

Savagekids Ltd
PRIVACY POLICY

1. We are SAVAGEKIDS LIMITED and we are responsible for how we process and protect your data.
 2. We will use your data (collected online or in person), among other purposes, to manage your registration as a user, to manage your purchases of products or services, to respond to your queries, and, if you wish, to send you our customised communications.
 3. We have legal standing to process your data for various reasons. The main reason is that we need to process your data to perform the contract that you accept with us when you register and when you make a purchase or enjoy any of our services or functionalities. We also use your data for other reasons, for example, to respond to your queries or to send you emails, texts or calls.
 4. We share your data with service providers who provide us with assistance or support, these being companies in third party providers.
 5. You have the right to access, rectify or delete your personal data. In certain cases, you are also entitled to other rights, such as, for example, to object to us using your data, or to transferring your data, as explained in depth below.
- We encourage you to read our full Privacy Policy below to understand in depth the manner in which we will use your personal data and your rights over your data.

- In this Privacy Policy, you will find all relevant information applicable to our use of our users' and customers' personal data, regardless of the channel or means (online or in person) that you use to interact with us.
- If you would like information about how we use cookies and similar devices that may be installed on the terminals of our customers and users, we recommend you contact us by email.
- We are transparent about what we do with your personal data, to help you to understand the implications of the way in which we use your data, and the rights you are entitled to in relation to your data:
 - o We permanently make available for you all the information included in this Privacy Policy, that you can check when you consider appropriate, and in addition,
 - o you will also find further information on how we use your data as you interact with us.
- These are some terms we regularly use in this Privacy Policy:
 - o When we speak about our Platform, we refer, in general, to any of the channels or means, digital or in person, you may have used to interact with us. The main ones are:
 - Our Website.
 - Our App, this is, including both the mobile application you installed on your device and others we may use in our Platform.
 - In person, in our Brick-and-Mortar Store at Hydes no 6, Main Street, Midleton, Co. Cork.

1. WHO IS THE CONTROLLER OF YOUR DATA?

Your data controllers are:

- SAVAGEKIDS LTD
 - o Postal address: No. 6, Main Street, Midleton, CO. CORK P25E6P2, IRELAND
- This means that we are regulated and are responsible for processing and protecting your personal data.

2. WHY DO WE PROCESS YOUR PERSONAL DATA?

Depending on the purpose for which we process your data from time to time, as explained below, we need to process one or other data, which will in general be, depending on each case, as follows:

- your identity data (for example, your name, surname, image, language and country from which you interact with us, contact data, etc.);
- economic and transactions information (for example, your payment or card data, information on your purchases, orders, returns, etc.);
- connection, geolocation and/or browsing data (for example, the location data, the device identification number or the advertising ID, etc.);
- commercial information
- information about your tastes and preferences.
- special categories of data may be necessary (e.g. sizings of school uniform information)

Remember that, when we ask you to provide your personal data to give you access to any functionality or service of the Platform, we will indicate that certain fields are compulsory, since this is information that we need to be able to provide the service or give you access to the functionality in question. Please take into account that, if you decide not to make such data available to us, you may be unable to complete your user registration or may not be able to enjoy those services or functionalities.

In specific cases, a third party may have provided us with information about you by using a feature or service on the Platform, for example by sending you a gift card or shipping an order to your address. In these cases, we only process your data where relevant to this feature or service, as stated in this Privacy Policy.

In other cases, we may collect information passively, as we may use tracking tools like browser cookies and other similar technology on our Platform and in communications we send you. Depending on how you interact with our Platform, i.e., depending on the services, products or functionalities that you wish to enjoy, we will process your personal data for the following purposes:

1. To manage your registration and identification as user of the Platform

If you decide to become a registered user of our Platform, we need to process your data to identify you as a user of the Platform and grant you access to its various functionalities, products and services available to you as a registered user. You may cancel your registered user account by contacting us through Customer Support.

We hereby inform you that the data we gather regarding your activity, which have been collected through the different channels of the Platform and which include your purchases, shall remain linked to your account so that all the information can be accessed together.

