

Privacy Policy

1. INTRODUCTION

This Privacy Policy is provided by:

Villoid AS ("VILLOID"/"we"/"us")
Tordenskioldsgate 6, 0160 Oslo, Norway
Company registration no. 916252978

Your privacy matters to us. VILLOID adheres to applicable privacy laws and is committed to protecting your privacy and to provide a secure user experience. VILLOID owns, distributes and operates the VILLOID fashion app/service ("The VILLOID Services"). When you use the VILLOID Services, we will collect and process personal information about you. This Privacy Policy describes how we use personal data and how you may protect your privacy.

We will treat any personal data provided by you in accordance with this Privacy Policy, the Terms of Use and applicable laws.

2. PERSONAL DATA THAT WE COLLECT

When you use the VILLOID Services, we may collect a variety of information that may be linked to you as an individual, including:

- information provided through your VILLOID Account (such as name, email address, address, date of birth, gender, city where you live, friends list, profile picture, other content generated/published by you including but not limited to photos/image files);
- information that we get from your activities on our website and mobile applications (such as pages and items that you browse and details of when, where and how you accessed the VILLOID Services, including technical information about your device and your connection web beacons/pixel tags, and cookies);
- information about our communication with you (such as customer support requests and feedback from you);
- information that we get from your payments (such as payment card number, amounts, and date and time of the payment);
- information on geographical location we receive when you use location based services provided by us and have consented to sharing such information with us;
- information we receive subject to your consent and/or applicable law when we link the VILLOID Services with the services of third parties, such as integration with social networks;
- information we collect from third parties subject to your consent and/or applicable law; and
- information we receive when you subscribe to our newsletters.

The types of information we collect about you will depend on which parts of our platform you access and the VILLOID Services you use.

3. HOW WE USE YOUR PERSONAL DATA

SOBAZAAR uses personal data to provide, improve and promote the VILLOID Services. We may also use personal data to provide you with relevant and personalized content and marketing. In particular, we may use personal data to:

- communicate with you, including sending you important notices such as communication about purchases, and about errors in providing the VILLOID Service to you, and to respond to your queries and feedback;
- to keep you posted on new services and other news, provided that you have not opted out of receiving such communications from us;

- to present you towards other users of the Service;
- to communicate the content you provide such as comments, images etc. towards other users of the Service;
- to investigate, prevent or take action regarding illegal activities and violations of the Terms of Use and applicable laws; and
- improve the relevance of the content and marketing (including third party marketing on the VILLOID Services) by analysing your activities to adjust the VILLOID Services to you and your preferences, such as by analysing your use/behaviour of the VILLOID Services, age and location.
- share data, to the extent described in section 6 below and within the limits of your consent and/or applicable law.

We may also use aggregated and anonymous information for any internal or external purpose, in particular to improve the overall quality of the VILLOID Services.

4. HOW WE USE COOKIES AND TRACKING TOOLS

Cookies (small text files stored in your browser used to recognise you and remember your previous activities) and other similar techniques such as web beacons and pixel tags (small clear picture files used e.g. to track activity on a website) may be used to collect information about how you access and use the VILLOID Services.

In particular, this allows us to:

- customise the VILLOID Services for you in order for it to be relevant to your interests and preferences;
- customise the promotion of VILLOID Services and the promotion of Retailers' products for it to be relevant to your interests and preferences;
- track referrals from/to our platform from/to the Retailers' online shops and other websites/applications of our partners, including tracking of purchases in order to be able to cooperate with the Retailers in providing the VILLOID Services;
- make the service easier to use for you;

You can choose to refuse cookies through your browser settings or you can set your browser to let you know each time a web site tries to set a cookie. Please note that the VILLOID Services may not be fully functional when tracking by use of cookies is refused.

5. HOW WE USE ANALYTICS TOOLS

To improve the VILLOID Services and their relevance to you, we use web analytics tools, such as from Google Analytics, as well as internal analytics tools, to analyse and process data collected through user activities on the VILLOID Services. Such analytics tools are widely used for statistics services by most Internet based service providers and generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales.

The data collected through our use of such analytics tools are processed in an anonymous format and we are thus not able to link the information to you.

6. HOW WE MAY SHARE YOUR PERSONAL DATA

We may share personal data as set out below or as otherwise permitted by your specific consent or required by applicable laws:

- We may share information with third parties performing services on our behalf, such as the provision of application infrastructure or storage of data, to the extent required for their provision of such services.
- We may share information with partners and other third parties that provide services that you have chosen to link with our Service (such as social networks). With your consent, we

may post information about you on third party sites (such as on your social media profiles). Note that information you share on a forum chat room or social network may be visible to other individuals and may be read, copied and otherwise used by them. You are the sole responsible for sharing your personal data in this way and should take the necessary precautions to avoid unwanted use of the information you share.

- We may share information about you and the content you provide as identified in section 3 above with other users of the Service.
- We may share information with our affiliated companies.
- We may share information with third parties if reasonably necessary to comply with applicable law or governmental requests, and to detect, prevent and enforce unauthorized use of the VILLOID Services.

We may also share aggregated and anonymous information with third parties for any internal or external purpose.

We do not sell your personal data to third parties.

Third parties who receive personal data from us will be required to protect your privacy, including treating your personal data in accordance with applicable law and with an adequate level of data security.

When providing the VILLOID Services, we may transfer your personal data to other countries, including countries outside of the European Economic Area where applicable laws do not necessarily provide the same level of data protection as in your own country. We will ensure that the recipients of personal data in such countries maintain an adequate level of information security.

7. HOW WE SECURE YOUR PERSONAL DATA

We have implemented technical, physical and organisational measures designed to secure your personal data from accidental loss, unauthorised access, misuse, alteration or disclosure. Notwithstanding such measures, we cannot guarantee that unauthorised third parties will never be able to defeat those measures or use personal data for improper purposes.

You are responsible for ensuring that your personal account information (log-in credentials) remains confidential in accordance with the Terms of Use.

8. FOR HOW LONG DO WE STORE YOUR PERSONAL DATA?

Personal data are processed and stored only for as long as necessary to fulfil the purposes for which the data was collected (see section 3 above). Should you choose to stop using the service, and you wish to have your data removed from the service, you may contact us and request for this data to be deleted. You may find relevant contact information on our website at www.villoid.com or in the mobile VILLOD application.

9. CHANGES

We will publish any amended Terms on the Website. Material changes will be notified more prominently. The amendments will enter into force when published on the Website or otherwise be communicated to you in an appropriate manner. Your continued use of the Service after such publication or notification is considered as an acceptance of the amended Terms. We encourage you to check the Website regularly. If you not agree to the amendments, you should discontinue your use of the Service.

This Privacy Policy was last updated 01.12.2015.