



GDPR Compliance Statement

This Policy Statement sits in line with our Privacy Policy, is supplemental and applies to all users within the European Union that are using our services. As such BS DE CASTRO INFORMÁTICA registered with the CNPJ under nº 13.076.798/0001-05 (hereinafter "Bybrand", "we", "us" or "our") proceeds with all data processing procedures (e.g. collection, processing and transmission) in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation). Nothing in this Statement is intended to contradict or limit the applicability of the information provided in the Privacy Policy.

The following provides you with an overview of the type of data collected and how it is used and passed on, the security measures Bybrand takes to protect your data and how you can exercise your rights.

THE CONTROLLER

The responsible entity according to Art. 24 GDPR is:

Bs de Castro - Web Solutions BS de Castro - Informatica tradings as Bybrand
Avenida Padre Guilherme Decaminada 1001 Lot 2 Block 9 Apt 203
Santa Cruz
Rio de Janeiro RJ
23575-000
Brazil

www.bybrand.io
privacy@bybrand.io

DATA PROTECTION OFFICER

For the purposes of this Policy and in accordance with Article 37 of the GDPR, we have appointed a Data Protection Officer ("DPO").

You may contact our Data Protection Officer by sending an e-mail to privacy@bybrand.io if you:

- have any questions about this Privacy Policy,
- wish to file a complaint about a possible violation of data protection laws,
- have any requests related to your rights, and
- wish to access, correct incomplete, inaccurate or outdated data.

Please note that deletion of information essential to Bybrand's account management and services may result in termination of your registration and consequent cancellation of services provided to you.

We will make every effort to respond to your requests in the shortest possible time, and always in strict compliance with applicable law. In some cases, requests for deletion may not be honoured immediately, due to a legal obligation.

YOUR RIGHTS

First of all, we would like to inform you about your rights as a data subject. These rights are standardised in Art. 15 - 22 GDPR. This includes:

- The right to information (Art. 15 GDPR),
- The right to erasure (Art. 17 GDPR),
- The right to rectification (Art. 16 GDPR),
- The right to data portability (Art. 20 GDPR),
- The right to restriction of data processing (Art. 18 GDPR),
- The right to object to data processing (Art. 21 GDPR).

To assert these rights, please contact privacy@bybrand.io. The same applies if you have questions about data processing in our company. You also have the right to lodge a complaint with a data protection supervisory authority.

LEGAL BASES FOR PROCESSING

The processing of your personal data may be based on the following legal grounds:



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- Art. 6 (1) lit. a GDPR serves as our legal basis for processing operations where we obtain your consent for a specific processing purpose.
- Art. 6 (1) lit. b GDPR, insofar as the processing of personal data is necessary for the performance of a contract, e.g. if you purchase a product. The same applies to such processing operations that are necessary for the performance of pre-contractual measures, for example in the case of enquiries about our products or services.
- Art. 6 (1) lit. c GDPR, insofar as we are subject to a legal obligation that requires the processing of personal data, such as for the fulfilment of tax obligations.
- Art. 6 (1) lit. d GDPR in the event that vital interests of you or another natural person require the processing of personal data.
- Art. 6 (1) lit. f GDPR applies on the basis of our legitimate interests, e.g. when using service providers as part of order processing, such as shipping service providers or when carrying out statistical surveys and analyses and logging registration procedures. Our interest is directed towards the use of a user-friendly, appealing and secure presentation as well as optimisation of our website, which serves our business interests as well as meeting your expectations.

DURATION OF STORAGE AND ROUTINE DELETION OF PERSONAL DATA

We process and store your personal data only for the period of time required to fulfil the purpose of storage or if this has been provided for, in laws or regulations. After the purpose has ceased to exist or has been fulfilled, your personal data will be deleted or blocked.

In the case of blocking, deletion will take place as soon as legal, statutory or contractual retention periods do not conflict with this, there is no reason to assume that deletion would impair your interests worthy of protection and deletion would not cause a disproportionately high expense due to the special nature of the storage.

