

PRIVACY AND COOKIE POLICY

This Privacy Policy defines the terms of processing of personal data collected or processed, coming from the users of Skicrown.eu mobile application and/or from websites, digital events, stores, events or other products and services, all of which form part of the Skicrown.eu application (hereinafter the 'Application'). This Policy also determines how users' personal data is used, shared and protected, what choices are available to users with respect to their personal data and how to contact the Data Controller.

DATA CONTROLLER

The data controller and data processor of your personal data is SPORT CROWN PSA with the registered office in Kraków, at ul. Cechowa 63, 30-614 Kraków, Poland, entered in the National Court Register with the KRS reference number 0000980538, NIP tax identification no. 6793243047. The relevant entity is herein referred to as '**Skicrown.eu**', '**our**', '**we**' or '**us**'.

In the event of any doubt regarding this Privacy and Cookie Policy please contact the Data Controller at: contact@skicrown.eu

PERSONAL DATA

You will be asked to provide certain personal data due to the delivery of products or services ordered, e.g. when you make purchases, contact our Customer Support, request correspondence, create an account, participate in our events or competitions or use our Application. Additionally, when you order certain in-store services, you may be required to log in and provide certain data in order to enable the proper provision of services that are later linked to your account, such as clothing size, fit, or preferences.

Such personal data may include:

- contact details, including your full name, e-mail address, phone number, delivery and billing address(es), or company name for invoicing purposes;
- login and account information, including your username, password and unique identifier;
- personal data, including gender, town/city of residence, date of birth and shopping history;
- payment or credit card data;
- graphic elements, photographs and videos;
- physical activity data provided by you or generated by our Application (skiing dates, number of skiing days, locations, proficiency level); and/or
- personal preferences, including a wish list or marketing preferences.

Additional personal data will be collected to enable us to provide additional functions in the Application. For instance, you will be asked to share the location data of your phone in order to determine your location on the map or record your skiing route, and your contacts to enable interaction with friends, and social media account credentials to enable social media posting from our Application. Such personal data may include:

- movement data downloaded from an in-built accelerometer in your device;
- photographs and sound recordings;
- location data (GPS); and/or
- social media information, including login credentials and/or any information from your posts about Skicrown.eu or your communication with us.

When you interact with our Application, some data is automatically downloaded from your device or web browser. For more information about these practices, please see the **Cookies and Pixel Tags** section of this Privacy Policy below. Such personal data may include:

- device identification data, connection status, web access, information on data storage and battery level;
- cookies, IP addresses, referrer headers, web browser type and version identifiers, web beacons, tags and interactions with our Application.

CHILDREN

We comply with local regulations and children below the minimum age required by the law applicable in their country of residence are not allowed to register in our Application. Children need parental approval in order to participate in services provided and events related to the Application.

TOOLS USED TO MANAGE PERSONAL DATA COLLECTED BY US

When the Application is used, we transfer information or obtain your approval relating to certain practices, such as the approval to use your location or send Push notifications. We may obtain such approvals through our Application or by relying on standard approvals available in your devices.

In many cases, the web browser or application in your mobile device provide additional tools which enable you to control the downloading or sharing of individual categories of personal data. For instance, the mobile device or web browser may provide tools enabling you to manage the use of cookies or location sharing. We recommend reviewing and using the tools available in your device.

FOR WHAT PURPOSES AND HOW DO WE USE YOUR PERSONAL DATA?

Your personal data is used for:

Ensuring the proper operation of the functionalities of the Application and Services as required by you

When you use the Application, we use your necessary personal data to provide the products and services required by you. For instance, when you make a purchase from an online store or in the Application or take part in an event or promotion, we process your contact details to contact you about the purchase, event or promotion. If you contact our Customer Support, we process your data concerning a delivery, payment or product purchased to help you solve the request made.

If you use our Application to track your physical activity or physical characteristics, we will collect and store such personal data to provide it to you on the Platform. Your physical activity data may include such information entered by you or collected by your device during an activity, such as location and/or movement data. We may use this activity data to make further calculations about your activity, such as downhill skiing time or run length, in order to provide data calculated as above as part of the functionalities provided to you by the Application.

In many cases, specific functions of the Application may be available only when you have provided additional data or given additional approvals to a specific use of certain data. For instance, in order to share content in social media, it may be necessary to provide account credentials to log in to a social media platform.

Sending information about products, services, events and for other promotional purposes

Subject to your approval, we will send you marketing information about our products, services, events and/or other promotions which may be of interest to you. You can opt out of receiving such marketing information at any time.

Personalisation

We may process information provided by you and/or obtained in relation with our other products or services, such as the way you use the Application, your visits to our web pages, or your participation in events, promotions or competitions organised by us, in order to personalise our communications about products and services which may be of interest to you. For this purpose, we may combine information provided by you with information created about your online activity, including as part of our internal insights and analysis.

