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# Privacy Policy

This Privacy Policy provides information on how we handle your personal data when you visit [iasf.fashion](http://iasf.fashion), a property of ITYU II ART Kft (hereinafter referred to as 'ITYU' or 'Our Company').

## 1. Scope, controller, data protection officer and definitions

### 1.1 The scope of the Privacy Policy

This Privacy Policy applies to the use of the website IASF.FASHION and the steps connected to the on-line purchase and the cancellation of such purchase, the creation of a client account, the sending of newsletters, the sending of other emails with information, the customer support and our marketing activities on other websites.

### 1.2 The controller responsible for the processing of your personal data

Unless stated otherwise in the Privacy Policy, the controller responsible for the processing of your personal data is:

ITYU II ART Kft.  
H-2143 Kistarcsa,  
Rákóczi Krt. 15  
Email: [office@ityuart.hu](mailto:office@ityuart.hu)

### 1.3 Contact information of the data protection officer

Data protection officer

ITYU II ART Kft.  
H-2143 Kistarcsa,  
Rákóczi Krt. 15  
Email: [office@ityuart.hu](mailto:office@ityuart.hu)

(Please note: For exercising your privacy rights, please use the e-mail addresses provided in section 5-7.)

### 1.4 Definitions

This Privacy Policy has been drawn up according to the expressions used in the data protection laws and regulations.

For an easier understanding, please find the meanings of these definitions below.

GDPR: the Regulation (EU) of the European Parliament and of the Council, coming to force on 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

Recipient: a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities, which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law, shall not be regarded as recipients; the processing of those data by those public authorities shall comply with the applicable data protection rules according to the purposes of the processing.

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Such recipients may include: Banks/providers of payment, companies of logistic and transport services, IT service providers; for more information, please refer to section 4)

Personal data: any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an on-line identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Personal data may include: Name, contact information, debit or credit card information

Controller: the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

Unless otherwise specified by definition, the controller of the data protection activities specified in this Privacy Policy is ITYU II ART Kft., (Section 1.2.).

Processing: any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

## 2. The purpose and legal basis of the processing of the personal data

### 2.1 Processing your personal data during your visit on the website

If you visit our site in order to get more information about our products and services, but you wouldn't like to create a client account, to buy a product in our web shop or provide information to us in any other way (solely for information), we process your personal data for the reasons and with the legal basis below:

#### 2.1.1 The operation of our website and information security

We process your personal data, which are technically necessary for our website and in order to provide continuity and security while visiting our websites. This may include the following personal data:

- IP address
- type and version of the browser
- operation system and platform
- full URL- (Uniform Resource Locator) address

These personal data are securely stored in the log files of the host, which are automatically deleted after 7 days.

This data processing is necessary in order to make it possible for you to use our websites (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation) and in order to provide information security (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

#### 2.1.2 The use of localized websites

We also process your personal data, which are technically needed in order to provide the localized versions of the websites, with special regard to the language.

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This data processing is needed for adjusting our websites to your requirements, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

### 2.1.3 Web analytics

#### 2.1.3.1 Google Analytics

Our websites uses Google Analytics, the on-line analytics service of Google Inc. ('Google'). Google Analytics uses cookies, which enable us to analyze the use of our websites (for information about cookies, see section 2.1.9 and the information about cookies section). The data, which the cookies create about the use of our website generally, are transmitted to a server of Google in the United States where they are stored. But since our company uses Google Analytics with the 'anonymizeIP()' extension, in the member states of the European Union and in other countries which fall under the scope of the European Economic Area agreement, Google will shorten the IP address of the on-line visitor, making it impossible to link it back directly to you. The whole IP address will only be transmitted to the Google server in the United States in certain exceptional cases and it will be shortened there. Google - in the name of ITYU - will use these data to analyze the use of the websites, create reports on the activities carried out on the websites, and analyze the effects of our digital ads, to further personalize them and to provide further services for ITYU regarding the use of the website and the Internet. Google will not aggregate the IP address transmitted from the user's browser in connection with Google Analytics with other data. For more information about terms of use and data protection, please refer to:

<https://policies.google.com/terms>  
<https://policies.google.com/privacy>

This data processing is needed for improving the quality of our websites and products based on the analysis and for advertising our products on-line in a customized and effective way, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

#### Disabling Google Analytics:

By downloading and installing the browser extension available on the following link, you may comprehensively prevent Google Analytics from processing your data regarding your use of the Internet (including your IP address):

<https://tools.google.com/dlpage/gaoptout>

Furthermore, by clicking the link below, you may prevent Google Analytics to collect your data generated on our websites, regarding your use of the Internet:

#### Click here to disable Google Analytics

In this case, a permanent ('opt-out') cookie will be set in your actual browser (name: 'ga-disable-UA- [...]') which will prevent this website from recording your data whenever you visit our site in the future. If you use a different browser, Google Analytics will be enabled by default, except if you set up the disabling cookie also in that browser. Please note that if you delete the above-mentioned disabling cookies in your browser, Google Analytics will be enabled again.

### 2.1.4 Custom recommendations on our websites

When you visit our websites, Google AdWords helps us to process the data regarding your user behavior - e.g. the products viewed, the content of the shopping cart etc. - in order to display custom recommendations for you, based on the data.

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For more information regarding the data processing of Google AdWords, please review the privacy policy of Google, available on the following link: <https://policies.google.com/privacy>

This data processing is needed for providing an improved user experience to you, by the means of customized recommendations, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

Disabling the custom recommendations: By clicking the below disabling link, you may object this data processing:

- Google AdWords: <https://adssettings.google.com>.

#### 2.1.6 Displaying advertisement/targeted ads on third party website

When you visit our websites, tags and cookies are set by our partner/s of targeted advertisements in order to track the products, which you view, or purchase on our website. Based on these data, later customized ITYU product offers may be displayed to you on third party websites. We may also analyze the results in order to further improve our ads. For more information about how the below advertisement providers process your data, please refer to their privacy policy/policies:

- Google AdWords: <https://policies.google.com/privacy>
- Facebook Ads: <https://www.facebook.com/about/privacy>

This data processing is needed for the marketing of our products on the web in a customized and effective way, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

Disabling targeted ads: By clicking the disabling link(s) of the given ads provider, you may object to this data processing:

- Google AdWords: <https://adssettings.google.com>
- Facebook Ads: [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen)

#### 2.1.8 The use of Cookies

We use Cookies on our websites. Cookies are small text files, which are stored on the device of the end user, when you visit our websites. Cookies let us track, store and recognize the activities and settings you provide on our websites for the duration of, and also after the session. Furthermore, the cookies and the corresponding cookie identifiers enable us to identify the browser you use. Due to this technology, the content of the shopping cart or the products last viewed may be retrieved after leaving the website.

For more information regarding the use of cookies on our website (including the type and goal of the cookies and the information related to cookie settings), please refer to section Information about cookies.

#### 2.1.9 Customer service

Based on your inquiry, your personal data stored in frame of other data management activities will also be used (e.g., the data you provide during the purchase or the score you receive from the credit institute, during the credit rating. In order to answer your inquiry, if necessary and to the extent needed, we may collect data from external sources as well (e.g. questions sent to the transport company during the tracking of the goods or an inquiry for a check-up).

For the inquiries regarding the (preliminary) contractual relationship with you, this data processing is required in order to fulfill the provisions of our contract with you (to provide customer care) (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation). Would you like to exercise your rights regarding our company, this data processing is

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required in order to fulfill our legal obligations (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation.) If you would like to ask for information or send a complaint about our products and services, this data processing is needed in order to enable us to answer your inquiry/complaint, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

## 2.2 E-mail marketing

### 2.2.1 Sending e-mails for users with subscription to the newsletter

If you subscribed to our newsletter with the 'double subscription' feature, you will receive newsletter from us time to time in order to keep you updated on our products, services and promotions.

This data processing is done with your consent (legal basis: article 6, section (1), sentence 1, paragraph a) of the Data Protection Regulation.)

Withdrawal of the consent

You may withdraw your consent and unsubscribe of our newsletters at any time, by sending an e-mail to our customer service (hello@iasf.fashion) in which you indicate your will and/or by clicking on the link available in every newsletter.