COLLECTION OF GENERAL DATA AND INFORMATION, SO-CALLED LOG FILES

If you visit our website for information purposes only, without providing personal data via registration or in any other way, only the Internet connection data that your browser transmits to our server will be processed. Our website collects a series of general data and information with each call, which is temporarily stored in log files of a server. A log file is created in the course of an automatic protocol of the processing computer system. The following can be recorded:

- Access to the website (date, time and frequency)
- How you arrived at the website (previous page, hyperlink etc.)
- Amount of data sent
- Which browser and browser version you are using
- The operating system you are using
- Which internet service provider you use
- Your IP address, which your Internet access provider assigns to your computer when you connect to the Internet

The legal basis for this data processing is Article 6 (1) sentence 1 lit. b of the GDPR, as the collection and storage of this data is necessary for the operation of the website in order to ensure the functionality of the website and to deliver the content of our website correctly.

In addition, the data serve us to optimise our website and to ensure the security of our IT systems and the processing is based in this respect on Art. 6 (1) lit. f GDPR. For this reason, the data is stored for a maximum of 7 days as a technical precaution.

We also use this data for the purposes of advertising, market research and to design our services to meet your needs by creating and evaluating user profiles under pseudonyms, but only if you have not exercised your right to object to this use of your data (see information on the right to object under "Your rights").

CONTRACTUAL RELATIONSHIP

In order to establish or implement the contractual relationship with our customers, it is regularly necessary to process the personal master, contract and payment data provided to us including but not limited to your:

- Email Address



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- Name
- Payment Details
- Billing Address
- IP address (for geolocation);

The legal basis for this processing is Art. 6 (1) b) GDPR. We also process customer and prospect data for evaluation and marketing purposes. This processing is carried out on the legal basis of Art. 6 (1) lit. f) GDPR and serves our interest in further developing our offer and informing you specifically about Bybrand offers. Further data processing may take place if you have consented (Art. 6 para. 1 letter a) GDPR) or if this serves the fulfilment of a legal obligation (Art. 6 para. 1 letter c) GDPR).

EXERCISING OUR RIGHTS

Based on Art. 6 para. 1 lit. c and f) GDPR, we use and store your personal data and technical information to the extent necessary to prevent or prosecute misuse or other illegal behaviour on our website, e.g. to maintain data security in the event of attacks on our IT systems. This also takes place insofar as we are legally obliged to do so, for example due to official or court orders, and for the exercise of our rights and claims as well as for legal defence.

ENQUIRIES BY E-MAIL

When contacting us via the provided e-mail address, the personal data transmitted with the e-mail will be stored. This data is processed exclusively for the purpose of answering the enquiry. The legal basis for the processing is Art. 6 (1) lit. f.) GDPR or Art. 6 (1) lit. b) GDPR if the enquiry is aimed at concluding a contract. The data will be deleted when the purpose of the processing no longer applies, e.g. the enquiry has been conclusively answered. You can object to the processing of your personal data at any time by sending an e-mail to privacy@bybrand.io.

USE OF CUSTOMER DATA FOR DIRECT MARKETING PURPOSES

If you have provided us with your e-mail address when using our Services, we reserve the right to regularly send you e-mail offers for similar goods or services. We do not need to obtain your separate consent for this. In this respect, the data processing is carried out solely on the basis of our legitimate interest Art. 6 (1) lit. f.) GDPR in personalised direct advertising. If you have initially objected to the use of your e-mail address for this purpose, we will not send you any e-mails.

You are entitled to object to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by notifying the responsible person named at the beginning. After receipt of your objection, the use of your e-mail address for advertising purposes will cease immediately. If you wish to object to the data analysis for statistical evaluation purposes, you must unsubscribe from the marketing.

COOKIES

We use cookies on our web sites. Cookies are small text files that are stored on your terminal device and can be read. A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session. Cookies can contain data that make it possible to recognise the device used. In some cases, however, cookies only contain information on certain settings that cannot be related to a specific person.