Direct marketing

For our existing customers (e.g. those who placed an order), we may use the contact details provided by you to send marketing correspondence about our similar products or services, provided that it is permitted by locally applicable laws (and you did not opt out). In other cases, we will ask for your permission to send marketing information.

Conducting our operations, provision and improvement of our products and services and maintenance works

We use the personal data and information provided to us for conducting our business operations. For instance, when you make a purchase, we will process the data collected on this occasion to satisfy our accounting and audit obligations and other internal purposes. We may use personal data and information about how you use our products and services to improve their quality and enhance the troubleshooting of technical and service problems, and to administer our Platform.

Protection of our or others' rights, property and safety

We may also use personal data about how you use our Application to prevent, detect or investigate any fraud, abuse, illegal use or breach of the Terms and Conditions of Use, and to implement any court orders, comply with any request of the national authorities or ensure compliance with the law.

General research and development

We use data about how you use our Application and services to better understand customer behaviour or preferences. For instance, we may use information about how visitors to www.skicrown.eu search for and find products to better understand the best way to arrange and present the in-store product offering.

Other purposes

We may also use your personal data in other ways, which will be always appropriately notified at the time of collection and, where necessary, your approval will be requested.

Legal basis

Your personal data will be processed on various legal bases, depending on the way you use our Application.

- If you purchase our products via our online store, it is necessary to provide your personal data to enable the performance of our contract with you, e.g. payment information and contact details necessary to deliver your order.
- If you use our Application, we rely on your consent to data processing and for certain limited purposes, in order to perform our contract with you (e.g. for making subscription purchases via applications).
- We will also rely on other legal bases, such as our legitimate interests to process information about the efficiency of our marketing campaigns, products, services, events and other promotional initiatives; to service, improve and maintain our operations, products and services; to protect our or others' rights, property and safety; and for general research and analytics purposes. When processing personal data for our legitimate interests, we take appropriate measures to ensure that the interests we pursue are balanced with your interests, rights and freedoms, which we are happy to explain upon request.
- We also process your personal data to comply with obligations imposed by law or to protect our vital interests.

SHARING of Your Personal Data

Our Sharing

We will share your personal data with:

- Controller’s subcontractors for the purposes and under the conditions outlined above;
- Service providers processing personal data on our behalf, for example to process credit cards and payments, shipping and deliveries, host, manage and service our data, distribute e-mails, conduct research and analysis, manage our brand and product promotions and administer certain services and functions. When using service providers, we make agreements which require them to implement appropriate technical and organisational measures to protect your personal data;
- Other third parties to the extent necessary to: (i) comply with a request of the national authorities, a court order or applicable law; (ii) prevent illegal uses of our Application or breaches of our Application’s Terms and Conditions of Use and relevant provisions of our policies; (iii) defend ourselves against third party claims; and (iv) assist in fraud prevention or investigation (e.g. marketing of counterfeits);
- Third-party targeted advertising providers that provide personalisation and tailored advertising services to us. We use such services to match aggregated information that we hold with personal data in their database to create custom audiences and tailor advertising to your interests on the Internet, including social media, as permitted by applicable law. You may opt out of personalised advertising and custom audiences by using the relevant settings in our Application;
- Any other third party where you have given your consent.

We may also transfer personal data we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganisation, spin-off, dissolution or liquidation).

PROTECTION and MANAGEMENT of Your Personal Data

Encryption and Security

We use a variety of technical and organisational security measures, including encryption and authentication tools, to ensure the safety of your personal data.

International Transfers of Your Personal Data

The personal data we collect or process in the context of the Application will be stored in Poland and in other EU countries, as well as in the UK and Switzerland. Some of the data recipients with whom we share your personal data may be located in countries other than the country in which your personal data was originally collected. If the laws in those countries do not provide the same level of data protection compared to the country in which you initially provided your data, we will ensure protection of that personal data as described in this Privacy Policy and in the applicable law.

Retention of Your Personal Data

Your personal data will be retained for as long as is necessary to carry out the purposes set out in this Privacy Policy (unless a longer retention period is required by applicable law). In

principle, this means that we will retain your personal data for as long as you keep your Skicrown.eu account. Personal data related to product purchases are retained longer if it is necessary to comply with legal obligations (such as tax and sales laws, including for product quality liability purposes).

Your Rights Relating to Your Personal Data

You have the right to request: (i) access to your personal data; (ii) an electronic copy of your personal data (portability) and to have this information transmitted to another entity; (iii) correction of your personal data if it is incomplete or inaccurate; (iv) deletion or restriction of your personal data in certain circumstances provided by law. If we have obtained your consent to the processing of your personal data, you have the right to withdraw the consent at any time.

