

Privacy Policy

Effective Date: March 31, 2023

Last Updated: March 31, 2023

Thank you for visiting the corporate website for Veja North America Inc. (“VEJA”). This website (www.veja-store.com) (the “Website”) is operated by VEJA and provides you with the latest information about our company’s policies and practices when it comes to personal information that we collect. The street address for VEJA’s corporate offices is 27 West 20th Street, Suite 800, New York, New York 10011.

We know that your privacy is important and we are committed to maintaining and using your information responsibly. As such, we have posted this privacy policy to advise you of what kinds of personal information we collect on this Website, how we use that information, and whether it is shared with any unaffiliated third parties for marketing or other business purposes. Applicable law and our practices may change from time to time. We encourage you to refer to this policy on a regular basis to remain current on our most recent privacy policies and practices.. If we decide to update our privacy policy, we will post the changes on the Website. If we materially change the way in which we process your personal information, we will provide you with prior notice, or where legally required, request your consent prior to implementing such changes.

The date that this policy was last updated is identified above. Your continued use of this website after the posting of any changes will constitute your acceptance of those changes.

Please note that this privacy policy applies only to this Website. The Website may contain links to other websites. We are not responsible of the privacy policies and practices, or the content of these other websites.

By visiting this Website, you are accepting and expressly consent to the practices set forth within this privacy policy.

1. Collection of Information

We collect personal information, which includes information that identifies, relates to, describes, references, is associated with, or can reasonably be linked, directly or indirectly, to an individual or to a household.

We collect the following specific pieces of personal information from customers who purchase products through our Website:

- First and last name;
- Email address;
- Mailing address;

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- Phone number;
- Date of birth
- Gender;
- Payment information such as credit card or debit card information, including type of card used, last four digits of card
- Billing information, including address;
- Internet Protocol address; -State (as applicable) and Country
- Data collected via cookies, web beacons or other technical mechanisms, such as the products that you view;
- Demographic information, such as your gender, age, and zip code;
- Whether you wish to receive our newsletter; and
- Geolocation data, if you choose to allow our Website to track your location or if your personal information indicates a specific geographic location.

For further detail, below is a list of the categories of personal information that we have collected from visitors to our Website within the last 12 months, how we obtain that information, how we use it, and with whom we share it.

Category of Information:

Identifiers, which may include name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.

Source(s) of Information:

Directly from you.

Indirectly from you by way of our observation of your actions on our Website.

Purpose(s) of Collecting Information:

In order to process your order through this Website or fulfill other requests made by you.

Disclosures for Business Purposes:

Disclosure for business purposes to payment processors.

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Disclosure to Third-Parties:

We do not sell personal information to third parties for any reason.

Category of Information:

Personal information categories identified within the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), which may include name, signature, street address, telephone number, bank account number, credit card number, debit card number, or any other financial information.

Source(s) of Information:

Directly from you.

Purpose(s) of Collecting Information:

In order to process your order through this Website or fulfill other requests made by you.

Disclosures for Business Purposes:

Disclosure for business purposes to payment processors.

Disclosure to Third-Parties:

We do not sell personal information to third parties for any reason.

Category of Information:

Commercial information, which may include real property records, products or services purchased or considered, or other purchasing histories or tendencies.

Source(s) of Information:

Directly from you.

Purpose(s) of Collecting Information:

In order to process your order through this Website or fulfill other requests made by you.

Disclosures for Business Purposes:

Disclosure for business purposes to payment processors.

Disclosure to Third Parties:

We do not sell personal information to third parties for any reason.

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Category of Information:

Internet or similar network activity, including browsing history, search history, information on your interaction with a website, application, or advertisement.

Source(s) of Information:

Indirectly from you by way of our observation of your actions on our Website.

Directly from a third-party service provider, such as a website data analytics vendor.

Purpose(s) of Information:

To provide targeted advertisements that may be of interest to you.

Disclosures for Business Purposes:

Disclosure for business purposes to payment processors.

Disclosure to Third-Parties:

We do not sell personal information to third parties for any reason.

Category of Information:

Geolocation data, including physical location or movements.

Source(s) of Information:

Directly from you.

Geolocation data via Google Analytics (for further information on our use of Google Analytics, see Section 5 below).

Purpose(s) of Information:

To respond to an inquiry from you, process your order, or provide targeted advertising.

