



Privacy Policy Shavatar

2-minute-read summary

We care about your privacy! That's a fact!

Now, you want to know how we do not only talk the talk, but also walk the walk... But you find privacy policies long, boring and full of legalese.

That's why we provide you with this 2 minute-read summary. This summary will provide you with the necessary information and will get you up to speed in no time on how we process your personal data.

What is there to know:

First of all, we live and die by our mantra: you always remain the sole owner of your data.

What information do we collect about you?

- When you start creating your shavatar, we collect personal details such as your **age, gender, country, cup size, height and waight**.
- Afterwards, you fill in your **measurements of your bust, waist and hips. This all constitutes health related data and given its sensitive nature, additional technical and organizational measures shall be taken to safeguard your information.**
- When you **create your Shavatar account**, we collect some additional general personal details such as your name and email address.
- When you have **technical issues, questions about our services or feedback**, we keep track of communication with the Shavatar team.
- If you like or contact us on Facebook, we receive **social media information** such as your username.
- Finally, **we use cookies** to collect information about **your use of our website**.

Why do we collect this information?

- To **offer you personal size advice**, based on the information you share with us.
- To **improve our services** and make sure you can make **optimal use of Shavatar**.
- To **contact you** and **keep you up to date** about our services.

Who has access to your data?

- **Your personal data will never be sold** or made available to other parties. You always remain the sole owner.
- Only a **specific part of the trustworthy Shavatar team has access** to the information you give us.
- Furthermore, we use **some suppliers and service providers**, such as web hosting services. These parties are legally obliged to ensure your privacy at all times. They can only process data in accordance with our purposes.
- **Only anonymized data** - which means that you in no way can be identified - **might be made available** to other parties.



What do you control?

- You can ask us at any moment to modify or erase your data. Just send us an email to privacy@shavatar.me. Follow the procedure as set forth in our privacy policy under Article 5 of the Entire Privacy Policy.
- Also, you can always request a copy of all the information we collected about you by sending an email to the same address.
- Furthermore, you always have the right to withdraw your consent.

What do we do to protect your data?

- We adopted all kinds of safety measures on a technical and an organizational level.
- Your data is stored on a secured server within the EEA.
- We implemented internal procedures to ensure the confidentiality of our IT-infrastructure and to make sure it is managed responsibly.

Want to know more: as a die-hard, we then invite you to read our entire Privacy Policy, where everything is explained in detail. You will love it!



Entire Privacy Policy

Version 1.0 – 6 May 2020

Article 1 – GENERAL

1.1 Your privacy is very important to us. This privacy statement (hereinafter referred to as the "Privacy Policy") is designed to inform you about how we handle your personal information, which is any information relating to an identified or identifiable person (hereinafter referred to as "Personal Information"), and how you can exercise control over that information. Please read this Privacy Policy carefully as it contains your rights and obligations towards Shavatar (hereinafter also referred to as "We").

Our Privacy Policy can be subject to future amendment and modification. In this event we will notify you with an invite to take a look at these changes, whom we will clearly indicate in the Privacy Policy

1.2 Shavatar, with registered office in Belgium, Eerste Meistraat 75, 2845 Niel, and registered at the CBE with number 0739.532.750, (hereinafter "**Shavatar**") and available via <http://www.shavatar.me> (hereinafter: the "**Website**"); takes responsibility for the processing of your personal data on the Solution and Website as a "**data controller**".

1.3 The collection and processing of personal data is governed by strict conditions, enforced by the law. Shavatar acts in accordance with :

- i. the EU Regulation of 2016 concerning the protection of individuals with regards to the processing of personal data, regarding the free movement of such data and repealing Directive 95/46/EC; and/or
- ii. all (future) Belgian laws regarding the implementation of this Regulation.

1.4 This Privacy Policy is applicable, inter alia, to how we handle your personal data through our "**Services**" being the designated definition in this Privacy Policy for providing optimal personalised size advice based on your body shape through the "**Application**", and the services following and linked to our "**Website**".



1.5 Shavatar is not intended for use by young people under the age of 18. In case Shavatar would be used by someone under the age of 16, you must have the power of attorney of a parent/guardian before using Shavatar.

If you want to use our Services, we will first need your express consent (opt-in) of this Privacy Policy. This means you approve of how we collect, use and process your personal data.

You are not obliged to provide us with your personal data, however you must understand that we are not able to deliver you the Services in case you refuse to provide us with certain personal data.

Also, you remain the owner of your personal data at all times. Shavatar only uses your personal data to provide the Services to you.