You have the possibility to use the login or sign in through a social network or another collaborator that enables this service (social login) when it is available on our login/sign in screen, either to link the social login to your account or by registering a new one. In that case, your login credentials, as well as your name and email / phone number (you might need to authorise it), will be imported from your social network or collaborator account. By using this login option, these third parties may send us certain additional information about your public profile, such as: your name, gender, approximate age or profile photograph, according to the terms of use from the social network / collaborator, which we recommend you read carefully. Unless you give us your authorisation, we will not retain this additional data. Likewise, the use of this functionality may imply that you provide certain information about your activity to the social network or the collaborator. In any case, we recommend that you review your privacy settings and the privacy policies of the collaborator or social network to learn how these third parties process your data.

2. For your identification in our Platform several methods may be available for which it may be necessary that you go through a process that verifies that you are the owner of the contact data you are using.

2. For the development, performance and execution of the purchase or services contract that you executed with Us on the Platform

This purpose includes processing your data, mainly:

- To contact you for updates or informative notices related to the contracted functionalities, products or services, including quality surveys and to be able to establish the degree of customer satisfaction with the provided service;
- To manage payment of the products that you purchase, regardless of the payment procedure used. For example:

▪ If on purchasing any of our products through the Website or the App, you opt to activate the functionality of save your payment data and your shipment address for future purchases, we need to process the indicated data for activation and development of that functionality. Consent to the activation of this functionality enables your autocompleted payment data to appear in subsequent purchases so that you do not need to introduce them in each new process, and these data will be deemed valid and effective for subsequent purchases. You may change or cancel your payment data at any time through the section on payment information, either of your Website registered user account, or of the My Account section of the App.

▪ To unauthorised uses of the Platform (for example, during the purchase and returns process) as well as potential fraud being committed against you and/or against us. If we consider that the

transaction may be fraudulent or we detect abnormal behaviour which indicates attempted fraudulent use of our features, products or services, this processing may result in consequences such as the blocking of the transaction or the deletion of your user account.

- To manage potential exchanges or returns after you have purchased and manage requests of availability information for articles, reservations of products through the Platform, or provide you the services related to the functionality Personal Tailoring, depending on the availability of such options from time to time.
 - For invoicing purposes and to make available to you the tickets and invoices of the purchases you have made through the Platform.
 - To ensure that you are able to use other available functionalities or services, such as the purchase, receipt, management and use of the Gift Card or of the Gift Voucher, and to afford you access and use of the Wi-Fi that we make available to our customers at our Brick- and-Mortar Store at 6, Main Street, midleton CO. Cork, P25E6P2..
 - To be able to offer you specific personalised services (such as item finder, reserve a fitting room, etc.) available in our shop we may process your location and contact data.
 - Finally, we may process your data for the fulfilment of any legal obligations that may be applicable.
- activate the mechanisms necessary to prevent and detect fraud risk.

3. To meet requests or applications that you make through the Customer Support channels

We only process the personal data that are strictly necessary to manage or resolve your request or application.

If it is available and you choose to communicate with Customer Support through the chat service of a social network or another collaborator, some of your personal data such as your name or user name, will be imported from your social network or collaborator account. Also, bear in mind that the data you submit on this service will be available to your social network or collaborator and subject to their privacy policies, therefore We recommend you to review your privacy settings and to read the social network or collaborator privacy policies to obtain more detailed information about the use they make of your personal data when using their services.

4. For marketing purposes.

This purpose includes the processing of your data, mainly, for:

- Personalise the services we offer you and enable us to give you recommendations based on your interactions with us on the Platform and an analysis of your user profile (for example, based on your purchase and browsing history).
- If and when you subscribe to our Newsletter, we will process your personal data to manage your subscription, including to send customised information on our products or services through various means (such as e-mail or SMS). We may also make available to you this information through push notifications in case you have activated them in your device.
- Accordingly, please take into account that this data processing implies analysis of your user or customer profile to establish your preferences and therefore which products and services are most fit to your style when sending you information. For example, based on your purchases and browsing history (i.e., depending on the articles that you clicked), we will make you suggestions on products that we believe may interest you and, if you are a registered user, we will provide you with the "recover cart" functionality.
- Remember that you may unsubscribe from the Newsletter at any time without cost through the "Newsletter" section of the Platform, in addition to through the instructions that we provide you with in each notice. If you do not want to receive push notifications, you can deactivate this option in your device.
- Show you ads on the Internet which you may see when visiting websites and apps, for example, on social media. The ads you see may be random, but on other occasions they may be ads related to your preferences or purchase and browsing history.
- If you use social media, we may provide the companies with which we collaborate certain information so that they, as joint controllers, can show you our brand ads and, in general, offer you and users like you advertisements which take into account your profile on said social media sites. If you want information about the use of your data and how advertising works on social media, we recommend you review the privacy policies of the social media sites on which you have profiles.

