

Privacy Policy and Cookies

Last updated: Oct 2023

This Cookie Privacy Policy applies to the website <https://www.silkmood.be/en/> (hereinafter "website" or "we"), managed by [Silkmood BV] (hereinafter "we," "us" or "our").

At Silkmood we believe it is important that your Personal Data is protected. In this privacy policy we explain what we do with the personal data that Silkmood and all its affiliated companies receive or collect.

If you have a question about this privacy policy, you can contact our customer service at any time at info@silkmood.be.

This privacy policy applies to the following persons (hereinafter referred to as "you" or "your"):

Customers: means any person who orders something or requests a service on our website

Partners: means Silkmood's third-party partners, including transportation company, payment platform and webshop platform

This Privacy Policy does not apply to third-party websites, applications or services, even if they are accessible through Silkmood websites.

1. Introduction

This Cookie Privacy Policy describes how we use cookies and similar technologies on our website to process your personal data. It contains information about the type of cookies we use, the purpose of their use, how to grant and withdraw consent, and your rights in relation to your personal data.

2. What are cookies and similar technologies?

Cookies are small text files that are placed on your computer or mobile device when you visit our website. These cookies collect information about your online behavior and activities. These technologies are used to improve your experience, collect statistics and personalize advertisements.

3. Types of cookies we use

- **Strictly necessary technical cookies:** These cookies are necessary for the proper functioning of this website. You cannot refuse these cookies if you want to visit our websites.
- **Strictly necessary functional cookies:** These cookies remember your preferences, such as language choice, and thus improve your user experience.
- **Privacy-friendly analysis tool:** These cookies help us analyze the use of the website so that we can improve its performance and functionality. We use tools such as Google Analytics to collect information, customers can choose not to be tracked by Google Analytics.

We use the following types of cookies on our website:

COOKIELAW_STATS
COOKIELAW_SOCIAL
COOKIELAW_ADS

This allows the store to place other cookies of the type Statistics, Socials and Advertisements.

These are functional

Session_id

The ID of the session of the web browser of a visitor to the COOKIELAW webshop
This one is functional.

COOKIELAW

This is either the selected type of cookie law or whether it is active or not.

This cookie is also functional.

cf_clearance

This is our Cloudflare protection against digital attacks.

This is also functional and necessary.

These cookies are strictly necessary for the use of the webshop. Otherwise, products could not remain in the shopping cart, for example.

The shelf life of the cookies:

COOKIELAW_STATS | Valid for 1 year

COOKIELAW_SOCIAL | Valid for 1 year

COOKIELAW_ADS | Valid for 1 year

COOKIELAW | Valid for 1 year

cf_clearance | Valid for 1 year minus 1 day

Session_id | Valid for 30 minutes with no activity, otherwise it will be refreshed with every promotion in the webshop.

4. Consent to the use of cookies

When you visit our website for the first time, we ask your permission to use cookies. You can withdraw your consent at any time by adjusting your cookie preferences in our Cookie Settings.

You can adjust your cookie settings in our Cookie Settings. Here you can enable or disable specific cookies and manage your preferences.

5. What data does Silkmoood process?

5.1. Profile information

Profile data is personal and demographic data regarding your person and your individual interests, which you can provide to us when registering for your customer account. Your profile data includes, for example:

- Your first and last name
- your contact details
- demographic data such as your gender, age and place of residence
- Mandatory information is usually your name, your email address and a password of your choice. Your email address and password will be your subsequent login details.

5.2. Purchasing data

When you order something from Silkmoood or purchase it locally, we collect your purchasing data. Depending on the method of sale and processing status, purchasing data may include the following information:

- Order number
- Details about the products purchased (description, size, color, price, etc.)
- Information about the payment method
- Delivery and billing addresses
- Announcements and communications in relation to purchases

5.3, Payment details

We offer the usual payment methods for online activities. To carry out payments, we collect the payment information you provide. We receive other payment information from external payment service providers.

5.4. Announcements, content of conversations

When you wish to communicate with us or with other users about products (e.g. product reviews) and other topics by telephone, by post, via social media services, contact forms or in any other way, we collect the content of your communications.

6.What does Silkmoood use your data for?

Silkmoood processes your data in compliance with all applicable privacy laws. We therefore only process your data for the purposes explained to you in this privacy statement or communicated when collecting the data. These are primarily data for the processing and delivery of your purchase. In addition, we use your data in the context of strict German and European data protection legislation, but also for other purposes such as product development and market research, to improve our services and for personalized advertising.

- To provide our Services to you, to create and ship your order
- To respond to your questions and requests for additional information;
- To respond to your questions and requests for additional information;
- To process payments to us or transfer payments to you.
- To research and analyze your use or interest in our products and services
- To better understand how you use our Websites so that we can optimize your experience;
- To analyze the effectiveness of our Services;
- To improve the functionality of our Websites and Services;

7. How do we protect your personal data?

We treat your Personal Data as private and confidential information and we strive to ensure that your Personal Data under your control is protected and kept secure at all times.

In your customer account you can view most of the data that we have stored from your customer account at any time. If necessary, you can

also edit this data there and thus influence the personalization, for example by recording your preferences.

8. To whom will my data be passed on?

Silkmood will only pass on your data if this is permitted under German and European data protection law. We work closely with some service providers, such as technical service providers (e.g. Lightspeed) or logistics companies (e.g. courier companies such as Sendmyparcel, DPD, Bpost and PostNL). In principle, these service providers may only process your data on our behalf under special conditions. When we use these order processors, the service providers only receive access to your data to the extent and for the period necessary to carry out the relevant order.

Courier companies

We work with external courier companies for the delivery of orders. These courier companies receive the following information from us to carry out the relevant order:

- your name
- your delivery address
- your e-mail address or telephone number (if, for example, the shipping service provider wants to inform you by e-mail or telephone about the expected delivery date or send you the PIN code for the collection station)

Payment service providers

We offer various payment options via Mollie, PayPal and payment on account. For this purpose, payment information may be passed on to payment service providers with whom we collaborate. More information about the processing of personal data by payment service providers can be found in their respective Privacy Policy.

9. Your rights in relation to your personal data

You have the following legal privacy rights under the relevant legal conditions to keep control over your personal data:

- Right to access your data
- Right to amend your data
- Right to object to the processing of your personal data
- Right to limit the processing of your data
- Right to have your data deleted
- Right to withdraw your consent

10. How can I invoke my rights?

If you wish to exercise any of your rights in relation to your Personal Data, you can do so via one of the following methods.

You may submit a request to exercise your privacy rights (a “Privacy Request”) by emailing us.

You can contact one of our employees on 00322887115. Our employee will help you submit your privacy request.

11. Contact details

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

Silkmood B.V
Kaasrui 10 2000 Antwerp
Belgium
info@silkmood.be

12. Changes to this policy

This Cookie Privacy Policy may be updated from time to time to comply with legal requirements. Any changes we make will become effective when we post an amended version of the policy on this web page.

We recommend that you check this policy regularly for updates.