

Alicebicycle Website Privacy Policy

Effective date: September 24, 2021

Introduction

Welcome to the website of Alicebicycle.

Alicebicycle respects your privacy and protects your personal data. This Privacy Policy explains how we process and protect your personal data when you visit our website (regardless of where you access it from). This Privacy Policy is provided in an organized format so that you can click through to the sections listed below. Alternatively, you can **download** a PDF version of the statement here. Please also use the glossary, which explains in more detail the meaning of some terms used in this privacy statement.

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1. Important information and who we are

Purpose of this privacy policy

This Privacy Policy explains how Alicebicycle collects and processes your personal data when you use this website, including any data you provide through this website when you sign up to receive Alicebicycle mail, purchase a product or register an online account.

This website is not intended for children and we do not collect data about children.

If you are under 16 years old, you need the consent of your parent/guardian before you provide us with your personal data. Persons under the age of 16 are not permitted to provide us with their personal data without such consent.

It is important that you read this Privacy Policy together with any other notices that we may provide to you when collecting or processing personal data about you so that you understand exactly how and why we use your data. This Privacy Policy is in addition to, and does not override, any other notices or terms that may apply to your relationship with Alicebicycle.

Responsible

Alicebicycle is responsible for your personal data.

When we mention "**Alicebicycle**", "**we**", "**us**" or "**our**" in this Privacy Policy, we are referring to the Alicebicycle that is responsible for processing your data. We have appointed a Data Protection Officer who is responsible for answering questions related to this Privacy Policy. If you have any questions about this Privacy Policy, including requests to exercise your legal rights, please contact.

Contact details

Email: info@alicebicycle.com

Address: No. 3, No. 6-1-101, Weicuoli, Guankou Town, Jimei District, Xiamen City

You have the right to lodge a complaint with the competent data protection supervisory authority at any time. However, we would be pleased if we could first deal with your concern personally before you contact the supervisory authority for data protection.

Changes to the privacy policy and your obligation to inform us of changes

This privacy policy was last updated on 23/09/2021.

We will keep this privacy statement up to date and will notify you of any material changes to the statement. Any notification of changes to this Privacy Statement will be displayed on a banner at the top of our website for 30 days after the change.

It is important that the personal data we hold about you is accurate and up to date. Please inform us if your personal data changes during your relationship with us.

Third-party links

This website may contain links to third-party websites, plugins, and applications. Clicking on or enabling these links may allow third parties to collect or share information about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy statements of each website you visit.

2. The data we collect about you

Personal data is any information about a person from which that person can be identified. This does not include data that does not allow any conclusion to be drawn about you (anonymized data).

We may process various types of personal data about you, including but not limited to:

- **Personal information** includes your first name, last name, username or similar identifier, and gender.
- **Contact details** includes billing address, shipping address, email address, and phone numbers.
- **Payments Data** includes details about payments to and from you and other details about products and services you have purchased from us.
- **Technical data** includes the Internet Protocol (IP) address, your credentials, browser type and version, time zone setting, and location, browser plug-in types and versions, operating system and platform, and other technologies on the devices you use to access this website.
- **Account profile data** includes your username and password, your purchases or orders, your interests, preferences, feedback, and survey responses.
- **Usage data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing materials from us and your preferred method of receiving such promotional communications.

We also collect and use **aggregated data**, such as statistical or demographic data. Aggregated data may be derived from your personal data, but is not considered personal data because it does **not** directly **or** indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users who access a particular part of the Site. However, if we combine or link aggregated data with your personal data to identify you in a direct or indirect way, we will treat that combined data as personal data used in accordance with this Privacy Policy.

We do not collect any special categories of **personal data** (this includes information about your race or ethnicity, religious or spiritual beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). In addition, we do not collect any data about criminal convictions and offenses.

If you do not provide us with personal data

If we are required by law to collect personal data or we need personal data to enter into or perform a contract with you and you do not provide us with that data, we may not be able to perform the contract we have entered into or will enter into with you (for example, to provide you with the goods you ordered). In this case, we may have to cancel an order, but we will notify you at the relevant time if this is the case.

