

PRIVACY POLICY

WHAT THIS POLICY IS ABOUT

PW France is committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us and provides details about how we use and manage cookies. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. You must read this policy before using this website, accessible via the URL [www.http://www.shockabsorber.se/](http://www.shockabsorber.se/) and including any mobile version (hereinafter referred as the "Site"). By accessing, browsing or otherwise using this Site, you are deemed to have read, understood and agreed to this policy. If you do not agree with any part of this policy, you must not use the Site. PW France reserves the right to revise or otherwise modify this Privacy Policy from time to time. You are expected to check this page regularly to take notice of any changes that are made. Your continued use of the Site after PW France has made any modifications shall be deemed to be evidence of your acceptance of any changes, which shall be binding on you.

COLLECTION AND USE OF PERSONAL DATA

We may collect and process data of a personal nature about you, including but not limited to the following data:

- Information provided by you when you make transactions through the Site (such as your name, address, payment details and details of the transactions made);
- Information provided by you when you sign up to any of our services or when you otherwise fill in forms on the Site (for example such as when you register an account on the Site, subscribe for any of our marketing/newsletters or product updates, enter prize draws, competitions and other promotions, when you fill in surveys, submit product reviews and ratings, or when you upload other material to the Site). Such information may include, without limitation, your name, age, address, email address, telephone number, gender, product preferences and lifestyle and leisure information;
- Information provided by you when you contact us, including any correspondence you send to PW FRANCE or any of its affiliate companies;
- Information collected by cookies (please click [\[here\]](#) for more information on how we use and manage cookies);
- Your IP address;
- Details of your visits to the Site, including, without limitation, traffic data, location data and other communication data and resources, advertisements and linked sites that you access;
- Information provided through our mobile shopping application;
- Information provided through your use of our pages or applications on social media sites, such as Facebook;
- Information provided to us by other third parties who have obtained your permission to share information with us about you.

We (and/or any third party data processors who act on our behalf) may use your personal data we have collected in the following ways:

- To ensure that the content from our Site is presented in the most effective manner for you and for your computer and browser;
- To process any transactions you make using the Site, including contacting you if we have any query regarding orders or responding to any of your queries;

- Carrying out credit checks, verifying your identity and other security procedures in relation to the transactions on the Site;
- To provide our goods and services to you and for associated purposes;
- To carry out our obligations arising from any contracts entered into between you and us;
- To contact you for your feedback on our products and services, including requests for reviews, ratings and satisfaction surveys;
- To contact you (including by email and SMS) about our products, services, offers which we think may be of interest to you and for market research purposes, subject always to your marketing preferences;
- To contact you or permit selected third parties to contact you to provide you information about third party products, services or offers which may be of interest to you, subject always to your marketing preferences;
- To provide certain services on the Site to you, such as interactive features on our Site;
- To post any of your contributions on the Site and attribute them to you, including images, videos, articles, reviews and comments;
- To contact you in relation to any prize draws, competitions or other promotions that you have entered or subscribed to;
- For research, analysis and risk management;
- To enable us to comply with any legal or regulatory requirements and in the detection and prevention of theft, fraud or other crimes.

We may also use your information in an aggregate form (so that no individual user is identified) and use this information for internal review and analysis and also provide this information to third parties.

DISCLOSURE TO THIRD PARTIES

We may disclose your information to any member of our group from time to time, which means any of our direct or indirect subsidiaries, our ultimate parent company and any of its direct and indirect subsidiaries. In addition to any disclosure to third parties outlined in any other part of this policy, we will only disclose your personal information to other third parties in the following circumstances:

PW FRANCE may select independent suppliers of services in order to administer and/or operate certain functions and/or services relating to the Site. The proper performance of these functions and services may require a transfer of the information you have provided to allow them to process personal data on our behalf. Any such transfer would be subject to contractual obligations regarding confidentiality and security.

