

THE DRESS TRIBE - PRIVACY POLICY

1. Thank you for using The Dress Tribe!

1.1 This Privacy Policy details how we, Watermelon Well Sarl of Rue dr. Alfred Vincent 12, 1201 Geneva, Switzerland trading as The Dress Tribe, collect, use and process personal data provided to us.

Our mission is to inspire you, provide you with great content and help you find your dream bridal outfit. To do that, we show you personalised content and ads we think you'll be interested in based on information we collect from you and third parties. We only use that information where we have a proper legal basis for doing so.

This Privacy Policy affects your legal rights and obligations so please read it carefully. It applies to personal data you provide to us whether you are a designer, retailer or other user of our website. If you do not agree to be bound by this Privacy Policy, do not use our website and do not provide us with any personal data. If you have any questions, you can contact us at support@thedresstribe.com

1.2 We may change this policy from time to time. If we do so, and the changes are significant, we shall notify you if we have your email address. Otherwise, you are responsible for regularly reviewing this Privacy Policy so that you are aware of any changes to it.

1.3 We are the data controller of your personal data.

1.4 By personal data we mean identifiable information about you, such as your name, email address, age, mobile and/or home telephone number, financial information, and your IP address.

2. Collecting Your Data

1. From time to time you may provide to us personal data. This may be because you wish to:

- use our website
- provide services to us
- agree to receive marketing communications from us
- interact with us through social media
- otherwise contact us including with queries, comments or complaints.

2.2 When you sign up or use The Dress Tribe, or otherwise provide information to us, we will collect your personal data such as name, email address, geographical address when you provide such details to us. We require certain personal data in order to provide you with the best possible service.

2.3 If you link your Facebook or Google account or accounts from other third party services to The Dress Tribe website, we also get information from those accounts (such as your friends or contacts). The information we get from those services depends on your settings and their privacy policies, so please check what those are.

2.4 All personal data that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal data. If you provide us with inaccurate or false data, and we suspect or identify fraud, we will record this. You must not register under someone else's name.

2.5 When you contact us by email or post, we may keep a record of the correspondence and we may also record any telephone call we have with you.

3. Data we automatically collect

3.1 When you use our website, we, or third parties on our behalf, automatically collect and store information about your device and your activities.

This information could include:

- your computer or other device's unique ID number;
- technical information about your device such as type of device, web browser or operating system
- your preferences and settings such as time zone and language

- statistical data about your browsing actions and patterns.
- 3.2 We collect this information using cookies in accordance with our [Cookie Policy](#) and we use the information we collect on an anonymous basis to improve our website and the services we provide as well as for analytical and research purposes.

4. What do we do with the information we collect

- 4.1 We will only use your personal data where we have a lawful basis to do so. The lawful purposes that we rely on under this Privacy Policy are:
- consent (where you choose to provide it);
 - performance of our contract with you;
 - compliance with legal requirements; and
 - legitimate interests. When we refer to legitimate interests we mean our legitimate business interests in the normal running of our business which do not materially impact your rights, freedom or interests.
- 4.2 We will process your personal data to perform any contract we have entered into with you, including in particular to comply with the terms of use that are applicable to you. You understand that information within your profile will be available to other users of the website under the terms of use.
- 4.3 We may also use your personal data for our legitimate interests, including dealing with any customer services you require, enforcing our terms and conditions, for regulatory and legal purposes (for example anti-money laundering and fraud prevention purposes), for audit purposes and to contact you about changes to this policy.
4. We commit to showing you content that's relevant, interesting and personal to you. In order to do that, it's necessary for us to use your information to identify you when you use The Dress Tribe, and process your transactions and to recommend dresses, designers, events, topics or categories you might like based on your activity on The Dress Tribe.
- 4.5 We also use your information to improve our website, maintain our relationship with you, and protect users. We both benefit when we use your information to:
- Conduct analytics on who is using our website and what they are doing. For example, by logging how often people use two different versions of a feature on our website, we can understand which version is better.
 - Improve our website and offer new features.
 - Send you updates (such as when certain activity, like favouriting or sharing) and news by email or push notification, depending on your settings. For example, we send weekly updates that include designs you may like. You can decide to stop getting these notifications by updating your settings
- 4.6 We have a legitimate interest in delivering third party ads that are relevant, interesting and personal to you in order to generate revenue. To further these interests we use the information we collect to:
- Decide which ads to show you. For example, if you show an interest in a certain designer on our website, we may show you ads from this designer. We customize the ad content we show you by identifying your interests based on your onsite activities
 - Tell our ad partners how their ads are doing, and how to make them better. Some of this information is aggregated. For example, we would report to an advertiser that a certain percentage of people who viewed a Promoted dress went on to visit that advertiser's site. In other instances, this information isn't aggregated. For example, we would let an advertiser know that a particular Promoted dress has been saved by certain people.
 - Tell our ad partners the types of designs you might be interested in. For example, if you favourite designs of a particular style, we can tell a retailer that you're more interested in this style over others. This helps us and our ad partners to make sure that the content and ads you see are relevant to you.

