



**Patta**  
**Privacy Policy**

This is the Privacy Policy of Patta.

This Privacy Policy describes how your personal data is handled by Patta.



## Introduction

Maintaining the security of your data is a priority at Patta, and we are committed to respecting your privacy rights. We pledge to handle your data fairly and legally at all times. Patta is also dedicated to being transparent about what data we collect about you and how we use it.

This policy, which applies whether you visit our stores, use your mobile device or go on line, provides you with information about:

- how we use your data;
- what personal data we collect;
- how we ensure your privacy is maintained; and
- your legal rights relating to your personal data.



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01

Patta BV.

You are currently reading the privacy statement from Patta.

When Patta started out, the logo was used to make a small batch of t-shirts for friends, family and loyal customers. As demand was higher than expected, more were made and eventually evolved into our in-house brand.

Starting out small with a capsule in the summer of 2011 available at five retailers worldwide, the collection has grown exponentially in size, quality and availability with 15 retailers stocking the brand.

There are situations where your data is collected on Patta.nl. That's why we want to inform you about what we do with your (personal) data and what your rights are regarding this area. This is the purpose of this Privacy statement.

If you don't feel comfortable about the use of your personal data by Patta, please feel free to contact us!

[info@patta.nl](mailto:info@patta.nl) | +31 20 331 8571

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VAT: NL820702857B01

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## How we use your data

Personal data collected by Patta is used, by Patta and trusted partners acting on our behalf, for the following purposes:

### **01 To Provide goods and services to you**

In order to deliver your order at your doorstep, we need some personal data from you, such as, your name, email- and delivery address.

### **02 to offer you a fully functional website**

With the use of cookies we can offer you a well-functioning web shop. We also use this data to improve Patta.nl. More information about cookies from Patta.nl can be found in chapter 10 of this privacy statement.

### **03 to Manage any registered account(s) that you hold with us**

You can create an account with us to increase your shopping convenience. This allows you to shop faster, easier, and gives you a better insight into your orders and shop history.

### **05 sending you newsletters**

You can sign up for our newsletter. The Patta newsletter has commercial and knowledge sharing content. Your email address will be collected when registering for our newsletter.

### **06 for crime and fraud prevention, detection and related purposes**

we like to offer you a safe shopping environment. That's why, for a limited time, we store personal data from our visitors, such as an IP address.

### **07 Legal grounds**

There are situations where we have a legal right or duty to use or disclose your information, for example, in a relation to an investigation by a public authority.

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## What personal data do we collect?

For purposes mentioned in the previous chapter, Patta may collect the following information about you:

- Your name
- Your contact details:
  - Postal address
  - Billing address
  - Delivery address
  - Phone number
  - Email address
- Purchase orders made by you
- On-line browsing activities
- When you make a purchase or place an order with us, your payment card details
- Ip address

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this Policy.



Some of the above personal data is collected directly, for example when you set up an on-line account on our websites, or send an email to our customer services team. Other personal data is collected indirectly, for example your browsing or shopping activity.

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[how long do we keep your data?](#)

We will not retain your data for longer than necessary for the purposes set out in this Policy. Different retention periods apply for different types of data, however the longest we will normally hold any personal data is 7 years.

Exceptions of personal data that may be used and stored longer than the period mentioned above are:

#### **01 newsletter**

To send you a newsletter, Patta uses your email address. The storage of your email address, for this purpose only, is for an undetermined period of time. To send you a newsletter, Patta uses your email address. The storage of your email address, for this purpose only, is for an infinite period of time. This is because you can unsubscribe whenever you prefer, by using the opt-out option offered with every newsletter you receive. This depends on how long you want to receive our newsletters. You can unsubscribe whenever you prefer by using the opt-out option, offered with every newsletter you receive.

#### **02 Patta account**

To have an account in use at Patta, we need your email address. This is mainly for security reasons. As long as you want to use your account, your email address will be stored. You can delete your account at any time.

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[third parties](#)

Patta has partnered with certain trusted third parties to make additional products and services available to you, including:

#### **01 SendGrid**

Our newsletters are sent with SendGrid. The moment you sign up for our newsletter, your -email address will be stored in the appropriate list within SendGrid.

#### **02 Digital Ocean**

The Patta website, Patta.nl and the accompanying backups, are hosted at Digital Ocean. Your (Personal) data, that you leave on our website, are stored on the servers on Digital Ocean.

#### **03 Bleckmann**

Bleckmann is our warehousing partner. The products you order are stored at Bleckmann. When you order a product from our store, Bleckmann ensures that your order is handed over to UPS. They need your name and delivery address for this.

#### **04 UPS**

We use UPS for the shipment of your order. UPS will receive your delivery address and name from us to fulfill your order.

#### **05 MultiSafePay**

We use MultiSafePay to offer our customer various payment methods. MultiSafePay will therefore receive your payment information, at the moment you settle your order with us.



## 06 PCA Predict

We use PCA predict to verify addresses. This way we are sure that your order will be delivered to the right address. As a result PCA predict receives your IP-address, but this will be anonymized immediately.

## 7 Gmail

The email van Patta is hosted at Gmail. If you contact us by email, your email address and the corresponding content will be stored on the Gmail servers.

## 06

### [How we protect your data](#)

Patta is committed to keeping your personal data safe and secure.

We handle your data carefully and take the necessary technical and organizational measures to safeguard sufficient protection of all data.

We have put in place technical and organizational measures to protect your data against loss or unlawful processing. For example, measures to use our website and IT systems safely and avoid abuse, but also regular security updates and checks.

Only authorized staff can view and process your data.

