

SEB & YOU PRIVACY POLICY

Updated and Effective: September 1st, 2024

SEB Developpement is committed to protecting your privacy. This Privacy Policy applies to any website that posts a link to this Privacy Policy (“Website”), such application, feature or other online service owned or controlled by SEB Developpement, a subsidiary of SEB SA, as well as any offline service (collectively the “Services”). In this Privacy Policy, “we,” “our,” and “us” refers to SEB Developpement.

This Privacy Policy describes the information that we may collect from you during your visit to our Services, how we use the information, and how we protect the information which you opt to provide during your visit. In addition, the Privacy Policy provides important information about your rights with respect to your personal information.

By using our Services, or by sharing your information with us, you are accepting and consenting to the practices described in this Privacy Policy. **IF YOU DO NOT AGREE TO THE TERMS OF THIS PRIVACY POLICY AND THE APPLICABLE TERMS OF USE, DO NOT ACCESS OR USE THE SERVICES OR PROVIDE PERSONAL INFORMATION TO US.**

This Privacy Policy explains:

1. HOW WE GATHER INFORMATION ABOUT YOU
2. WHAT INFORMATION WE COLLECT
3. COOKIES AND SIMILAR TECHNOLOGY
4. INFORMATION FROM OTHER SOURCES
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1. HOW WE GATHER INFORMATION ABOUT YOU

We may receive or gather personal information about you in a variety of ways, including the following:

- Directly from you. When you contact us, normally via our Website or other services; when you create an account; when you participate to consumer studies; when you complete our survey questionnaires; and when you participate to contests relayed on our Website.
- Cookies and Other Technology. Automatically as you navigate through the Services.
- Other Third Parties. We may collect personal information about you from other sources such as other entities of Groupe SEB.

2. WHAT INFORMATION WE COLLECT

When you visit the Website or use the Services, we may collect information about you, including Personal Information. “Personal Information” means information that identifies or relates to you, or as defined under applicable law. The following identifies the categories of personal information we collect directly from you (or about you) and how we collect such data the following types of personal information about you:

- Contact Information: your first and last name, postal address, email address, phone number, date of birth when you create an account on our Website;
- Other identifying Information: information collected when you access and/or use our websites and/or applications, IP address and other unique online identifiers, login data, browser type and version, time zone setting and location, application version, operating system and platform, and other technologies on the devices you use ;
- Household Information: number of persons in your household, number of children, children’s ages, marital status, housing type;
- Demographic Information: gender, socio-professional categories;
- Products and Services Information: data relating to your use of our product categories ;
- Special Categories of Personal Information: well-being data or dietary preferences, which we process in very limited circumstances, for example, where required to do so for legal or regulatory purposes;
- Internet or Other Electronic Activity: your browsing and click history, including information about how you navigate within our Website;
- Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

As with many other websites and applications, as you navigate through and interact with our Website or Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website or Services, including details of referring websites (URL), traffic data, location data, logs, language, date and time of access, frequency, and other communication data and the resources that you access and use of the Services.
- Information about your computer and Internet connection, including your IP address, operating system, host domain, and browser type.

The information we collect automatically includes statistical data and may also include personal information. We may also maintain it or associate it with personal information you provide to us or that we collect in other ways or receive from third parties. It helps us to improve our Services and to deliver a better and more personalized service, including by enabling us to:

- Estimate how individuals access and use our Services.

- Store information about your preferences.
- Speed up your searches.
- Recognize you when you return to our Services.

Cookies. Like many other websites, we use cookies and other technologies to help us to process your requests, and/or to analyze your visiting patterns. Cookies are small data files stored on your own computer's hard drive. They are generated by the Website. By assigning and storing a unique username cookie on your device, we are able to save you the trouble of re-entering your contact information each time you visit the Website.

This Website only uses Strictly Necessary Cookies. These cookies are essential to make this Website work. They enable you to move around this Website and use its features. Without these cookies, services that are necessary for you to be able to use the Website cannot be provided.

