

Privacy and Data Management Policy: liveshop.ai

Updated: June 2020

This Privacy Policy defines and informs you of how Belive.ai, provider of liveshop.ai, livepick.ai and livefood.ai SaaS solutions, uses and protects the information you disclose to us, if applicable, when you use our services via the following URLs: (hereafter referred to as the “Solution”).

- shop.liveshop.ai
- ai.liveshop.ai
- api.liveshop.ai
- mobile.liveshop.ai

Please note that Belive.ai may change or update this Privacy Policy at any given moment, in order to comply with legislative, regulatory, legal or technological developments. In this event, the date of the update will be clearly noted in this Policy’s header. These changes or updates apply to Users as soon as they are published online. Users are requested to regularly check this Privacy Policy and use of cookies so that they are aware of any changes.

I. PERSONAL DATA

Generally speaking, you can use liveshop.ai without disclosing any of your personal data. In any case, you are not required to share any personal information with Belive.ai because invoicing can be directly processed through the company’s account.

However, in the event of refusal, you may not be able to customize and benefit from all liveshop.ai services. In order to optimize the Solution, Belive.ai may request:

- your surname / first names / job title: this information is used to customize store management pages and to establish rights - email address, phone number and WhatsApp account, (hereafter referred to as your "Personal Information"), especially for notifications. By providing this information you expressly accept that it will be used by Belive.ai for the purposes listed in Point 2 below and at the end of each form.

In accordance with the General Data Protection Regulation adopted by the European Parliament on April 14, 2016, and the updated Data Protection Act of January 6, 1978, Belive.ai informs you of the following:

1. Data Processor

Vincent Thibaut, Belive.ai Lead Developer, is the Data Processor. Belive.ai is headquartered at: 31 avenue de la Gare, 80 000 Amiens – France. Tel.: + 33 (0)1 81 74 01 00.

2. Personal data processing

Belive.ai may process your Personal Information for the following reasons:

- (a) to provide you with the information or services that you have requested (notifications in particular); and / or
- (b) to customize your user Solution experience (through shelf searches); and / or

- (c) to be able to link events detected by the Solution to a recipient or the person in charge: actions taken and events schedule.

3. Recipients

Only the user company and Belive.ai receive your Personal Information, which, be it individual or collective, is never transferred to a third party. Neither Belive.ai nor any of its subcontractors will market its Solution Users' personal data.

4. Data storage

Belive.ai will keep your Personal Information whilst your liveshop.ai subscription is activated and only for the time which corresponds to the reasons for data collection as indicated in Point 2 above. In any case this cannot exceed 24 months after the subscription has ended.

5. Data Protection rights

The following Personal Information rights are available to you and may be exercised by writing to us at the address in Point 1, or by filling out the form on our contact page <https://belive.ai/#contact-1> , or at the following email address: suivi_liveshop@belive.ai

o The right to access and communicate data

You have the right to access your Personal Information.

However, given that Belive.ai must comply with personal data security and privacy rules, please note that your request will be processed on the condition that you provide proof of your identity. You will be expected to provide a scan of your valid identity document (for requests made via our specific online form) or a signed photocopy of your valid identity document (for requests made in writing).

The above also applies to employer agreements for personal data use. The person in charge of using liveshop.ai will, therefore, be requested to provide proof of identity.

Belive.ai informs you that, if necessary, it is entitled to refuse requests that are clearly abusive (due to their number, or repetitive or systematic nature).

A model letter drawn up by the CNIL (French National Commission for Data Protection and Liberties) is available for assistance, especially in exercising your access rights, through a written request to the address mentioned in Point 1:
<https://www.cnil.fr/fr/modele/courrier/exercer-son-droit-dacces>

o The right to rectify data

Legislation stipulates that you can request your data to be rectified, updated, blocked or deleted if it is incorrect, inaccurate, incomplete or out-of-date.

You can also define general and specific guidelines as to how your personal data is processed after your death. The successors of a deceased person may request that the death of their loved one is taken into account and/or that the necessary updates are made.

