addition, the User may at any time change his or her choices related to the installation of cookies, by accessing the dedicated tool made available by Nutravalia, by clicking on the "*set up the cookies*" tab accessible in the Website's footer.

Most importantly, Users can block, through the platforms below, the collection and use of information concerning them by announcers wishing to send advertisements related to their interests:

- Network Advertising Initiative unsubscribe platform: [http://www.networkadvertising.org/choices/;](http://www.networkadvertising.org/choices/)
- Digital Advertising Alliance unsubscribe platform: [http://optout.aboutads.info/?c=2&lang=EN.](http://optout.aboutads.info/?c=2&lang=EN)

Changes to the Privacy Policy:

Nutravalia reserves the right to make at any time any such changes as it deems necessary or useful to its Privacy Policy.

In case of change to the Privacy Policy, Nutravalia agrees to ask again that Users accept the new Privacy Policy when accessing the Website.

Also, any changes may be accessed by the User on the Website.