The length of time a cookie stays on your computer or device varies depending on whether it is a “persistent” or “session” cookie. Persistent cookies remain on your hard drive until you erase them or they expire. How long a persistent cookie remains on your browser depends on how long the visited website has programmed the cookie to last. Session cookies are temporary and are erased when you close your browser at the end of your surfing session. The next time you visit that particular site, it will not recognize you and will treat you as a new visitor.

We may combine information we receive from other sources with information you give to us and information we collect about you. Depending on the types of information received, we will use the information received from other sources or the combined information for the purposes described in Section 3 (How We Use Your Information).

3. HOW WE USE YOUR INFORMATION

We collect and use your personal information for different purposes, including in the following ways:

- To create your user account and login;
- To use information about your personal habits, customs and behaviors in connection with your participation in the proposed studies;
- To take into account your participation in contests relayed on our Website.
- To notify you about changes to our Services or the Website;
- To enforce this Privacy Policy and any other terms that you have agreed to, including to protect the rights, property, or safety of us or any other person, or the copyright-protected content of the Services;
- For any purpose where you have given your consent (where legally required); and
- To comply with applicable federal, state, and other laws and regulations;

4. HOW WE SHARE YOUR INFORMATION

Your personal information can be shared with other entities of Groupe SEB (a list of Groupe SEB brands is available at this address: <https://www.groupeseb.com/en/our-brands>).

We may share your personal information we collect from you in connection with the Services with the following third parties:

- Our service providers who perform services on our behalf, such as suppliers who provide technology services and solutions, and data management firms or logistic support. The service providers(s) are subject to contractual and other legal obligations to preserve the confidentiality of your information and to respect your privacy, and they will only have access to and use the data they need to perform their functions.

- To provide information for legal or regulatory purposes.
- For the purpose of preventing fraud/loss, for example to fraud prevention agencies.
- To a prospective or actual buyer of our company in the event of a takeover, such as a merger, acquisition or divestitures.

We also may share aggregate or de-identified information about users with third parties for marketing, advertising, research or similar purposes.

5. HOW WE PROTECT YOUR INFORMATION

We are dedicated to the security of your personal information, and we take commercially reasonable precautions to maintain that protection. We use physical, electronic and managerial processes and procedures to attempt to protect the personal information we collect on and offline. Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to our Services; any transmission is at your own risk.

6. CHILDREN'S PRIVACY PROTECTION

Our Services are designed and intended for adults. To protect children's personal information, we do not knowingly collect personal information from children under the age of thirteen (13) that can be used to specifically identify them and we do not permit persons under the age of thirteen (13) to use the Services. If you are a parent or guardian of a child under the age of thirteen (13) and believe that he or she has disclosed personal information to us, please contact us using the information listed in the "Contact" section below. You may review and request the deletion of your child's personal information or prohibit the further use of such information.

7. PERIOD OF RETENTION AND USE

We will retain the collected personal information only for as long as is reasonably necessary taking into consideration our need to answer queries or resolve problems, provide improved and new services and comply with legal requirements under applicable law(s). This means that we may retain your personal information for a reasonable period after you stop using the Website or Services offered thereunder. After this period, your personal information will be deleted from all our systems.

8. ACCESSING, CHANGING, OR DELETING YOUR PERSONAL INFORMATION

You may access to your personal information and change them under the by sending us an email. If you wish to delete your personal information, please contact us at:

sebandyou@groupeseb.com

If you have any questions relating to the processing of your personal information, you can also contact us at <https://legal.groupeseb.com/Privacy/contact.html>.

9. FOR CALIFORNIA RESIDENTS

If you are a California resident, the California Consumer Privacy Act ("CCPA") requires us to make certain disclosures about our personal information practices and provides you additional rights related to our collection, use, and sale of your personal information.