### 2.2.2 Sending e-mails of direct marketing to existing clients

After purchasing the products – regardless if you have subscribed to our newsletters (please refer to section 2.2.1) –, we may send marketing e-mails to you about similar products or services.

This data processing is provided based on our legitimate interest of advertising our products and services (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

Objection against the e-mails of direct marketing

You may object this type of personal data processing and unsubscribe of our e-mails of direct marketing at any time, by sending an e-mail to our customer service (hello@iasf.fashion) in which you indicate your will and/or by clicking on the link available in every e-mail of direct marketing.

### 2.2.3 Analyzing the effectiveness of e-mail marketing campaigns

We also use the so-called pixels in order to track specific actions when sending out marketing e-mails (e.g. receiving and opening the e-mail, clicking on the link). In order to do this, we may process data regarding the device, the internet connection, the operation system and platform, along with the date and time of the event.

This data processing is needed for creating aggregated insights and reports on the effectiveness of our e-mail marketing campaigns, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

## 2.3 Product reviews and opinions

You have the possibility to view any of the (purchased) products on our websites. Your feedback will help other customers to make their purchase decision and enable us to continuously improve the quality of our products. If you would like to send an opinion about one of our products, your e-mail address, nickname or alias, along with the content of the opinion (e.g. the product being reviewed, the title and body of the opinion, recommendation) will be processed. Your e-mail address will be processed in order to verify and define your identity. This address may be used by our customer care for answering your question by e-mail. If you gave your consent to do so before sending your opinion, you will be notified by e-mail when your opinion is posted. Since your (star) rating and opinion will be displayed on our website next to your nickname or alias, please

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make sure not to involve any personal data.

This data processing is needed for the customer care and the recommendation-based marketing, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

The notification e-mail about posting your opinion is sent based on your preliminary consent (legal basis: article 6, section (1), sentence 1, paragraph a) of the Data Protection Regulation.)

#### 2.4 Registration and the creation of a client account

When you visit our websites, you may create a client account. For the registration of the client account, you need to provide personal data. The obligatory fields will be appropriately marked on the data form.

This data processing is required in order to fulfill the provisions of our contract with you (to provide the possibility of creating a client account), in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation.)

#### 2.5 Data processing for orders placed in the web shop

We also process your personal data regarding the purchase of goods in our web shop.

##### 2.5.1 Product purchase and checkout in the web shop

If you buy products in the web shop, your personal data (e.g. contact information, transport and payment details) will be processed. If you purchase products for another person (third party), the third party's personal data provided by you (name and contact information) will also be processed for the delivery of the product. Please make sure to appropriately inform the third party about the data processing done by ITYU and ask for permission for providing such data.

This data processing is required in order to fulfill the provisions of our contract with you, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation.)

##### 2.5.2 Reminder e-mails about forgotten shopping carts

If you start an order in your client account, but do not finish the purchase, we will send you reminder e-mails about the initiated purchase to the e-mail address provided in the client account.

This data processing is required in order to remind you about unfinished purchasing processes, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

Objection to the reminder e-mails about forgotten shopping carts

You may object this type of personal data processing and unsubscribe of our reminder e-mails of forgotten shopping cart at any time, by sending an e-mail to our customer service (hello@iasf.fashion) in which you indicate your will and/or by clicking on the link available in every reminder e-mail of forgotten shopping cart.

### 3. Retention and deletion of personal data

We will retain your personal data for the period of time needed for achieving the goals indicated in this privacy policy (section 2), if the data stored for the purpose of the goals provided in section 2 become unnecessary, we keep storing your personal data as long as you may file a claim against our company or our company may file a claim against you (the legal deadline is generally three years upon the claim submission year, e.g. the end of the purchase year).

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Furthermore, we will store your personal data for the period of time set forth in laws and regulations. The obligations of verification and storage required are set forth for example in the German Commercial Code, the Tax Law and the Money Laundering Law. Based on this, the retention period shall be a maximum of ten years.