Article 2 – COLLECTED PERSONAL DATA

2.1 Data you communicate to us:

	Data	Details	Context
Category 1	Your user details	<ul style="list-style-type: none">▪ Information concerning your Shavatar account, such as your first name, name and email address.	<ul style="list-style-type: none">▪ By creating your Shavatar account;
Category 2	Your size information	<ul style="list-style-type: none">▪ Information regarding your body measurements and other information that helps Shavatar predict your size and body shape more accurately , such as:<ul style="list-style-type: none">○ Age, gender and country;○ Height, weight and cup size;○ Measurements of your bust, waist and hips.	<ul style="list-style-type: none">▪ by filling in more information about you.▪ by filling in your measurements;

Category 3	Your communications through our Services	<ul style="list-style-type: none">Information about the communication you had with Shavatar or through the Services, e.g. when you ask for support or give us feedback about our Services.	<ul style="list-style-type: none">in response to questions to the helpdesk;by filling in the feedback form.
Category 4	Your social media user details	<ul style="list-style-type: none">Social media information, such as your username(s) on your social media.	<ul style="list-style-type: none">Via social media (e.g. when you like us or contact us via Facebook).
Category 5	Your usage of our Services	<ul style="list-style-type: none">Information such as browser features, information about actions related to the Website (such as usage, activity logs and click-throughs), domains, page views and device features (see Article 8).	<ul style="list-style-type: none">By placing cookies (see Article 8)



Article 3 – PURPOSES OF THE PROCESSING OF DATA

Shavatar collects and processes your data primarily to provide you with personalised size advice based on your exact measurements.

That being said, we will only use your Personal Data for the following purposes:

3.1 General purposes

	Data	Legal Basis	Purpose
Category 1	Your user details	Consent	User details will be processed by Shavatar to ensure that you can make optimal use of the Services in accordance with the execution of the agreement.
Category 2	Your size information	Execution of the agreement + Explicit consent	<p>Size information will be processed by Shavatar in such a way that you are able to use the Services in accordance with the execution of the agreement, subject to your express prior consent.</p> <p>Based on the information that you give to us, we are able to calculate your body shape and create a 3D render. Therefore we can match your personal data to detailed sizing information for over 50 brands. This enables us to tell you what your exact clothing sizes are for your chosen brand.</p>
Category 3	Your communications through our Services	Execution of the agreement (and where necessary explicit consent)	Communications through our Services will be processed by Shavatar to ensure that you can make optimal use of the Services in accordance with the execution of the agreement and to improve our Services. Therefore your communications through our Services will be used to follow up on your communication to us. Furthermore, based on your feedback we can optimise our Services according to your needs. Your feedback will however be processed in an anonymous way and we are not able to identify you by filling in the feedback form.
Category 4	Your social media user details	Your consent	When liking our page or contacting us through social media platform you give your consent to use your social media user details to answer you or to contact you
Category 5	Your usage of our Services	Consent and Legitimate interest	<p>Usage of cookies shall be done through consent</p> <p>Usage of our Services will be used by Shavatar to maintain the security of the Application and/or Services and to improve it, as well as to create statistics based on a "legitimate interest" of Shavatar to improve the Application and/or Services.</p>



3.2 Direct marketing

Your personal data will only be used for direct marketing purposes if you give your explicit and preliminary consent by signing up for our mailing list.

In case you subscribe and you are added to Shavatar's direct mailing list, Shavatar may use your personal data to send you marketing material as well as other material relating to Shavatar, her products and/or services.

Shavatar can also transfer some of your personal data to her partners, for direct marketing purposes relating to Shavatar, her products and/or services.

This consent can be revoked at all times, for free and without motivation, by clicking the unsubscribe button below every promotional e-mail.

3.3 Transfer to third parties

Shavatar will use third parties to perform and enable our Services.

Examples of suppliers and service providers include entities that provide analysis and web hosting services or help to improve the diagnostic capabilities of our Services.

Shavatar will not sell, rent, distribute or otherwise make your Personal Data commercially available to third parties, except as provided in this Privacy Policy, or when you have given your express prior consent. Only anonymized data - which means that you in no way can be identified - might be made available to other parties.

Shavatar has taken all legal and technical precautions to prevent unauthorized access and use.

Shavatar guarantees a similar level of protection by making contractual obligations opposable to these appointees, who are similar to this privacy policy and guarantee that the medical confidentiality rules regarding your health data are respected at all times.

In the event of total or partial reorganization or transfer of Shavatar's activities whereby Shavatar reorganizes, transfers, transfers or in the event of Shavatar being declared bankrupt, your Personal Data may be transferred to new entities or third parties. Shavatar will inform you in advance of the fact that Shavatar transfers your Personal Data to a third party.