## 07

### [What you can do to protect your data](#)

Patta will never ask you to confirm any bank account or credit card details via email. If you receive an email claiming to be from Patta asking you to do so, please ignore it and do not respond.

If you are using a computing device in a public location, we recommend that you always log out and close the website browser when you complete an online session.

In addition, we recommend that you take the following security measures to enhance your online safety both in relation to Patta and more generally: -

- keep your account passwords private. Remember, anybody who knows your password may access your account.

- when creating a password, use at least 8 characters. A combination of letters and numbers is best. Do not use dictionary words, your name, email address, or other personal data that can be easily obtained.

We also recommend that you frequently change your password. You can do this accessing your account, clicking 'your account', clicking 'your data' and selecting 'change password'.

- avoid using the same password for multiple online accounts.



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Your rights

You have the following rights:

### **01 The right of access**

The right to ask for a copy of personal data that we hold about you.

### **02The right of erasure or to be forgotten**

The right (in certain circumstances) to request that we delete personal data held on you; where we no longer have any legal reason to retain it.

### **03 The right of rectification**

The right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you.

### **04 The right to object**

The right to opt out of any marketing communications that we may send you and to object to us using / holding your personal data if we have no legitimate reasons to do so.

### **05 The right to restrict processing**

The right (in certain circumstances) to ask us to 'restrict processing of data'; which means that we would need to secure and retain the data for your benefit but not otherwise use it

### **06The right to data portability**

The right (in certain circumstances) to ask us to supply you with some of the personal data we hold about you in a structured machine-readable format and/or to provide a copy of the data in such a format to another organization.

If you wish to exercise any of the above rights, please contact us using the contact details set out below.

**info@patta.nl**

**+31 20 331 8571**

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Legal Basis for using your data

Patta processes your personal data for the following reasons.

- The processing is necessary for the performance of the agreement, for example a delivery of products.
- The processing is necessary to meet a legal obligation, for example to comply with GDP requirements.



- You have opted in to processing your data, for example to be used for newsletter communications. Our newsletters give you the option to immediately unsubscribe from these communications should you want to opt out at a later stage. Customers **have the right to withdraw consent at any time**. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.
- preventing, investigating and detecting crime or fraud.
- handling customer contacts, queries, complaints or disputes.
- improving existing products and services and developing new products and services.

## 10 Cookies

### 01 What are cookies?

Like most websites, Patta's website use cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smart 'phones or 'tablets') as you browse this website.

They are used to 'remember' when your computer or device accesses our websites. Cookies are essential for the effective operation of our websites and to help you shop with us online. Cookies intended for marketing purposes always require your consent.

### 02 Information collected

Some cookies collect information about browsing and purchasing behavior when you access this website via the same computer or device. This includes information about pages viewed, products purchased and your journey around a website. We **do not** use cookies to collect or record information on your name, address or other contact details.

### 03 what are cookies used for by Patta?

The main purposes for which cookies are used for by Patta.nl are:

1. For technical purposes essential to effective operation of our websites, particularly in relation to on-line transactions and site navigation.
2. To enable Patta to collect information about your browsing and shopping patterns, to improve our website.

### 04 how do I disable cookies?

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use.

### 05 what happens if I disable cookies?

This depends on which cookies you disable, but in general the website may not operate properly if cookies are switched off. If you only disable third party cookies, you will not be prevented from making purchases on Patta.nl. If you disable all cookies, you will be unable to complete a purchase on our sites.



## 06 Which cookies do we use?

On the website of Patta the following cookies are being used:

name			
sessionID#27	Paypal	HTTP	2 days
Akavpau_ppsd	Paypal	HTTP	Session
JSESSIONID	Nr-data.net	HTTP	Session
Mage-cache-sessid	Patta.nl	HTTP	Session
Mage-cache-storage	Patta.nl	HTTP	Session
Mage-cache-storage-section-invalidation	Patta.nl	HTTP	Session
PHPSESSID	Patta.nl	HTTP	Session
__gid	Patta.nl	HTTP	session
__gat	Patta.nl	HTTP	Session
_ga	Patta.nl	HTTP	2 years
_atuvc	Patta.nl	HTTP	1 year
_at.cww	Patta.nl	HTTP	Persistent
At-lojson-cache-#	Patta.nl	HTML	Persistent
At-rand	Patta.nl	HTML	persistent
_paypal_storage_	Patta.nl	HTML	Persistent
At_cm	Patta.nl	HTML	Session
Form_key	Patta.nl	HTTP	Session
Mage-cache storage	Patta.nl	HTML	Session
mage-cache-storage-section-invalidation	Patta.nl	HTML	Session
Mage-cache-timeout	Patta.nl	HTML	Persistent
Mage-messages	Patta.nl	HTTP	Session
Mage-translation-file-version	Patta.nl	HTTP	Session
Product_data_storage	Patta.nl	HTTP	Session
Recently_compared_product	Patta.nl	HTTP	Session
Recently_compared_product_previous	Patta.nl	HTTP	Session
Recently_viewed_product	Patta.nl	HTTP	Session
Section_data_ids	Patta.nl	HTTP	Session
Store	Patta.nl	HTTP	session
Bt2	Addthis.com	HTTP	255 days
Di2	Addthis.com	HTTP	1 year
loc	Addthis.com	HTTP	1 year
Ouid	Addthis.com	HTTP	1 year
r/collect	DoubleClick.net	Pixel	Session
uid	Addthis.com	HTTP	1 year
Uvc	Addthis.com	HTTP	1 year
Vc	Addthis.com	HTTP	1 year
Xtc	Addthis.com	HTTP	1 year



11 updates

This privacy policy was last updated in September 2018.

Previous update: May 2018