3. How is your personal data collected?

We use different methods to collect information from you and about you, namely:

- **Direct Communications:** You may share your personal, contact and payment information with us by filling out forms or communicating with us by mail, phone, email or otherwise. This includes personal information you share with us when you:
 - purchase our products;
 - create an account on our website;
 - Sign up to receive our offers or notifications, including Alicebicycle Mail;
 - Request promotional material;
 - Participate in a sweepstakes, promotion or survey; or you give us feedback.
- **Automated Technologies or Interactions:** As you visit our website, we may automatically collect technical data about your device and your

browsing activities and behaviors. We collect this personal information using cookies, server logs and other similar technologies. We may also obtain technical data about you when you visit other websites that use our cookies. For more details, please see our **Cookie Policy**.

- **Third Parties or Publicly Available Sources:** We may receive personal information about you from various third parties as described below:
 - Technical data of the following parties:
 - (a) Providers of web analytics services, such as Google based outside the EU;
 - (b) Search engine providers such as Google.
 - Contact, credit, and transaction data from providers of technical, payment, and delivery services, such as Barclaycard, located within the EU.
 - Identity or contact data from publicly available sources, such as the commercial register or the electoral register located within the EU.

4. How we use your personal data

- We process your personal data only when permitted by law. In the most common cases, we will use your personal data as follows: When we need to fulfill the contract that we intended to conclude with you or that we have already concluded with you.
- If this is necessary for our legitimate interest (or that of a third party) and this interest overrides your interest or your fundamental rights and freedoms prevail.
- If we have to comply with a legal or regulatory obligation.

If we send you direct promotional material from third parties via email or text message, this will only be done on the basis of your express consent. You have the right to withdraw your consent to receive advertising at any time by contacting us.

Purposes for the use of your personal data In the following, we have described in tabular form how we use your personal data and on which legal bases we rely. Where necessary, we have also stated our legitimate interest in doing so.

Please note that we may process your personal data for more than one purpose, depending on the purpose for which we use your data. Please *contact us* if you need more details about the legal basis on which we process your personal data should more than one basis be listed in the table.

Purpose	Types of data	Legal basis for processing including the basis of legitimate interest
Registration as a new customer	(a) Personal information (b) Contact details	Fulfillment of a contract with you Article 6 para. 1 b) DSGVO
Processing and delivery of your order including: (a) Management of payments, costs and fees (b) Collection and collection of our amounts due	(a) Personal information (b) Contact details (c) Payment data	(a) Fulfillment of a contract with you Article 6 para. 1 b) DSGVO Necessary for our legitimate interests (collection of debts owed). Article 6 para.1 f) DSGVO
Managing our business relationship with you, which includes: (a) Notification of changes to our Terms and Conditions or Privacy Policy. The request to leave a rating or participate in a survey	(a) Personal information (b) Contact details (c) User profile data (d) Marketing and communication	(a) Fulfillment of a contract with you Article 6 para. 1 b) DSGVO (b) Need to fulfill a legal obligation Article 6 para.1 c) DSGVO Necessary for our legitimate interests (to keep our records up to date and to determine how customers use our products/services) Article 6(1)(f) DSGVO.
Enabling you to participate in a sweepstakes, contest or survey	(a) Personal information (b) Contact details (c) User profile data (d) Usage data Marketing and communication	(a) Explicitly given consent Article 6 (1) a) DSGVO (b) Fulfillment of a sweepstakes contract with you Article 6 paragraph 1 b) DSGVO