Disclosure for Business Purposes:

Disclosure for business purposes to payment processors.

Disclosure to Third Parties

We do not sell personal information to third parties for any reason.

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Category of Information:

Inferences drawn from other personal information, which may include a profile reflecting your preferences or characteristics.

Source(s) of Information:

Indirectly from you by way of our observation of your actions on our Website.

Directly from a third-party service provider, such as a website data analytics vendor.

Purpose(s) of Information:

To provide targeted advertisements that may be of interest to you.

Disclosure for Business Purposes:

Disclosure for business purposes to payment processors.

Disclosure to Third Parties

We do not sell personal information to third parties for any reason.

As we do not sell personal information to third parties, we further specify that we do not sell personal information of individuals 16 years of age and under.

2. Use of Information

We may use your personal information that is collected on the Website for the following reasons:

- To keep track of any purchases made by you, or to ship and deliver products that you purchase;
- To alert you to special offers, provide you with updated information, or to provide you with promotional materials;
- To process transactions or services requested by you;
- To market products or services that we believe may be of interest to you;
- To conduct marketing analysis and provide you with content or features that we believe may assist you or otherwise be of interest to you;
- To tie your personal information to your non-personal information or demographic information in order to provide you with recommendations for products or services based on your interests, age or physical location;

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- To administer contests, promotions, surveys or other website features
- To fulfill the terms of a contest or promotion;- To ensure the Website is relevant to your needs;
- To assist us in creating and publishing content that is most relevant to you;
- To administer our Website;
- To notify you of a material change to this privacy policy or VEJA's Terms and Conditions;
- To permit you to access to limited-entry areas of the Website;
- To improve our business;
- To contact you in response to an inquiry about the status of an order.

We will not collect additional personal information or use the personal information that we have collected for materially different, unrelated, or incompatible purposes without providing you notice. This privacy policy shall not be interpreted to restrict or limit our collection and use of any non-personal information, that is, information that cannot be used to identify an individual or a household, and that includes aggregate data, or de-identified information. We may share any of your non-personal information, aggregate data, or de-identified data with third parties for a variety of purposes, including to assist us in better understanding our customers' needs and to improve this Website.

3. Sharing and Disclosure of Information

We do not sell your personal information to any third party. However, we may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter into a contract that sets forth the purpose for providing personal information to the third party and requires the recipient of the personal information to keep your personal information confidential and to not use your personal information for any purpose except for performance of the contract. We may share or disclose your personal information to the following categories of third parties in the following instances:

i. To affiliates, strategic partners, agents, third-party marketers, or other unaffiliated parties who are offering products or services that we believe may be of interest or who require your personal information for research, administrative and/or internal business purposes. When we share your information with these parties, we seek to ensure that the party with whom we share the information will maintain it securely and in accordance with applicable laws;

ii. To unaffiliated third-party service providers, agents, or independent contractors who help us maintain our Website and provide other administrative services to us (including, but not limited to, order processing and fulfillment, providing customer service, maintaining and analyzing data, sending customer communications on VEJA's behalf, and entry collection, winner selection and prize fulfillment for contests, sweepstakes, and other promotions). We seek to ensure that these unaffiliated third parties will not use your personal information for any other

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purposes than to provide the administrative services for which they are responsible. Because such unaffiliated third-party service providers that assist us with administering and maintaining our Website will have access to your personal information, if you do not wish for our unaffiliated third-party service providers to have access to your personal information, please do not register or submit any personal information to us;

iii. To comply with the law or in good faith belief that such action is necessary in order to conform to the requirement of the law or comply with legal process served on us, protect and defend our rights to property, including the rights and property of VEJA or act in urgent circumstances to protect the personal safety of our end users;

iv. To third parties as part of any direct or indirect corporate reorganization process including, but not limited to, mergers, acquisitions, and sales of all or substantially all of our assets;

v. To track and analyze non-identifying and aggregate usage and volume statistical information from Website visitors and customers and provide such information to third-party data analytics providers; and

vi. To protect against potential fraud, we may verify with third parties the information collected from the Website. In the course of such verification, we may receive personal information about you from such services. In particular, if you use a credit card or debit card to purchase products or services from us, we may use card authorization and fraud screening services to verify that your credit card or debit card information and address matches the information that you supplied to us, and that the credit card or debit card has not been reported as lost or stolen. Except as described in this privacy policy or at the time we request the information, we do not otherwise use, share, or otherwise disclose your personal information to any third parties.

