

Privacy Policy

Last updated April 24, 2018

My Bikini Musthaves (“we” or “us” or “our”) respects the privacy of our users (“user” or “users” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.mybikiniusthaves.com including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”). Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the Site.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Revised” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

COLLECTION OF YOUR INFORMATION

Through its website, www.mybikiniusthaves.com will process certain personal data. We value the privacy of our Users and we observe all legally required measures in processing and protecting personal data, as required by the Dutch “Wet bescherming persoonsgegevens” (Wbp). This means that:

we clearly specify our purposes for the personal data that we collect in this Privacy Policy;

we limit our collection of personal data to only the personal data needed for legitimate business purposes;

we will keep the personal data no longer than strictly necessary to achieve the legitimate business purposes for which your personal data is collected;

we first ask for explicit permission to process your personal data in cases where your permission is required;

we do not intend to collect personal data from Users younger than 16 years old, they have permission from parents or guardians. As we can not verify if a User is older than 16 years old, we advise parents to be involved in their children’s online activities;

we take appropriate security measures to protect your personal data and we demand the same from parties who process personal data on our behalf; and

we respect your right to inspect, correct or delete your personal data held by us.

My Bikini Musthaves is the party responsible for all data processing. In this Privacy Policy, we explain the type of personal data we collect and for which purposes we

use the personal data we collect. We recommend that you read this Privacy Policy carefully.

USE OF PERSONAL DATA

By accessing our website, purchasing merchandise, signing up for our newsletter or otherwise using any services, you are providing certain data to us. This data could include personal data such as (and more):

- First name and last name
- Email address
- Telephone number
- ZIP/Postal Code
- Streetname + number
- City
- Region
- Country
- Payment details

We only retain and use the personal data provided directly by you, or for which it is clear that it has been supplied to us to be processed. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Send you a newsletter.
- Administer sweepstakes, promotions, and contests.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Deliver targeted advertising, coupons, newsletters, and promotions, and other information regarding our website and mobile application to you.
- Increase the efficiency and operation of the Site.
- Monitor and analyze usage and trends to improve your experience with the Site.
- Notify you of updates to the Site.
- Offer new products, services, and/or recommendations to you.
- Perform other business activities as needed.
- Request feedback and contact you about your use of the Site.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.
- Solicit support for the Site.

Contact Page, Newsletter, Contests, Surveys

We have a newsletter to inform those interested in our products and/or services. Each newsletter contains a link through which it is possible to unsubscribe from our newsletter. Your email address will be added to the list of subscribers only with your explicit consent.

If you send us an email, the data you provide will be retained for as long as is necessary, depending on the nature of the content of your email, to fully answer and correctly handle your email. Personal and other information you may provide when entering contests or giveaways and/or responding to surveys will be retained for as long as necessary.

DISCLOSURE OF YOUR INFORMATION

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

Marketing Communications

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

Online Postings

When you post comments, contributions or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

Affiliates

We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

Business Partners

We may share your information with our business partners to offer you certain products, services or promotions. These partners are involved in the execution of the agreement. We only work together with partners that from our opinion also carry a sound privacy statement. In the event of suspicion of fraud or misuse of the Site, we may hand over personal data to the appropriate authorities.

Other Third Parties

We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law. These companies may use information about your visits to the Site and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you. We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive correspondence, emails or other communications from third parties, you are responsible for contacting the third party directly.

Sale or Bankruptcy

If we reorganize or sell all or a portion of our assets, undergo a merger, or are

acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline honor commitments we made in this Privacy Policy.

By Law or to Protect Rights

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

Inspection, modification or removal of your Personal Data

If you have any questions regarding our Privacy Statement or wish to review, modify or delete your personal data you can always contact us at the address at the end of this Privacy Policy.

Cookie Policy

The Site uses cookies. 'Cookies' are small text files that are stored on your computer, which allows us or a third-party to recognize you.

Our online shop uses cookies in order to improve the experience of the Site and to secure the Site. Furthermore, cookies help us to analyze the frequency of our webpage views and general navigation. Please note that some of these cookies are transmitted from our server to your system. Cookies are never used to retrieve private data from your device or to detect passwords.

Session cookies, persistent cookies and third-party cookies

In most cases these cookies are so-called "session cookies." Session cookies are deleted automatically from your hard-disk after visiting the Site. Other cookies remain on your computer and allow us to recognize your computer during your next visit (these are the so-called "persistent cookies"). The persistent cookies allow us, for example, to welcome you with your username, so you do not need to retype your password and/or fill out forms with your personal information for each subsequent order that you make on the Site. We also use third party cookies for analytical reasons and for social media. These cookies are also persistent.

We also use cookies for the following purposes:

Site performance

We use cookies to optimize the performance of the Site. These functional cookies allow us to:

- Remember your language
- Recognize you the next time you visit the Site; and
- Remember the contents of your shopping cart and login data

You can block these cookies with your web browser. However, doing so may have a negative effect on the performance of the Site.

Internet-Based Advertising

Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about opting-out of interest-based ads, visit the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

Website Analytics

Google places cookies on the Site as part of the Google Analytics service. We use this service for monitoring and reporting on how visitors use the Site. Google may provide this information to third parties if it is obliged to do so by law, or insofar as third parties process the information on behalf of Google. By accessing the Site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, If you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

Social Media

We make use of social network plug-ins. When you use a social network button on the Site, information may be directly transferred from your device to the operator of the applicable social network. We have no control over the data gathered by the plugin. If you are logged in on a social network, your use of the Site can be referenced to and known by such social network. If you interact with the plug-ins, for example by clicking "Like," "Follow" or "Share," or by entering a comment, such information may automatically show up in your social network profile. Even if you are not logged in on your social network account, it may be possible that the plug-ins transmit your IP address to the social network operators. Please consider this when using our services and please consult and understand each social network's privacy policy prior to viewing this Site any further.

THIRD-PARTY WEBSITES

The Site may contain links to third-party websites and applications of interest, including advertisements and external services that are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Site.

SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

POLICY FOR CHILDREN

We do not knowingly solicit information from or market to children under the age of 13. If you become aware of any data we have collected from children under age 13, please contact us using the contact information provided below.

CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

OPTIONS REGARDING YOUR INFORMATION

Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

- Noting your preferences at the time you register your account with the Site
- Logging into your account settings and updating your preferences
- Contacting us using the contact information provided
- Opt-out in our email newsletter

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

CONTACT US

If you have questions or comments about this Privacy Policy, please contact us at:

My Bikini Musthaves
Prinsengracht 736A
1017 LC Amsterdam
The Netherlands

Email: info@mybikiniushaves.com