- We also use your data to carry out measurement and segment analyses on the ads which we show users on some of our

5. Using collaborators' platforms. To do this we collaborate with these third parties who offer us the necessary technology (for example, cookies, pixels, SDK) to use these services. Keep in mind that we may need to provide them with certain information or some form of identifier each time (for example, the advertising ID associated with the device, an identifier associated with a cookie, etc.) If you would like more information in this respect, please review our Cookies Policy. Likewise, you can reset your advertising ID or disable personalised ads on your device, adjusting your preferences in settings section of your device.

- Data enrichment: When we gather your personal data from a variety of sources, we may consolidate them under certain circumstances for the purpose of improving our understanding of your needs and preferences related to our products and services (including for the purposes of analyses, generating user profiles, marketing studies, quality surveys and improving our interactions with our customers). This refers, for example, to the way we may combine your information if you have a registered account and, using the same email or telephone number linked to your account, you make a purchase as a guest, or to information which is automatically compiled (such as IP and MAC addresses or metadata) which we may link with the information you have provided us directly through your activity on the Platform or in any of our stores (for example, information related to your purchases, whether in our brick-and-mortar store or online, your preferences, etc.).
- To perform promotional actions (for example, for the organisation of competitions or to send the list of items stored to the e-mail you designate). On participating in any promotional action, you authorise us to process the personal data that you have shared with us depending on the promotional action and disclose them through different media such as social networks or the Platform itself. In each promotional action in which you participate you will have available the terms and conditions where we will be providing more detailed information about the processing of your personal data.
- To disseminate in the Platform or through our channels in the social networks photographs or pictures that you shared publicly, provided that you expressly give us your consent for the purpose.

5. Analysis of usability and quality to improve our services

If you access our Platform, we inform you that we will treat your data for analytic and statistic purposes, i.e., to understand the manner in which users interact with our Platform and with the actions we implement on other websites and apps, so we can improve our services.

In addition, we occasionally perform quality surveys and actions to know the degree of satisfaction of our customers and users and detect those areas in which we may improve.

HOW ARE WE LEGALLY PERMITTED TO PROCESS YOUR DATA?

The legal terms on which we are permitted to process your personal data also depends on the purpose for which we process them, as explained in the following table:

6 Legal standing

1. To manage your Platform user registration and identification

We process your data because this is necessary on the terms regulating the use of the Website and App. In other words, for you to be able to register as a user on the Platform, we need to process your personal data, since we would otherwise be unable to manage your registration. We consider we have a legitimate interest to link to your account your purchases and the data collected through different channels of the Platform about your activity.

If you opt to use the access or login through a social network, we are legally permitted to process your data given the consent that you give when authorising the assignment of your data from the social network.

2. Development, performance and making of the purchase or services contract

We process your data because their processing is necessary for us to make the purchase or services contract with you. This includes the contact data we process to provide you with electronic tickets of your purchases at the Brick-and-Mortar Stores and to make it easier for you to operate with these tickets.

Certain processing of data related to the purchase process is activated only because you request or authorise it, as is the case of the storage of payment data for future purchases or to inform you with the availability of our products, where these features are available. In these cases, our processing of your data is supported by your own consent. In addition to this, we process your

location data when you provide us your consent in order to offer you specific services through the App when visiting some of our Brick and Mortar Stores.