#### 4. Forwarding the personal data and recipient categories

Your personal data may be forwarded/disclosed to parties belonging to the following categories:

This data processing is needed for carrying out our administration activity in an effective way and for improving the quality of our websites and products based on the analysis, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

IT providers: providing platforms, databases and tools for our products and services (e.g. our website, the selling of our products, sending newsletters and information e-mails), creating reports on the typical user behavior on our websites, providing marketing campaigns and process your personal data during the purchase, in the name of our company.

Regarding the use of Google Analytics and Google AdWords, including tags and cookies, your personal data may be forwarded to the United States. Regarding the United States, the European Commission has not come yet to a decision, whether it ensures an adequate level of protection according to GDPR; the compliance of the level of protection has not been determined yet (Data Protection Regulation, article 45). However, the EU-USA Privacy Shield Framework applies to Google LLC. This means that the appropriate level of protection for your personal data is provided. For the full text of EU-USA Privacy Shield Framework, please refer to: <https://www.privacyshield.gov/servlet/servlet.FileDownload?file=015t00000004qAg>

For the analysis of the typical user behavior on our website, your personal data will be transferred to a professional service. The data will be transmitted to third party countries. For the appropriate level of protection of your personal data, standard contractual clauses apply, defined by article 46, paragraph (5), and sentence 2 of GDPR. For the standard contractual clauses of EU, please refer to: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:039:0005:0018:DE:PDF>.

In order to provide you the localized version of our websites, your personal data will be transferred to a third party provider, located in the United States. Regarding the United States, the European Commission has not come yet to a decision, whether it ensures an adequate level of protection according to GDPR; the compliance of the level of protection has not been determined yet (Data Protection Regulation, article 45). However, the EU-USA Privacy Shield Framework applies to the third party provider. This means that the appropriate level of protection for your personal data is provided. For the full text of EU-USA Privacy Shield Framework, please refer to: <https://www.privacyshield.gov/servlet/servlet.FileDownload?file=015t00000004qAg>

If you purchase a product or post a review of our websites, your personal data will be transferred to a third party customer feedback services provider, located in the United States. Regarding the United States, the European Commission has not come yet to a decision, whether it ensures an adequate level of protection according to GDPR; the compliance of the level of protection has not been determined yet (Data Protection Regulation, article 45). For the appropriate level of protection of your personal data, standard contractual clauses applied, defined by article 46, paragraph (5), and sentence 2 of GDPR. For the standard contractual clauses of EU, please refer to: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:039:0005:0018:DE:PDF>.

If you purchase a product on our websites, you will be offered by different payment methods. For the processing of your payment

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and for the possible reimbursement of the purchase price and depending on the selected payment method, your personal data will be transferred to banks, providers of payment, financial services and credit card institutions. The data transfer to such recipients is done based on the fulfillment of the contract concluded with you (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation.) In certain cases, the data may be transferred to an area outside of the United States. Regarding the United States, the European Commission has not come yet to a decision, whether it ensures an adequate level of protection according to GDPR; the compliance of the level of protection has not been determined yet (Data Protection Regulation, article 45). For the appropriate level of protection of your personal data, standard contractual clauses apply, defined by article 46, paragraph (5), sentence 2 of GDPR. For the standard contractual clauses of EU, please refer to: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:039:0005:0018:DE:PDF>.

If you choose 'PayPal' as payment method, your personal data will be transferred to the United States. Regarding the United States, the European Commission has not come yet to a decision, whether it ensures an adequate level of protection according to GDPR; the compliance of the level of protection has not been determined yet (Data Protection Regulation, article 45). The data transfer for this goal is necessary for the fulfillment of the contracts (providing the 'PayPal' payment method) (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation in relation with article 49, section (1), sentence 1, paragraph b) and c.)

In case, that you cannot fulfill your payment obligations, your personal data will be transferred to debt collection companies providing debt collection services in the name of our company. The transfer of the personal data is required in order to fulfill our contract with you, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation) and in order to manage our claims in an effective way, in accordance with our legitimate interests.