3.4 Legal requirements

In extraordinary circumstances it may occur that Shavatar is obliged to transfer your personal data following a court order, or in order to comply with imperative laws and/or regulations. Shavatar will, if reasonably possible, try to inform you on beforehand, unless revealing this information is subject to legal constraints.

Article 4 - DURATION OF THE PROCESSING

We will store and process your personal data for the period for as long as this is essential for the purposes of the processing, as well as the relationship between you and Shavatar. Your data will only be stored when a Shavatar account is created.

You have at any time the possibility to stop at any time:

- using the Services and/or
- delete your account.

If you delete your account, you will be given the choice to either save or delete any data. If you wish to delete your data, this means that you are applying your right of deletion (see art.5.2).

However, if you no longer use Shavatar, Shavatar will contact you from time to time (= at least once every 2 years) to ask if you want us to keep storing your data.

If Shavatar is no longer able to keep track of your data, it will be sent to you electronically and in the format normally used.

If you do not exercise your right of deletion, your Personal Data will be kept for the following periods:

	Retention Period
Category 1	We will keep your user details for as long as your account is active and for the next 2 years
Category 2	We will keep your size information for as long as your account is active and for the next 2 years
Category 3	We keep your communications through our Services for as long as your account is active and the next 2 years.
Category 4	We will keep your social media user details for as long as your account is active and for the next 2 years
Category 5	We keep track of your use of our Services for as long as your account is active and for the next 3 years for which it is essential to ensure the security of our Services. Furthermore, the retention period for your use of our Services through cookies may vary depending on the applicable Cookie. For more information, please refer to our Cookie Policy in Article 8.



Article 5 – YOUR RIGHTS

5.1 Right of access and right to obtain a copy

You have the right to freely obtain at any moment access to your personal data, as well as to be informed about the purpose of the processing by Shavatar.

5.2 Right to rectification, erasure or restriction

You have the choice to share your personal data with Shavatar.

You always have the right to ask us to amend your Personal Data.

You can also request the processing of your Personal Data to be restricted if you think that your data is inaccurate and you subsequently notified us about this.

In addition, you have the right to ask Shavatar to erase your data in as far as we were not able to anonymize it.

Furthermore, you acknowledge that a refusal to share data or a request to erase their data will make the delivery of several Shavatar Services impossible.

5.3. Right to object:

You have the right to object to the processing of your personal data when you have serious and legitimate reasons to do so.

You also have the right to object to the use of your personal data for purposes of direct marketing. In such case specific reasoning will not be requested.

5.4. Right to data portability:

You have the right to obtain your personal data which is processed by Shavatar in a structured, commonly used format and/or to transfer this data to another data controller.

5.5. Right to withdraw consent:

When the processing is based on prior consent you have the right to withdraw this consent.



5.6. Automated decisions and profiling:

You have the right to request us not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

5.7 Exercising your rights:

You can exercise your rights by contacting us with a copy of the front of your ID as attachment,

Either through email to privacy@shavatar.me

Or by mail to,

Shavatar

Eerste Meistraat 75,

2845 Niel

Belgium

5.8. Right to file a complaint:

You have the right to file a complaint with the Belgian Data Protection Authority:

Data Protection Authority

Drukpersstraat 35, 1000 Brussels,

Tel +32 (0)2 274 48 00, Fax +32 (0)2 274 48 35,

e-mail: [contact\(at\)apd-gba.be](mailto:contact(at)apd-gba.be)

However, you are always free to contact your own European or EU-vested authority thereto.

This does not affect a procedure before the civil court.

If you have suffered damages caused by the processing of your personal data, you can file a claim for damages.



Artikel 6 – SAFETY AND CONFIDENTIALITY

- 6.1** We have adopted safety measures which are suited on both a technical and an organizational level to avoid the destruction, the loss, the forgery, the adjustment, the non-authorized access or the notification of the personal data by accident to a third party, as well as the non-authorized processing of these data. Nevertheless, if these events would occur and would affect your personal data, Shavatar will inform you of the breach without undue delay, including a summary description of the potential impact and a recommendation on measures to mitigate the possible adverse effects of the breach.
- 6.2** Shavatar shall not be liable in any way for direct or indirect damages caused by a wrongfully or improper use of the personal data by a third party.
- 6.3** At the same time, you also share responsibility for maintaining the privacy and security of the Services, for example: by not allowing a third party to use your personal Emma.health and by avoiding any unauthorized access to your account.
- 6.4** You are solely responsible for the use of the Services on your devices, IP-address and identification data, as well as for its confidentiality.
- 6.5** In any case, you need to immediately notify Shavatar of any unauthorized use of your personal account by sending an e-mail to privacy@shavatar.me

Article 7 – APPLICABLE LAW AND JURISDICTION

This Privacy Policy is managed, interpreted and executed in accordance with Belgian law which exclusively applies to every potential dispute.