We consider that we have a legitimate interest to carry out the necessary verifications to detect and prevent potential fraud or fraudulent uses of the Platform, for example when you make a purchase or return or to analyse the efficiency of several services included in the Platform, such as for example, the Size Recommender tool. We understand that the processing of these data is positive for all the parties involved: for you, as it allows us to put in place measures to protect you against attempted fraud perpetrated by third parties; for Us, as it allows us to avoid unauthorised uses of the Platform; for all our customers and society, as it also protects their interest by ensuring that fraudulent activities are discouraged and detected when they do occur.

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Purpose

Legal standing

3. Customer Support

We consider that we have legitimate interest in answering the requests or queries raised by you through the existing different contact channels. We understand that the processing of these data is also beneficial to you to the extent that it enables us to assist you adequately and answer to the queries raised.

When you get in touch with us, in particular, for the management of incidents related to your order or the product/service acquired through the Platform, the processing of your data is necessary to perform the purchase contract.

When your request is related to the exercise of your rights on which we inform you below, or to claims on our products or services, we are legally permitted to process your data for compliance with our legal obligations.

In some cases, related to product claims, it may be necessary for the processing of data to be carried out to ensure the public interest in public health.

4. Marketing

We are legally permitted to process your data for marketing purposes due to the consent that you give us, for example when you accept receiving customised information through multiple channels, when authorising the sending of push notifications in your device, when you configure it in the privacy settings of your device, when you consent through the cookies settings or when accepting the legal terms and conditions to participate in a promotional action or to publish your pictures on the Platform or on our social networks' channels.

To offer you personalised services or to show you customised information, whether on our Platform or those of third parties, as well as to engage in data enrichment we consider that we have a legitimate interest to conduct a profiling with the information that we have about you (such as your browsing, preferences or purchase history) and the personal data that you have provided us, such as the age range or language, since we understand that the data processing of these data is also beneficial to you because it allows you to improve your user experience and access the information in accordance with your preferences.

5. Analysis of usability and quality

We consider that we have a legitimate interest in analysing the Platform usability and the user's satisfaction degree, since we understand that the processing of these data is also beneficial for you because the purpose is to improve the user experience and provide a higher quality service.

4. HOW LONG WILL WE KEEP YOUR DATA?

The time for which we will keep your data will depend on the purposes for which we process them, as explained below:

8 Purpose

Time for which the data are kept

1. To manage your Platform user We will process your data for the time during which you remain a registration and identification registered user (meaning, until you decide to unsubscribe).

2. Development, performance and execution of the purchase or services contract

We will process your data for the time necessary to manage the purchase of the products or the services, including potential returns, complaints or claims related to the purchase of the product or service in question.

Sometimes, we will only process the data until the time when you decide, as is the case of payment data that you requested us to store for future purchases (where this feature is available).

3. Customer Support

We will process your data for the time necessary to meet your request or application, as well as for the time established in the regulations that may apply in each case.

4. Marketing

We will process your data until you unsubscribe or cancel your subscription to the newsletter. Likewise, we will show you personalised ads until you change your device, browser and or cookies settings so that permission to do so is revoked.

If you participate in promotional actions, we will keep the data during a six (6) months period from the end of the action.

5. Analysis of usability and quality

We will process your data occasionally for the time during which we proceed to carry out a specific quality action or survey or until we anonymise your browsing data.

Notwithstanding the fact that we will process your data for the time strictly necessary to achieve the purpose in question, we will subsequently keep them duly stored and protected for the time during which liability may arise for their processing, in compliance with legislation in force from time to time. Once each of the potential actions is time- barred we will proceed to delete the personal data.

5. DO WE SHARE YOUR DATA WITH THIRD PARTIES?

To achieve the purposes mentioned in this Privacy Policy, we must give access to your personal data to third parties that provide us with support in the services that we offer you, i.e.:

- financial institutions,
- anti-fraud detection and prevention entities,
- technological and analytical service providers,
- providers and partners of services related to logistic, transport and delivery and/or their partner establishments,
- providers of customer support related services,
- service providers and collaborators related to marketing and publicity, such as advertising agencies,
- advertising partners or social media that in certain cases may act as joint controllers.
- public authorities

6. WHAT ARE YOUR RIGHTS WHEN MAKING YOUR DATA AVAILABLE TO US?

We undertake to keep your personal data confidential and to ensure that you may exercise your rights. Bearing that in mind, we have agreed that you may exercise your rights free of charge by writing us an e- mail to a single e-mail address at hello@savagekids.ie , simply informing us of the reason for your request and the right that you wish to exercise. If we consider this necessary to be able to identify you, we may request you to provide a copy of a document evidencing your identity.