We use session cookies and permanent cookies on our web sites. The processing is carried out on the basis of Art. 6 (1) lit. f.) GDPR and in the interest of optimising or enabling user guidance and adapting the presentation of our platform. You can set your browser to inform you about the placement of cookies. This makes the use of cookies transparent for you. You can also delete cookies at any time using the appropriate browser settings and prevent the setting of new cookies. Please note that our web sites may then not be displayed optimally and some functions may no longer be technically available.

Insofar as you have given your consent to this in accordance with Art. 6 (1) lit. f.) GDPR, we use the following cookies and other technologies from third-party providers on our web site. After the end of the purpose and the end of the use of the respective technology by us, the data collected in this context will be deleted. You can revoke your consent at any time with effect for the future.

DISCLOSURE OF PERSONAL DATA TO THIRD PARTIES



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Your personal data will only be passed on if there is a legal obligation to do so or to service providers and partner companies that have been carefully selected in advance and are contractually obliged to comply with the requirements of data protection law.

a) Disclosure within affiliated companies pursuant to Art. 6 Para. 1 lit. b GDPR

We pass on your personal data for the conclusion and processing of contracts for offers on our website to affiliated companies. This is particularly necessary so that you can use all our offers. If you contact a store or our customer hotline with questions, complaints or returns as well as other complaints, they will also receive access to your order data in order to be able to process your request.

b) Disclosure to service providers according to Art. 6 para. 1 lit. b and f GDPR

For the operation and optimisation of our website and our services and for the processing of contracts, various service companies work for us, e.g. for central IT services or the hosting of our website, for the payment and delivery of products or for the dispatch of newsletters, to whom we pass on the data required for the fulfilment of the task (e.g. name, address).

Some of these companies act for us by way of commissioned processing and may therefore use the data provided exclusively in accordance with our instructions. In this case, we are legally responsible for appropriate data protection precautions at the companies we commission. We therefore agree on specific data security measures with these companies and monitor them regularly.

In contrast to order processing, in the following cases we transmit data to third parties for their own use in order to process the contract. In the case of payment for goods to the payment service provider specified when the order was placed.

We do not collect or store any payment transaction information such as credit card numbers or bank details during the payment process. You only provide this information directly to our payment service provider. The transmission of your personal information during an order transaction is encrypted using industry standard Secure Socket Layer ("SSL") technology, (SSL encryption version 3). Any credit card information you provide will not be stored by us, but will be encrypted and collected directly.

c) Disclosure to other third parties pursuant to Art. 6 para. 1 lit. c and f GDPR

We will disclose your data to third parties or government agencies within the framework of existing data protection laws if we are legally obliged to do so, e.g. due to official or court orders, or if we are entitled to do so, e.g. because this is necessary for the prosecution of criminal offences or for the exercise and enforcement of our rights and claims.

d) Sub-processors

Below is a complete list of our sub-processors:

- Mailchimp: email marketing platform;
- Postmark: transactional emails;
- Paddle: payment provider;
- DigitalOcean: cloud infrastructure hosting;
- Amazon Web Services: cloud infrastructure hosting;
- JivoChat: online chat customer support.

DATA TRANSFER TO THIRD COUNTRIES

As a service provider based outside the EU, we take additional measures to ensure an adequate level of data protection for the transfer of personal data in accordance with Art. 44 of the GDPR and thus ensure that the transfer is generally permissible and that the special requirements for a transfer to a third country are met (e.g. by concluding EU standard contracts and additional guarantees, supplementary technical and organisational measures such as encryption or anonymisation). For further information on processing please refer to our processing terms.

CHANGES

This Policy Statement and our commitment to protecting the privacy of your personal data can result in changes to this Policy Statement. Please regularly review this policy to keep up to date with any changes.

QUERIES AND COMPLAINTS



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Any comments or queries on this Policy Statement should be directed to us. If you believe that we have not complied with this Policy Statement or acted otherwise than in accordance with data protection law, then you should notify us.