The courts and tribunals of Antwerp have exclusive jurisdiction to settle any dispute arising out of or in connection to the interpretation or execution of the present Privacy Policy.



Article 8 – COOKIES

8.1. What are cookies?

A "cookie" is a small file sent by Shavatar's server and placed on your computer's hard drive. The information stored on these cookies can only be read by Shavatar and only for the duration of the visit to the Website.

8.2. Why do we use cookies?

Our Website uses cookies and similar technologies to distinguish your preferences for use from those of other users of our Website. This helps us to provide you with a better user experience when you visit our Website and also allows us to optimize our Website.

All Websites that target certain parts of the European Union are required to obtain your consent to the use or storage of cookies and similar technologies on your computers or mobile devices. This cookie policy gives you clear and complete information about the cookies we use and their purpose.

The cookies we use are safe. The information we collect using cookies helps us to identify any errors or to show you specific services that might be of interest for you.

8.3. Types of cookies:

Although there are different types of cookies, different in terms of functionality, origin or retention period. Below, we first provide a general description of the types of cookies used on Shavatar's Website. Afterwards, detailed overview is given of the various cookies used on our Website.

Type	Function
Essential/Strictly necessary cookies	These cookies are necessary for the website to function and cannot be disabled in our systems. They are usually set only in response to actions you have taken, such as setting your privacy preferences, logging in or filling out forms. They are necessary for good communication and facilitate navigation (e.g. returning to a previous page, etc.).
Functionality cookies	These cookies increase the user-friendliness of the website by remembering your choices (e.g. language preferences) and offer improved functionality and personalisation to the visitor. These cookies ensure that certain settings are personalised at your request. If you do not accept these cookies, this may affect the performance and functionality of the website and may restrict access to content on the website. These cookies can be set by us or by external providers whose services we have added to our pages.

Performance/Analytic cookies	These cookies collect information about the use of a website such as the number of visitors, the time visitors spend on a web page and any error messages. They help Shavatar to improve the performance of the website. These cookies do not identify you as an individual.
First Party / Third party cookies	First party cookies are cookies that are sent from our servers or domains, from where the requested service is offered. Third party cookies are cookies that are sent to your browser from a server or domain that is not managed by Shavatar, but by a cooperating organisation. Only these third parties have access to these cookies and the information collected by the cookie. If you would like to know more about these cookies, we refer you to the policy that these parties offer on their respective websites. Please note that we have no influence on the content of this policy or on the content of these third party cookies.

First Party Cookies

Name cookie	Type cookie	Description	Retention period
_ga	Performance/Analytic	Distinguishes unique visitors by assigning a randomly generated number as a client identifier.	2 years
_gid	Performance/Analytic	Stores and updates a unique value for each page visited.	24 hours
_gat	Performance/Analytic	Throttles request rate – limiting the collection of data on high traffic sites.	10 minutes
XSRF-TOKEN	Essential / Functionality	Helps with site security by preventing cross-site request forgery attacks.	Browser session

8.4. Your consent

On your first visit to our Website, you will be asked to accept our different types of cookies. You can change the cookie settings for our Website at any time via the hyperlink at the bottom of our Website and thus withdraw your consent.

You can refuse or block cookies by changing the configuration parameters of your navigation system. Disabling cookies may mean that you will not be able to use certain functionalities of the Website.

For more information on how to set your browser, please refer to the following links:

Google Chrome

<https://support.google.com/chrome/answer/95647?hl=nl>

Safari

https://support.apple.com/kb/PH19214?locale=en_US

Internet Explorer



<https://support.microsoft.com/nl-nl/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox

<https://support.mozilla.org/nl/kb/cookies-in-en-uitschakelen-websites-voorkeuren?redirectlocale=nl&redirectslug=Cookies+in-+and+switch+off>

Currently, some browsers offer a "do not track" or "DNT" option that sends a signal to the websites visited to indicate a visitor's tracking preference. Shavatar is not currently responding to these signals, as no common industry standard for DNT has been adopted by industry groups, technology companies or regulators. The third parties that place cookies on our website may or may not do anything in response to this signal.

Please note that changing the settings may cause a website to not work as expected.

More information about cookies can also be found via the following link:

<http://www.allaboutcookies.org/>

More information about online behavioural advertising and online privacy can be found via the following link:

<http://www.youronlinechoices.eu/>