In addition, we may offer you with the possibility to exercise your rights and setting your privacy preferences when using some of our services, or by making available specific channels within our Platform.

In particular, notwithstanding the purpose or legal basis we use to process your data, you have the following rights:

- To request access to your personal data that we hold. We remind you that where you are a Platform registered user you may also consult this information in the relevant section of your online account.
- To request that we rectify the personal data that we hold. Please bear in mind that if you are a registered user on the Platform, you may also access the relevant personal data section of your online account to change or update your personal data. In any case, please take into account that, on actively making your personal data available to us through any procedure, you guarantee that they are true and accurate, and you undertake to notify to us any change or modification of your data. You will be liable for any loss or damage caused to the Platform or to the person responsible for the Platform or to any third party by reporting erroneous, inaccurate or incomplete information in the registration forms. Please remember that, as a general rule, you must provide us only with your own data, not with those of third parties, other than to the extent otherwise permitted in this Privacy Policy.
- To request that we erase your personal data to the extent that they are no longer necessary for the purpose for which we need to keep processing them, as we have explained above, or when we are no longer legally permitted to process them.

- To request that we cancel or limit the processing of your personal data, which entails that in certain cases you can request us to temporarily suspend the processing of the data or that we keep them longer than necessary.

If you have given us your consent to process your data for any purpose, you also have the right to withdraw such consent at any time. Some of the circumstances in which you may withdraw your consent are detailed in section 2 where we explain for which purposes we process your data.

Should you not wish us to send information to third parties to show you ads, you can do it through several means such as changing your preferences on your device changing your preferences on your device, browser and/or cookies settings, reviewing the privacy policies and settings of the social media sites on which you have profiles or sending us an email to the above mentioned email address informing us of your request.

When we are legally permitted to process your data due to your consent or to for the purposes of a contract, as explained in section 3, you will also have the right to request the portability of your personal data. This means that you will have the right to receive the personal data that you made available to us in a structured, commonly used and machine-legible format, to be able to transmit them to another entity directly without impediments on our part.

In addition, where the processing of your data is based on our legitimate interest, you will also have the right to object to the processing of your data.

Finally, we inform you that you have the right to file a claim before the responsible data protection regulatory authority, in particular, before:

- The regulatory authority of Ireland.

7. WHAT HAPPENS WHEN YOU PROVIDE US WITH DATA OF THIRD PARTIES OR IF A THIRD PARTY HAS PROVIDED US WITH YOUR DATA?

We offer functionalities or services that require us to process the personal data of a third party that you, as a user or as a customer, must provide, such as in the case of activation and sending of the Gift Voucher or the management of the application for the Gift Voucher (where these features are available), or when you authorise a third party to collect an order in our shop. If you provide us with personal data of third parties or if it is necessary that we request them for a third party to collect an order in your name, you confirm that you informed them of the purposes and of the manner in which we need to process their personal data.

If a third party has provided us with your data or you have provided them yourself as a result of a feature or service requested by one of our users, we will use them to manage the feature or service in question in each case, within the limits of the purposes listed in this Privacy Policy, a link to which is always included in our communications.

8. CHANGES TO THE PRIVACY POLICY

We may amend the information contained in this Privacy Policy when we consider this appropriate. Should we do so, we will notify you by various procedures through the Platform (for example, through a banner, a pop-up or a push notification), or we may even send you a notice to your e-mail address when the change in question is relevant to your privacy, for you to be able to review the changes, assess them and, as the case may be, object or unsubscribe from any service or functionality. In any case, we suggest you to review this Privacy Policy from time to time in case minor changes are made or we make any interactive improvement, taking the opportunity that you will always find it as a permanent point of information on our Website and our App.

9. INFORMATION ON COOKIES

We use cookies and similar devices to facilitate your browsing in the Platform, understand how you interact with us and, in certain cases, to be able to show you advertisements in accordance with your browsing habits.