Managing and protecting our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting, and hosting data).	(a) Personal information (b) Contact details (c) Technical data	(a) Necessary for our legitimate interests (for our ongoing business operations, the provision of administrative and IT services, network security, to prevent fraud and in the context of a corporate reorganization or group restructuring) Article 6 para.1 f) DSGVO (d) Necessary to fulfill a legal obligation Article 6 para.1 c) DSGVO
Display matching Website content and advertisements and determining or evaluating the impact of advertisements in accordance with our cookie policy.	(a) Personal information (b) Contact details (c) User profile data (d) Usage data (e) Marketing and communication (f) Technical data	(a) Necessary for our legitimate interests (to determine how customers use our products/services in order to develop them further, expand our business and inform our marketing) Article 6 para.1 f) DSGVO (b) Explicitly given consent Article 6 (1) a) DSGVO
Use of data analytics to improve website, products/services, marketing, customer relations and experience	(a) Technical data (b) Usage data	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website up to date and informative, to develop our business and to inform our marketing). Article 6 para.1 f) DSGVO
Making suggestions or recommendations regarding goods or services that may be of interest to you (profiling and automated processing).	(a) Personal information (b) Contact details (c) Technical data (d) Usage data (e) User profile data	Explicitly given consent Article 6 (1) a) DSGVO

Please note: Pursuant to Article 21(2) of the EU General Data Protection Regulation ("GDPR"), you have the right to object to the processing of your personal data for marketing purposes, including the profiling described above. Please refer to the subsection "Your rights" for a detailed explanation of your rights and how you can exercise them.

Promotional offers from us

We use your personal, contact, usage, user profile and technical data to give us an idea of what you want, need or what might be of interest to you. In this way, we decide which products, services and offers might be relevant for you (marketing).

You will receive marketing communications from us if you have consented to receive information from us, for example, if you have purchased goods from us or if you have provided us with your details as part of entering a competition or registering for a promotion and you have not opted out of receiving marketing material.

Third party marketing

We will obtain your explicit consent before sharing your personal data with any company outside the Alicebicycle for marketing purposes.

We will not sell, share or rent your personal information to third parties unless we have your permission to do so or it is required by law.

Logout

You can ask us to stop sending you advertising at any time by:

- Follow the opt-out links in any promotional message sent to you; or
- by *contacting* us personally.

You can also subscribe or unsubscribe to receive Alicebicycle Mail on your online account.

Cookies

We use so-called cookies on our site to recognize multiple use of our offer, by the same user / Internet connection owner. Cookies are small text files that your Internet browser stores on your computer. They serve to optimize our Internet presence and our offers. These are mostly so-called

"session cookies", which are deleted after the end of your visit.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we need to use it for other purposes and that reason is compatible with the original purpose. If you would like an explanation of how processing for the new purpose is compatible with the original purpose, please contact us.

If we need your personal data for another purpose, we will notify you of this and provide the legal basis that allows us to do so.

Please note that we may process your personal data without your knowledge or consent in accordance with the above rules where required or permitted by law.

5. Disclosure of your personal data

We must share your personal information with the parties listed below for the purposes set forth in the table in Section 4:

- Internal third parties as described in the attached glossary.
- External third parties as described in the attached glossary.

We require all third parties to respect the security of your personal data and to use it in accordance with the law. We prohibit external service providers from using your personal data for their own purposes and only permit the processing of personal data for specific purposes and in accordance with our instructions.

6. Data security

We have appropriate safeguards in place to prevent your personal information from being accidentally lost, used, altered, disclosed, or accessed in an unauthorized manner. We also restrict access to your personal information to those employees, agents, contractors and other third parties who have a need to know such information by virtue of their employment. They will process your personal data only in accordance with our instructions and they are bound by confidentiality obligations.

We have established procedures to respond to suspected personal data breaches and will notify you and any relevant data protection supervisory authorities of any such breach to the extent we are required to do so by law.

7. Data storage

How long will my personal data be used?

We will retain your personal information only for as long as necessary to fulfill the purposes for which we collected it, including for the purpose of complying with any legal, accounting or reporting requirements. In some circumstances you may ask us to delete your data, see Request for Deletion for more information.

In certain circumstances, we may anonymize your personal information (so that it can no longer be associated with you) for research or statistical purposes. In this case, we may use this information indefinitely without notifying you.