If you would like to request a copy of your personal data or exercise any other of your rights, please e-mail your request to us at contact@skicrown.eu

Opting Out of Direct Marketing

If you have a Skicrown.eu account, you can opt out of receiving our marketing communications by modifying your preferences in the Application or in the “my profile > account settings” section of our website. You can also opt out by modifying your electronic message subscriptions by clicking on the unsubscribe link or following the opt-out instructions included in the message. You can also contact us by using the contact details in the “Contact us” section.

Cookies and Pixel Tags

When you use our Application, including websites and online store, we will download and save certain information from your browser which may include your personal data. We use e.g. cookies and pixel tags to collect such data, which may include: (i) your IP address; (ii) unique cookie identifier, cookie information and information on whether your device has software to access certain features; (iii) unique device identifier and device type; (iv) domain, browser type and language selected, (v) operating system and system settings; (vi) country and time zone; (vii) previously visited websites; (viii) information about your interaction with our Platform, such as click analysis data, purchases and indicated preferences; and (ix) access times and referring URLs.

Information may also be collected via the Application and our websites by third parties using cookies, plug-ins and widgets. Such third parties collect data directly from your web browser and the processing of such data is subject to the policies of such third parties.

We use cookies and pixel tags to track the way our customers use the Application and our websites and to better understand our customers’ preferences (such as country and language choices). This enables us to provide services to our customers and improve their online experience. We also use cookies and pixel tags to obtain aggregate data about traffic and interaction in the Application and on our websites, and to identify trends and obtain statistics

so that we can improve the Application and our websites. There are generally three categories of cookies used in the Application and on our websites:

- **Essential:** These cookies are necessary to ensure basic site functionality and are therefore always enabled. These include cookies that allow you to be remembered as you browse our Platform during a single session or, if you request, from session to session. They help make the shopping bag and checkout processes possible as well as assist in security issues and conforming to applicable regulations;
- **Functionality improvement:** These cookies help us improve the functionality of the Application and our websites by tracking usage. In some cases, these cookies improve the speed with which we can respond to your request and allow us to remember the site preferences you have selected. Refusing these cookies may slow down website performance;
- **Social media and advertising:** Social media cookies offer the possibility to connect you to your social networks and share your content from the Application through social media. Advertising cookies (operated by third parties) collect information to help better tailor advertising to your interests, both within the Application and our websites and beyond. In some cases, these cookies involve the processing of your personal data. Refusing these cookies may result in displaying advertising that is not as relevant to you or you not being able to link effectively with Facebook, Whatsapp, or other social networks and/or not allowing you to share content on social media.

You can change your cookie settings in the “Cookie settings” section at any time.

For a comprehensive and up-to-date summary of all third parties accessing your web browser (through our Platform or otherwise), we recommend installing a special-purpose web browser plugin. Additionally, you can choose to have your computer display a special warning each time a cookie is being sent, or you can choose to disable all cookies. You can do this through your browser settings in each browser and device that you use. Browsers differ, so we recommend reviewing your browser's Help menu to find out about the correct way to modify your cookie settings. Disabling cookies may result in losing access to many features that make the Application and our websites run smoothly and in some of our services not functioning properly.

You can also adjust your advertising preferences on your mobile device at device level. For instance, to adjust your advertising preferences in iOS, go to Settings > Privacy > Advertising > Limit Ad Tracking. To adjust your advertising preferences in Android, go to Settings > Google > Advertising > Opt-out-of Ad Personalization.

USING the Application and Our Websites with Third-Party Products and Services

The Application and our websites enable you to interact with a range of other digital products and services. For instance, the Application can be integrated with third-party devices for activity tracking or social networks.

If you choose to connect your Skicrown.eu account with a third-party device or account, your privacy rights on third-party platforms will be governed by their respective policies. For instance, if you choose to share your Skicrown.eu activity on third-party social media platforms, the data maintained there will be governed by the policies of those platforms.

For your convenience or information, our Application may include links to other (third-party) websites and/or applications. Such external websites and applications are governed by their own privacy notices or policies, which we strongly encourage you to read. To the extent such linked websites or applications are not owned or controlled by us, we are not responsible for their content, any use of such websites or applications in any way, or the privacy practices of such websites or applications.

CHANGES to Our Privacy Policy

Applicable laws and our practices change over time. If we decide to update our Privacy Policy, we will post the changes in the Application and on our websites. If we make any material changes to the way in which we process your personal data, we will notify you, sufficiently in advance, or, where required by applicable law, request your consent to implementing such changes. We strongly encourage you to read this Privacy Policy and keep up to date with our practices.

QUESTIONS and Feedback

We encourage you to ask questions, make comments and voice your concerns relating to our Privacy Policy and our privacy protection practices.

If you wish to provide feedback or if you have questions or comments to make or wish to exercise your rights related to your personal data, please contact us via e-mail at: contact@skicrown.eu

If you contact us with a privacy complaint, we will exercise due care to address it in a timely and effective manner. You can also lodge a complaint with the relevant authority in your country of domicile.