In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;

If our business or a substantial part of our business is acquired by a third party (whether by a share purchase or purchase of business assets), personal data held by us about you may be one of the transferred assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms and Conditions and other agreements; or to protect the rights, property, or safety of PW FRANCE, any member of our group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

TRANSFER OUTSIDE OF THE EEA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us, one of our group companies or for one of our agents or suppliers. Such staff may be engaged in, among other things, the provision of support services. Please note, countries which are outside the EEA may not have the same level of protection for personal data as the UK. We will take reasonable steps ensure that your data that is stored outside of the EEA is treated in accordance with this privacy policy. By submitting your personal data, you agree to this transfer, storing and processing.

COOKIES

What are cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website (in the case of third party cookies), to recognise your device (e.g. computer, tablet or smartphone) the next time you visit. Web beacons or other similar files can also do the same thing. We use the term "cookies" in this policy to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your username and preferences, analyse how well our website is performing, or even allow us to recommend content we believe will be most relevant to you.

Certain cookies contain personal information – for example, if you click "remember me" when logging in, a cookie will store your username. Most cookies won't collect information that identifies you, and will instead collect more general information such as how users arrive at and use our websites, or a user's general location.

Our use of cookies

This Site also makes use of cookies, which may be used to collect information about you.

Cookies we issue on the Site enable us to:

- Compile statistics such as volume of traffic and use of the various components of our Site (visited sections and content, pages visited), allowing us to enhance the value and usability of our services
- Adapt the layout of our Site and display preferences (display language, resolution, operating system, etc.) of your device when you visit our Site, depending on the hardware and software of your device.
- Store information on a form that you filled on our Site to make it easier for you to use (subscription or access to your account) or to products, services or information you have selected on our Site (subscribed services, content of shopping cart, etc.).
- Allow you access to restricted or private areas on the Site, such as your account through identifiers or data that you may have previously provided.

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- To implement security measures, such as when you are asked to log in again to a content or service after logged out after a certain period of time.

Generally, our cookies perform any of the following different functions:

1. Essential Cookies

Some cookies are essential for the operation of our Site. For example, some cookies allow us to identify customers and ensure you can access your account. These types of cookies are essential to being able to shop on our site.

2. Analytical and/or Performance Cookies

Some cookies analyse how our visitors use our Site and monitor website performance. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This can help us to improve the way our Site works by ensuring that users are finding what they are looking for easily. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages. We might also use these cookies to highlight articles or site services that we think will be of interest to you based on your usage of the website.

3. Functionality Cookies

We use functionality cookies to allow us to remember your preferences for your return visits to our Site. For example, cookies save you the trouble of typing in your username every time you access the Site. This also enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

4. Behaviourally Targeted Advertising Cookies

We use cookies to record your visit to our Site, the pages you have visited and the links you have followed. We will use this information to make our Site and any advertising that may be displayed on it more relevant to your interests. We may also share this information with third parties for this purpose anonymously. We do not tell third parties who you are.

We may adapt offers and advertisements so that they may be targeted to you based on your data relating to the navigation of your device on our Site or within sites or services published by third parties on which we issue cookies.

If upon your subscription or access to one of our services for which you supply us with your personal data for example your contact details, we may, subject to your choices, combine navigation data on your device and process cookies we issue with your personal data to send you, for example, pop ups or to display on your device personalised ads that are specifically targeted, you may be interested personally.

You may at any time ask us not to receive ads or pop ups tailored to the navigation data from your device, by contacting us directly for free, or using the unsubscribe link included in any email correspondence you may receive. Unless you make this request, you may continue to receive ads that may not be suitable or targeted to your navigation of your device.

As part of the services provided on the Site, we offer location and mapping services and in relation to such services we use mapping and geo location cookies. These cookies are used to ascertain which geographic area users are located in when accessing a website service in order to provide content and services appropriate to their location.

Third party cookies

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies. These cookies are likely to be analytical/performance cookies or targeting cookies. Advertisers for example sometimes use their own cookies to provide you with targeted advertising. If you are based in the European Union and would like to learn more about how advertisers use these types of cookies or to choose not to receive them, please visit www.youronlinechoices.eu.

Advertising content (graphics, animations, videos, etc.) in our advertising may contain cookies issued by third parties: for example either the advertiser concerned or a third party company of the advertiser (communication agency, audience measurement company, a provider of targeted advertising, etc.) may contain a cookie advertising content from an advertiser. The issue and the use of cookies by third parties, are subject to the privacy policies of those third parties.