A. Notice of Collection

We collect the following categories of personal information about you and use the personal information for the following business or commercial purposes. We obtain this information directly from you, automatically as you navigate through the Services, or receive it from third-party sources.

Categories of Personal Information Collected	Personal Information	Purpose for Collecting Personal Information
Identifiers	<input type="checkbox"/> First and last name <input type="checkbox"/> Date of birth <input type="checkbox"/> Email address <input type="checkbox"/> Phone number <input type="checkbox"/> Postal address	<input type="checkbox"/> Creating account <input type="checkbox"/> notify about changes to our services or the Website <input type="checkbox"/> respond to questions and otherwise interact with you <input type="checkbox"/> provide news, emails, and other requested communications from us <input type="checkbox"/> manage any surveys or studies contents you choose to enter
Characteristics of Protected Classifications under California or Federal Law	<input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Marital status	<input type="checkbox"/> Survey questionnaires for marketing <input type="checkbox"/> Participation to studies
Internet/Network Activity	<input type="checkbox"/> Internet protocol (IP) address <input type="checkbox"/> Login data <input type="checkbox"/> Browser type <input type="checkbox"/> Browser version <input type="checkbox"/> Timezone setting and location <input type="checkbox"/> Application version <input type="checkbox"/> Operating system and platform <input type="checkbox"/> Technologies used on your device <input type="checkbox"/> Host domain <input type="checkbox"/> Cookie ID <input type="checkbox"/> Beacons	<input type="checkbox"/> Creating account <input type="checkbox"/> Marketing and analytics <input type="checkbox"/> Improving products and services

	<input type="checkbox"/> Pixel tags <input type="checkbox"/> Interaction with the Website <input type="checkbox"/> Browsing history	
Education Information	<input type="checkbox"/> Socio-professional categories	<input type="checkbox"/> Survey questionnaires for marketing <input type="checkbox"/> Participation to studies <input type="checkbox"/> Marketing analytics
Inferences drawn from any of these personal information categories	<input type="checkbox"/> Data relating to your use of our products categories <input type="checkbox"/> Well-being data or dietary preferences <input type="checkbox"/> Socio-professional categories <input type="checkbox"/> Household information	<input type="checkbox"/> Create a profile about you to reflect your preferences, characteristics, behavior and attitude <input type="checkbox"/> Marketing and analytics <input type="checkbox"/> Survey questionnaires and studies
Geolocation Data	<input type="checkbox"/> General location information indicating the general physical location of you or your device (e.g., IP address or zip code) <input type="checkbox"/> Precise information about your location if you allow us (or a third party who provides it to us) to collect it	

B. California Privacy Disclosures

In the past twelve (12) months, we have disclosed certain categories of personal information about you to third parties (such as our service providers) for a business or operational purpose.

Categories of Personal Information Collected	Categories of third parties
Identifiers	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, fraud prevention, etc.) <input type="checkbox"/> Data analytics providers
Characteristics of Protected Classifications under California or Federal Law	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, fraud prevention, etc.)
Internet/Network Activity	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, fraud prevention, etc.) <input type="checkbox"/> Internet service providers <input type="checkbox"/> Data analytics providers
Education Information	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, fraud prevention, etc.)
Inferences drawn from any of these personal information categories	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, fraud prevention, etc.)
Geolocation Data	<input type="checkbox"/> Service providers (technology and communications providers, storage and hosting providers, market research and customer service, sales support, etc.)

We may also share all categories of personal information as part of corporate transactions, such as mergers, acquisitions, or divestitures. We may be required to share all categories of personal information with law enforcement, regulatory agencies, or litigants based on enforceable requests for this information, or to exercise our legal rights.

SEB Developpement does not sell your personal information for monetary gain

(16). C. California Privacy Rights

If you are a California resident, the CCPA gives you certain rights concerning your personal information.