5. Who do we share your data with

- 5.1 For our legitimate interests, we may share your personal data with any service providers, sub-contractors and agents that we may appoint to perform functions on our behalf and in accordance with our instructions, including payment providers, IT service providers, accountants, auditors and lawyers. We will provide our service providers, sub-contractors and agents only your necessary personal data they need to provide the service for us and if we stop using their services, we shall request that they delete your personal data or make it anonymous within their systems.
- 5.2 In order to comply with our legal obligations, under certain circumstances we may have to disclose your personal data under applicable laws and/or regulations, for example, as part of anti-money laundering processes or protect a third party's rights, property, or safety.
- 5.3 For our legitimate interests, we may also share your personal data in connection with, or during negotiations of, any merger, sale of assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or into another company.

6. Marketing

- 6.1 When you register with us, you can choose to receive marketing email messages from us which is when we record your consent. You can choose to no longer receive marketing emails from us by contacting us at support@thedresstribes.com or by clicking unsubscribe from a marketing email. If you do unsubscribe to marketing communications, it may take up to 5 business days for your new preferences to take effect.
- 6.2 We shall therefore retain your personal data in our records for marketing purposes until you notify us that you no longer wish to receive marketing emails from us.

7. Where we hold and process your personal data

- 7.1 Some or all of your personal data may be stored or transferred outside of the European Economic Area (the **EEA**) for any reason, including for example, if our email server is located in a country outside the EEA or if any of our service providers are based outside of the EEA. You are deemed to accept and agree to this by using the Services and submitting personal data to us. If we do store or transfer your personal data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under applicable laws.

8. Security

- 8.1 We shall process your personal data in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures. All information you provide to us is stored on our secure servers.
- 8.2 Where we have given, or you have chosen a password, you are responsible for keeping this password confidential.
- 8.3 However, you acknowledge that no system can be completely secure. Therefore, although we take these steps to secure your personal data, we do not promise that your personal data will always remain completely secure.

9. Your Options

- 9.1 You have a number of rights under applicable data protection legislation. Some of these rights are complex, and not all of the details have been included below. Further information can be found [here](#). You can:
- access the information we hold about you. We'll usually share this with you within 30 days of you asking us for it.
 - get your information corrected or deleted. You can update your information in your Account settings. If you have problems with updating the information or if you would like us to delete it, please contact us.
 - object to us processing your information. You can ask us to stop using your information, including when we use your information to send you marketing emails or push notifications. We only send you marketing material if you've agreed to it but, if you'd rather we didn't, you can easily unsubscribe at any time. However, whilst we respect your right to be forgotten, we

may still retain your personal data in accordance with applicable laws.

- exercise these rights, or any other rights you may have under applicable laws, please contact us at support@thedresstribes.com. Please note, we reserve the right to charge an administrative fee if your request is manifestly unfounded or excessive.

9.2 If you have any complaints in relation to this Privacy Policy or otherwise in relation to our processing of your personal data, please contact us on support@thedresstribes.com or you can contact the Information Commissioner, see www.ico.org.uk. If you have any complaints in relation to this Privacy Policy or otherwise in relation to our processing of your personal data, please contact us on support@thedresstribes.com or you can contact your local supervisory authority.

10. How long do we keep your information for

10.1 We will only keep your information for as long as we need it to provide The Dress Tribe to you and fulfil the purposes described in this policy. If you register with us, we shall keep your personal data until you close your account except where we are required to retain your personal data for longer to comply with accounting and taxation requirements. If you receive marketing communications from us, we shall keep your personal data until you opt out of receiving such communications. If you have otherwise contacted us with a question or comment, we shall keep your personal data for 6 months following such contact to respond to any further queries you might have.

11. General

11.1 Our website may contain links to other sites of interest. Once you have used these links to leave our website, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. If any provision of this Privacy Policy is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision shall be construed, as nearly as possible, to reflect the intentions of the parties and all other provisions shall remain in full force and effect.

11.2. This Privacy Policy shall be governed by and construed in accordance with the law of England and Wales, and you agree to submit to the exclusive jurisdiction of the English Courts.

Last updated: March 2019