4. Your Rights

If you are a resident of California or Virginia, you have certain rights to access what personal information is collected about you and to correct or delete that information. Further you may opt out of the use of your personal information to send you our newsletter, to send you targeted offers, and to create a profile based upon analysis of the information collected from you.

You may update, correct or delete certain information that is stored on your online account at any time by logging into your account and navigating to your profile information. To delete your online account, you or your authorized agent may contact us at the address below. If you are a Virginia resident and would like to obtain a copy of the personal information that you previously provided for us, please contact us at the address below.

Note that if you, or your authorized agent, contact us pursuant to this section, we will request certain information to verify your identity and to ensure the validity of the request. We will ask you to relay certain information from the details that we have collected.

5. Third-Party Website, Third-Party Advertising/Do Not Track

Third-Party Websites, Third-Party Advertisers and Google Analytics

This Website may contain links to third-party websites that are not owned by or affiliated with us. These links do not constitute an endorsement of the linked websites or the products and/or services offered on those websites. We have no control over and are not responsible for the privacy practices or the content of such sites. These websites may or may not have a privacy policy. This Privacy Policy applies only to our Website and not to any third-party websites to which it links.

We may use advertisers, third-party ad networks and other advertising companies to service advertisements on and off of the Website. These third parties use cookies and similar technology to collect or receive information from our Website and elsewhere on the internet and use that information to provide you with targeted advertisements. The Network Advertising Initiative offers a means to opt-out of a number of advertising cookies. Please visit <http://optout.networkadvertising.org/?c=1> to learn more. Note that opting-out does not mean that you will no longer receive online advertising. It does mean that the company or companies from which you opted-out will no longer deliver ads tailored to your preferences and usage patterns.

We do not knowingly allow other parties to collect personally identifiable information about your online activities over time and across third-party websites when you use our website unless we have your consent.

Do Not Track notice: We do not currently respond to Do Not Track. Please go to <https://allaboutdnt.com/> for more information. However, we recognize and honor the opt out preference signal associated with a [Global Privacy Control](https://globalprivacycontrol.org/) (<https://globalprivacycontrol.org/>).

6. Communications from VEJA

We may send you communications or data regarding the Website, including but not limited to:

- Notices about your use of the Website, including any notices concerning violations of use;
- Updates regarding the Website;
- Information or materials regarding transactions, products and/or services purchased or selected by you. By using and/or registering with the Website, you agree to receive this type of transactional communication from us.

7. Children

Our Website is not directed to children under 18, and we do not offer products or services for use by children. We do not knowingly collect or solicit personal information from anyone under the age of 18 or knowingly allow such persons to provide us with their personal information. If you

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are under 18, you may not provide us with any personal information, including your name, address, telephone numbers, or email address, and you may not use our website without the supervision of a parent or guardian. If a child under the age of 18 has provided us with personal information, the child's parent or guardian may contact us and request that such information be deleted from our records. In the event we learn that we collected personal information from anyone under the age of 18, we will delete that information as quickly as possible.

If you believe that we might have any information from or about anyone under the age of 18, or if you wish to remove or request and obtain removal of content and information, please contact us at service-clients@veja-store.fr

8. Assignment

In the event that all or part of our assets are sold or acquired by a third party, or in the event of a merger, you expressly permit us the right to assign the personal and non-personal information that we collect via the Website.

9. Security

No data transmission over the internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you understand that any information that you transmit on the Website is done at your own risk. Once we receive your transmission, we make reasonable efforts to ensure security on our systems, factoring the volume and nature of the personal information in our possession. We use firewalls to protect your information from unauthorized access, disclosure, alteration, or destruction. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. If we learn of a security system breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Website or providing personal information to us you agree that we can communicate with you electronically regarding security issues, privacy, and administrative issues relating to your use of the Website. We may post a notice on the Website if a security breach occurs. We may also send an email to you at the email address that you have provided to use in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

10. Contact Us

If you have any questions, concerns, or requests regarding this privacy policy, please contact us at:

Veja Fair Trade SARL.
27 West 20th Street
Suite 800
New York, New York 10011
Email: service-clients@veja-store.fr