

PRIVACY POLICY  
OCTOPIA

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## 1. OCTOPIA'S COMMITMENTS RELATED TO PERSONAL DATA PROTECTION

### 1.1. OCTOPIA

OCTOPIA (hereinafter « OCTOPIA »), registered in the Trade and Companies Register of Saint-Etienne under number 880 150 289, provides to professional sellers (hereinafter the “Users”) a technical solution of intermediation (hereinafter “OCTOPIA Solution”), allowing the Users to register on Cdiscount marketplace and on other marketplaces (hereinafter the “Selected Marketplaces”), clients of OCTOPIA, in order to commercialize their products to customers or professional customers on the Selected Marketplaces (hereinafter the “Purchasers”).

Furthermore, the Solution OCTOPIA allows Users to manage their activities on the Selected Marketplaces on which they are registered and in particular to create their products, manage their stocks, their prices, their invoicing and process their orders.

OCTOPIA'S data protection officer (hereinafter “DPO”) ensures the compliance of personal data processing carried out by OCTOPIA.

You may contact OCTOPIA'S DPO:

- By email to [dpo@octopia.com](mailto:dpo@octopia.com)
- By postmail to OCTOPIA, Data Privacy Officer (Délégué à la protection des données personnelles), 120-126 quai de Bacalan, 33067 BORDEAUX Cedex.

### 1.2. OCTOPIA'S COMMITMENTS

This Privacy Policy applies if you are:

- Users of the OCTOPIA Solution;
- A professional seller contacted by OCTOPIA's teams and have not yet created a user account on OCTOPIA Solution (hereinafter “Prospects”);
- A Purchaser;
- An Internet user (hereinafter “Web User”) browsing the website [www.octopia.com](http://www.octopia.com) (hereinafter the “Website”);

It is essential to OCTOPIA to ensure the confidentiality and respect of your personal data (hereinafter “Personal Data”). OCTOPIA protects your privacy by ensuring protection, confidentiality, non-alteration, availability and security of your Personal Data.

OCTOPIA makes every effort to (i) provide a clear and transparent information on how Personal Data are processed, (ii) apply technical and organisational measures needed to protect Personal Data in accordance with applicable data protection laws and (iii) retain Personal Data only during the time necessary for the purposes of processing.

## 2. PROCESSING OF PERSONAL DATA BY OCTOPIA

### 2.1. AS A DATA CONTROLLER

OCTOPIA, as a Data Controller, processes Personal Data of Prospects, Users and Website Users for the following purposes:

Purpose	Legal basis	Data subject	Personal Data	Recipient
Registration, administrative and accounting management of User accounts on OCTOPIA Solution, management of User request	Performance of contract	Prospects Users	<b>Identification Data:</b> N° SIREN, corporate form of the society, society name, first and last name of directors, etc. <b>Contact Data:</b> email, phone number, etc. <b>Data related to professional life</b> <b>Economic and financial Data:</b> RIB, IBAN, etc.	<u>OCTOPIA internal recipient</u>
Control of User registration on OCTOPIA Solution [KYC]	Legal obligation	Prospects Users	<b>Identification Data:</b> N° SIREN, corporate form of the society, society name, first and last name of directors, etc. <b>Contact Data:</b> email, phone number, etc. <b>Data related to professional life</b> <b>Economic and financial Dat :</b> RIB, IBAN, etc.	<u>OCTOPIA external recipients:</u> - CRM software publisher - Electronic money institution (CNOVAPAY)
Management of commercial prospection of Prospects and Users)	Legitimate interest	Prospects Users	<b>Contact Data:</b> email, phone number, etc.	<u>OCTOPIA internal recipient</u> <u>OCTOPIA external recipients:</u> - CRM software publisher
Provision of the « Fullfilment » offer	Legitimate interest	Users	<b>Identification Data:</b> N° SIREN, corporate form of the society, society name, first and last name of directors, etc. <b>Contact Data:</b> email, phone number, etc.	<u>OCTOPIA internal recipient</u> <u>OCTOPIA external recipients:</u> - C-Logistics - Service providers specializing in transport and delivery