- **Right to know:** You have the right to request that we provide what personal information about you we collect, use, disclose, and sell. This includes the right to request that we provide to you the specific pieces of personal information we have collected about you in the past 12 months.
- **Right to delete:** You have the right to request that we delete certain personal information that we have about you. We may not be able to fulfill your request if we (or our service providers) need to retain your personal information for certain authorized purposes, such as to provide a good or service you requested, to secure our Services, to protect against fraud, to improve our Services, or to comply with or exercise rights under applicable law.
- **Right to opt out of sale:** You have the right to request that we not “sell” your personal information. The term “sale” is defined broadly under the CCPA. To the extent that “sale” under the CCPA is interpreted to include interest-based advertising and similar data uses, you may stop this use of your personal information by adjusting your device or browser’s settings to limit how your online usage and device data is shared with third parties. You can refuse the installation of optional third-party cookies through your browser settings, and you may even be able to direct your browser to prevent the installation of third-party cookies by default. For your information on how to adjust your settings to opt out of these third-party cookies, please see Section 10 (Your Choices) below.
- **Right to non-discrimination:** You have the right not to receive discriminatory treatment from us based on your exercising of any privacy rights conferred by the CCPA.

D. How to Exercise Your CCPA Privacy Rights

To exercise your rights, contact us at the contact details provided in Section 14 (Contact Us) below.

To make a **request to know or request to delete** your personal information, we may need to verify your identity (and if applicable, your agent’s authority to make the request on your behalf) before we are able to process your request. Only you or an authorized agent acting on your behalf have the ability to make the request related to your personal information.

To do so, we will ask you for certain information to verify your identity, such as your name, address and e-mail address. We also may contact you by e-mail to verify your identity and ask you additional questions, such as your last order with us so that we can match your identity with the personal information we have about you. In some instances, we may ask

you to declare under penalty of perjury that you are the consumer whose personal information is the subject of the request.

If you have an authorized agent who makes the request, then (i) we need proof that you have provided the agent power of attorney; or (ii) you must provide the agent signed permission to submit a request to know or delete; you must verify your identity directly with us; or you must confirm with us that you provided the authorized agent permission to submit the request.

If we cannot verify your identity, or cannot confirm the agent's authority to act on your behalf, we are not required to fulfill your request.

You also have the right to **request to opt out of the sale** of your personal information. As explained above, the term "sale" is defined broadly under the California Consumer Privacy Act. For more information on how to adjust your settings to opt out of third-party cookies, please see Section 10 (Your Choices) below.

10. CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with control over your information:

Tracking Technologies and Advertising. We only use Strictly Necessary Cookies. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Services may then be inaccessible or may not function properly.

Do Not Track. Do Not Track is a privacy preference that You can set in Your web browsers. When You turn on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit: www.allaboutdnt.org.

Text Messages and SMS. To opt out of text messages, reply STOP to the message you received.

11. THIRD-PARTY LINKS

The Services may contain links to other sites. **PLEASE BE AWARE THAT WE ARE NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OF SUCH OTHER SITES.** We encourage you to be aware when you leave the Services and to read the privacy statements of each and every web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by the Services.

12. REVISIONS TO THE PRIVACY POLICY

You also acknowledge our right to change this Privacy Policy, without prior notification, and our commitment to post any such changes on this page so that you are fully informed of the types of information we collect, how we use it, and under what circumstances, if any, it is disclosed. Your continued use of our Services after such amendments will be deemed your acknowledgement of these changes to this Privacy Policy.

13.INTERNATIONAL USERS

Your personal information may be transferred to and/or stored in any country where we conduct business, which includes outside the United States. By using our Services or by otherwise providing information to us, you understand that the information from or about you or your use of our Services may be transferred to and/or stored in countries outside of your country of residence, including to the United States.

14. CONTACT US

For any questions, please contact us at:

Sebandyou@groupeseb.com



SEB & YOU Privacy Policy

The file below contains information about the SEB & YOU Privacy Policy.

→ Download the PDF