

## **01**

### **Patta BV.**

There are situations where your data is collected on Patta.nl. Your privacy and trust are important to us. This Policy Statement explains how Patta (“Patta,” “we”, “us” or “our”) collects, handles, stores and protects personal information about you in the context of our services. It also provides information about your rights and about how you can contact us if you have questions about how we handle your information.

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

info@patta.nl | +31 20 331 8571  
Zeedijk 67 | 1012 AS | Amsterdam  
VAT: NL820702857B01  
Chamber of Commerce: 34201905

## 02

### 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:

- 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.

- 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.

- 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.

- 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.

- 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.

## 03

### 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 Statement.

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.

## 04

### **How long do we keep your data?**

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

#### - 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 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.

#### - 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.

## 05

### Third parties

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

#### - 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.

#### - 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 of Digital Ocean.

#### - 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.

#### - UPS

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

#### - 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.

#### - Postcode.nl

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

#### - Gmail

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

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.

## 08

### Your rights

You have the following rights:

- **The right of access**

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

- **The 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.

- **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.

- **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.

- **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.

- **The 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

## 09

### 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 the 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

#### **What are cookies?**

Like most websites, Patta's website uses 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. Patta does not use marketing cookies.

#### **Information collected**

Some cookies collect information about browsing and purchasing behaviour 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.

#### **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.

#### **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.

#### **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.

### Which cookies do we use?

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

Name	Provider	Purpose	Expires	Cookie type
__sqr_b	Patta.nl	Contains the previous search query in the webshop	session	Functional cookie
__sqr_a	Patta.nl	Contains the current search query in the webshop	session	Functional cookie
__gid	Patta.nl	Used to distinguish users	24 hours	Performance cookie
__gat	Patta.nl	Used to throttle request rate	24 hours	Performance cookie
Frontend_cid	Patta.nl	This cookie is used to handle user sessions during their visits	session	Functional cookie
Frontend	Patta.nl	This cookie is used to handle user sessions during their visits	session	Functional cookie
__sqr_c	Patta.nl	Keeps track of the domain name when searching in the webshop	session	Functional cookie
_ga	Patta.nl	Used to distinguish users	2 years	Performance cookie
__cfduid	Patta.nl		1 year	Functional cookie

## **11 Updates**

This privacy policy was last updated in May 2018.