8. Your rights

You have various rights in relation to your personal data. Please click on the links below to find out more about these rights (or refer to the glossary below):

- *Information about your personal data.*
- *Correction of your personal data.*
- *Deletion of your personal data.*
- *Object to the processing of your personal data.*
- *Restriction of the processing of your personal data.*
- *Transfer of your personal data.*
- *Right to withdraw consent.*

Fees

Generally, you do not have to pay a fee to access your personal data or to exercise other rights. Where appropriate, we may exceptionally charge a reasonable fee if your request is clearly unfounded or repetitive.

What we might need from you

We may require certain information from you to help us establish your identity before responding to a request. This is a security measure to ensure

that personal information is not disclosed to unauthorized persons.

We may contact you to ask for more information regarding your request so we can expedite the process.

Time frame for a response

We try to respond to all requests within one month. Occasionally, it may take longer than a month, for example, if your request is particularly complex or you have made a number of requests. In this case, we will notify you and you will be kept up to date.

9. Glossary

LEGAL BASIS

Legitimate interest is our company's interest in conducting and managing our business so that we can provide you with the best service and the best and safest experience. We will ensure that we consider and weigh any potential impact on you and your rights before processing your personal data on the basis of legitimate interest. We will not use your personal data for operations where the impact on you outweighs our interest (unless we have your consent or we are otherwise required or permitted to do so by law). You can get more information about how we balance our legitimate interest against potential impact on you regarding certain activities by *contacting us*.

Contract performance means the processing of your data when this is necessary for the performance of a contract to which you are a party or to act on your requests before you enter into such a contract.

Compliance with a legal or regulatory obligation means processing your personal data when necessary for compliance with a legal or regulatory obligation to which we are subject.

THIRD

External third parties

- Service providers acting as processors located in the Federal Republic of Germany that provide IT and system administration services.
- Professional advisors who act as processors or responsible parties, including lawyers, bankers, auditors, and insurers based in the Federal Republic of Germany who provide consulting, banking, legal, insurance, and accounting services.
- The tax office, regulatory authorities and other authorities acting as processors or controllers based in the Federal Republic of Germany, which may require reporting on processing activities under certain circumstances.
- Delivery services, based in Germany and Holland, which offer delivery of products purchased through our website.

YOUR STATUTORY RIGHTS

You have the right:

Request **information** about your personal data (also known as an "access request to stored data"). This allows you to obtain a copy of the personal data we have stored about you and to check whether we are processing it lawfully.

To request **the correction of** your personal data that we have stored about you. This allows you to correct incomplete or incorrect data that we have stored about you.

To request **the deletion of** your personal data. This allows you to delete or remove personal data if there is no basis for us to continue processing it. You also have the right to request us to erase or remove your personal data if you have successfully exercised your right to object to processing (see below).

In addition, this right exists in cases where we may have processed your information without a legal basis or we need to delete your personal data to comply with applicable law. However, please note that due to legal reasons, we may not always be able to comply with your request to delete the data. You will be notified of this, if applicable, at the time of your request.

To object to the processing of your personal data if we invoke a legitimate interest (or that of a third party) and you wish to object to the processing on grounds relating to your particular situation. You also have the right to object if we process your personal data for direct marketing.

To request **the restriction of the processing of** your personal data. This allows you to ask us to suspend the processing of your personal data in the following situations: (a) if you want us to determine the accuracy of the data; (b) if our use of the data is unlawful but you do not want us to erase it; (c) if there is a need for us to continue to store the data even though we no longer need it because you are pursuing legal claims or objecting to such defense; or (d) you have objected to our processing of your data, but we need to consider whether we have legitimate overriding reasons to use it.

Request **the transfer of** your personal data to you or to a third party. We will provide you or the third parties you choose with your personal information in a structured, common, machine-readable format. Please note that this right only applies to automated information that you have originally given us consent to use, or where we have used the information to perform a contract with you.

to **withdraw your consent at any time** if your consent is the basis for the processing of your personal data. This does not affect the lawfulness of the processing that took place before you revoked your consent. If you withdraw your consent, we may no longer be able to provide you with certain products or services. We will inform you if you withdraw your consent.