A model letter drawn up by the CNIL (French National Commission for Data Protection and Liberties) is available for assistance, especially in exercising your rectification rights, for your data or for a deceased loved one, through a written request to the address mentioned in Point 1:

<https://www.cnil.fr/fr/modele/courrier/rectifier-des-donnees-inexactes-obsoletes-ou-perimees>

o The right to object

This right may only be exercised in one of two situations:

- When the exercise of this right is based on legitimate reasons; or
- When the exercise of this right aims to prevent liveshop.ai software from being used for uses not intended for its purpose, that is, store performance.

6. Response time

Belive.ai will reply to your access, rectification, opposition, and information requests within an acceptable timeframe which may not exceed 1 month after your request has been received.

7. Complaints to relevant authorities

If you feel that Belive.ai has not honored its obligations in terms of your Personal Information, you can file a complaint or send a request to the relevant authorities. In France, the relevant authority is the CNIL. You can send the CNIL an online request by clicking on the following link: <https://www.cnil.fr/fr/plaintes/internet>

II. COOKIE POLICY

When you first log on to the liveshop.ai platform you will enter a B2B environment. This means that you will not receive an alert at the bottom of your page informing you that your browser details may be stored in “cookie” files. Our Cookie Policy helps you to better understand how we enable browsing on our website and includes information about all the cookies on our website and their purposes (Part I.) and explains how to manage them in settings (Part II.).

1. Belive.ai’s SaaS Solution cookies: general information

As an online software provider, Belive.ai may need to install a cookie on your computer’s hard drive (computer, tablet, mobile, etc.) to guarantee seamless and optimal browsing on our website.

“Cookies” are small, limited-sized, text files that allow us to personalize the services we offer you by recognizing your computer, tablet or mobile device.

It is impossible to identify you in person with the information collected via cookies. This information is used solely for our own needs to improve our website’s interactivity and performance and to send you content which matches your interests. None of this information is disclosed to third parties unless this information is legally required to be disclosed by court order, or an administrative or legal authority.

2. Your cookie settings

You can accept or refuse cookie installation at any time in your browser software settings (cf. § 2).

a. The cookies we use

We use the following cookies:

– Functional cookies: to improve how the website operates and make it more user friendly - we store your log-in data, for example.

– Site improvement cookies: are used to test different versions of pages to identify which pages are visited the most. (AB Testing)

Depending on the type of cookie, it may be mandatory to obtain your consent to install and read cookies on your device.

We do not use services such as Google Analytics on the Solution.

b. Cookies which do not require consent

In accordance with CNIL guidelines, some cookies are not subject to your prior consent as long as they are strictly necessary in running the website or the sole purpose of

enabling or facilitating digital communications. These cookies are used for ID, log in, load-balancing sessions, and to customize your interface. They are fully covered by this Policy as long as they are issued and managed by Belive.ai.

b. Cookies which require prior consent

This requirement applies to cookies issued by a third party. They are called “persistent cookies” because they remain in your device until they are deleted or expired.

Given that these cookies are issued by third parties, their use and storage are subject to their own privacy policy (please refer to the link below). This cookie family includes web analytics cookies, advertising cookies and social network sharing cookies - mainly Facebook, YouTube, Twitter and LinkedIn - **Belive.ai does not use these types of cookies.**

This is why your consent is not required, especially for B2B use.

d. Your internet browser settings

Each internet browser has its own cookie management settings. The following links will help you to access your browser menu and find out how to change your cookie settings:

- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Firefox: <https://support.mozilla.org/fr/kb/activer-desactiver-cookies>
- Internet Explorer:
<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-11>

- Opera: <http://help.opera.com/Windows/10.20/fr/cookies.html>
- Safari:
https://support.apple.com/kb/PH21411?viewlocale=fr_FR&locale=fr_FR

For more information about cookie management tools, go to the CNIL website:
<https://www.cnil.fr/fr/cookies-les-outils-pour-les-maitriser>

For questions or additional information about this Cookie Policy, please use our contact form <https://belive.ai/#contact-1> or contact us directly at suivi_liveshop@belive.ai