For the delivery of the products purchased on our website (including the notifications on the delivery status), your personal data will be transferred to the company providing order management and transport for us (DHL). The data transfer of your personal data is done based on the fulfillment of the contract concluded with you (legal basis: article 6, section (1), sentence 1, paragraph b) of the Data Protection Regulation.)

In case of any legal disputes, for dispute resolution, your data will be disclosed to the competent court, or to your lawyer, would you have one. The transfer of the personal data for this goal is required in order to fulfill our legal responsibilities (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation) and/or in order to identify and enforce our legal claims, in accordance with our legitimate interests (legal basis: article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation).

Apart from these cases, your personal data will only be transferred in case a legal liability requests our company to do so (e.g. to police authorities for a criminal investigation or to the data protection authorities). The transfer of the personal data for this goal is required in order to fulfill our legal responsibilities (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation.)

## **5. Right for objection to the processing of data based on legitimate interests**

According to section 2, your personal data will be primarily processed for the following reasons, in accordance with our legitimate interests: providing the IT security of our websites, adjusting our websites to your requirements, create analysis and carry out marketing activities, providing information on our products and services, the sending of reminder e-mails for all unfinished purchasing process, increasing the reach of our products and marketing activities, preventing fraud and misuse,

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preventing failure of payments, customer service, defending, exercising and protecting our legitimate interests (in court, if needed) and supporting the effective and cooperative work of the company's inner management. For information about balancing the interests of ITYU, please contact us on the following address: [hello@iasf.fashion](mailto:hello@iasf.fashion).

Regardless of the possibilities for objection to the data processing as specified in section 2 (e.g. links to unsubscribe), you have the right to object to the processing of your personal data at any time, by referring to your special situation, as specified in article 6, section (1), sentence 1, paragraph f) of the Data Protection Regulation. In order to do this, please send an e-mail to [hello@iasf.fashion](mailto:hello@iasf.fashion). After this time, we will not process your data for these reasons, unless our legitimate interests are more important, or if the processing of data is done in order to identify, exercise or protect our legal claims.

If you object to the data processing, all of your collected personal data will be processed in order to act on your request. This data processing is required in order to fulfill our legal responsibilities (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation.)

## 6. Right to withdraw consent

If you have given your consent to our company for the processing of your personal data, you may withdraw this consent at any time. The withdrawal of the consent comes into force at a later time and does not apply to the legality of the data processing done before the consent is withdrawn.

Unless otherwise specified in section 2, please inform us of your consent withdrawal by sending an e-mail to [hello@iasf.fashion](mailto:hello@iasf.fashion).

If you withdraw your consent, your personal data will be processed in order to act on your request. This data processing is required in order to fulfill our legal responsibilities (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation.)

## 7. Your data protection rights

According to the General Data Protection Regulation, you may request any time our company to:

- inform you about what personal data we process (article 15, Data Protection Regulation)
- we rectify (article 16, Data Protection Regulation)
- we erase (article 17, Data Protection Regulation)
- we limit the processing of (article 17, Data Protection Regulation) and/or
- we transfer abroad (article 20, Data Protection Regulation)

with regard to your personal information stored in our systems.

Please send your request by e-mail to [hello@iasf.fashion](mailto:hello@iasf.fashion) or by post to: IATYU II ART, 2143 Kistarcsa, Rákóczi Krt. 15, Hungary. If you exercise this right against our company, your personal data will be processed in order to act on your request. This data processing is required in order to fulfill our legal responsibilities (legal basis: article 6, section (1), sentence 1, paragraph c) of the Data Protection Regulation.)

Regardless of the rights specified above, you may file a claim at the data protection authorities, if you feel that the processing of your personal data by our company is in violation with the provisions of the General Data Protection Regulation (article 77, Data Protection Regulation).

## 8. Modifications of the Privacy Policy

The provisions of this Privacy Policy, including the above-mentioned information regarding Cookies, are valid in their actual

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version in the time of using the web shop.

Our company reserves the right to amend and modify the content of this Privacy Policy. The updated Privacy Policy is in force upon being published on our website. You will be notified (e.g. by e-mail) before any significant or substantial change is being made to the Privacy Policy, with special regard to the changes of the processing of the personal data collected by us.

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