Cookies issued by third parties may allow them, during the cookie session to:

- Count the number of times advertising content is displayed and delivered via our advertising space;
- Identify any advertisements displayed, the number of users who clicked on each ad, allowing them to calculate and compile statistics ;
- Recognize your device upon subsequent browsing of any other site or service on which these advertisers or third also emit these cookies; and
- Where appropriate, adapt these third party sites and services or advertisements they display.

Your choice for cookies.

You may at any time change your website browser settings to delete and/or reject cookies. Please note, however, that some cookies are essential in order to use our website and in the event you do reject cookies will impair the functionality of the Site, including your ability to place orders on the Site.

Most internet browsers are automatically set up to accept cookies, but you can set your browser to reject a cookie or ask your browser to show you where a cookie has been set up. Certain services are only activated by the presence of a cookie and, if you choose to refuse cookies, particular features of this Site may not be available to you.

Saving a cookie in a device is essentially dependent upon to the choice of the user of the device which they can express and modify at any time free of charge through the choices offered to them by their browser.

For managing cookies and your choices, configuring each browser is different. It is described in the Help menu of your browser, which will let you know how to change your choices regarding cookies.

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For more information on cookies, including information on how you can adjust your internet browser settings to reject cookies, you can visit "www.allaboutcookies.org."

Rejecting cookies

If you refuse to accept the saving of cookies in your device, or if you delete those previously saved or registered, you may be unable to benefit from a number of features that require cookies to navigate some areas of our Site. This would occur if you tried to access our content or services that require a login or credentials. That would also be the case when we-or our providers- cannot recognise, for the purpose of technical compatibility, the type of browser you use your device, its default language and display or the country from which your device is connected Internet.

We may not be held liable or not responsible for the consequences related to impaired operation of our services due to the impossibility for us to record or read the cookies needed to operate which you have rejected or deleted.

If you do not want our advertising spaces to save cookies onto your device for advertising purposes, you can click this link to disable the cookie on your device and the advertising adaptation services on advertising spaces that we operate.

SECURITY

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access. For security reasons, we strongly recommend that you do not send any credit card or bank account details by standard, unencrypted email. Please remain guarded against phishing emails. Phishing is a method used by fraudsters to deceive someone into giving sensitive information, such as bank account details, credit card numbers or username and passwords. Most of the time phishing will take the form of emails, which purport to be from well-known companies and ask recipients to send their private information. This information is then used for identity theft and fraud. PW FRANCE will hardly ever ask you to send sensitive details by email. Normally, this would only be if we are responding to a query you have sent to us or you have contact us first. We will never ask you for your account password. If you have any suspicions or doubts whether any email or communication that purports to come from us is genuine or not, please check with us first before responding.

PASSWORDS

Where we have given you (or where you have chosen) a username and password which enables you to access certain parts of our Site, you are responsible for keeping these details confidential. You must not to share these details with anyone.

THIRD PARTY SITES

This Site may contain links to other websites operated by third parties. Please note that this privacy policy applies only to the personal data that we collect through this Site and we cannot be responsible for personal data that third parties may collect, store and use through their websites. You should always read the privacy policy of each website you visit carefully.

YOUR RIGHTS

[Http://www.shockabsorber.se/](http://www.shockabsorber.se/)

You have the right to ask us what personal data we hold about you at any time, subject to paying a fee specified by law (currently £10.00). You also have the right to update and correct any personal data that we hold about you. You have the right, at any time, to opt out of any marketing communications we may send you. If you wish to exercise any of the above rights, please contact us using the contact details specified below. However, if you wish to unsubscribe from email or SMS marketing communications that we send you, you can most easily do this by following the instructions in the email or text.

CONTACT DETAILS

If you have any questions about how we collect, store and use personal data, or if you have any other privacy-related questions, please contact us by any of the following means: Telephone: xxx
E-mail: dbawebsite@dbaeu.com; Mail: DBAPPAREL Website Customer Service, 2 rue des Martinets
92500 Rueil-Malmaison France.