				- Service providers specializing in software publishing enabling collection and customer orders and printing of transport label
<b>Quality control of OCTOPIA Solution Users</b>	Performance of contract / Legitimate interest	Users Purchasers	<b>Identification Data</b> <b>Contact Data:</b> email <b>Delivery Data:</b> tracking number and tracking link <b>Discussions related to customer relationship management</b> <b>History of Users</b>	<u>OCTOPIA internal recipient</u>
<b>Management and optimization of OCTOPIA Solution and Website:</b> <i>Analysis of navigation path, identification of massive connections, exclusion of irrelevant IP addresses, audience measures, personalization of Website and offers, advertising</i>	Legitimate interest / consent	Users Web Users	<b>Identification Data</b> <b>Navigation Data</b> <b>Segmentation Data</b>	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> - Tracking and audience measures service provider - Analysis and segmentation of web users service provider

## 2.2. AS A DATA PROCESSOR OF THE SELECTED MARKETPLACE

Purpose	Legal basis	Data subject	Personal Data	Recipient
<b>Hosting and maintenance of OCTOPIA Solution</b>	Performance of contract	Users Purchasers	Depending on the technical malfunction: <b>Identification Data</b> <b>Contact Data</b> <b>Order Data</b>	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> - Hosting and maintenance Service Provider
<b>Management of orders and Purchasers Data communication to Users</b>	Performance of contract	Purchasers	<b>Identification Data:</b> first and last name <b>Contact Data:</b> address (city, country), e-mail (crypted or nor dependant on the sales channel), telephone number <b>Order Data :</b> number of order, date of order, delivery method, product code, price/sale, quantity	<u>OCTOPIA internal recipient</u>
<b>Management and provision of communication channel between Purchasers and Users</b>	Performance of contract	Users Purchasers	Depending on the technical malfunction or claim: <b>Identification Data</b> <b>Contact Data</b> <b>Order Data</b>	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> - Customer relationship management solution service provider - Publishing communication solutions service provider
<b>Claims and litigation arbitration</b> [OPTIONAL]	Performance of contract	Users Purchasers	Depending on the claim: <b>Identification Data</b> <b>Contact Data</b> <b>Order and delivery Data</b>	<u>OCTOPIA external recipients:</u> - Management of Users account solution service provider

### 2.3. AS A DATA PROCESSOR OF THE USER

Purpose	Legal basis	Data subject	Personal Data	Recipient
<b>Management, execution monitoring of Purchasers' order</b> [OPTIONAL: shipping management – only for Users who subscribed OCTOPIA's « Fulfilment » offer]	Performance of contract	Purchasers	<b>Identification Data:</b> first and family name <b>Contact Data:</b> invoice and delivery addresses, telephone number, email (crypted or not depending on the sales channel)	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> <ul style="list-style-type: none"> <li>- C-Logistics</li> <li>- Service providers specializing in transport and delivery</li> <li>- Service providers specializing in software publishing enabling collection and customer orders and printing of transport label</li> </ul>
<b>Management of customer relationship</b> [OPTIONAL]	Performance of contract	Users Purchasers	<b>Identification Data:</b> first and family name, Users authorized contact, carrier authorized contact <b>Contact Data:</b> address (city, country), email, phone number <b>Order and delivery Data:</b> number of order, date of order, delivery method, product code, price/sale, quantity	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> <ul style="list-style-type: none"> <li>- Customer relationship management solution Service provider</li> <li>- Service provider specializing in interconnection of information systems</li> <li>- Service providers specializing in transport and delivery</li> <li>- C-Logistics</li> </ul>
<b>Editing of invoices on behalf of third parties</b> [OPTIONAL]	Performance of contract	Users Purchasers	<b>Identification Data:</b> first and family name, Users authorized contact, carrier authorized contact <b>Contact Data:</b> address (city, country), email, phone number	<u>OCTOPIA internal recipient</u>  <u>OCTOPIA external recipients:</u> <ul style="list-style-type: none"> <li>- Editing of invoices solution Service provider</li> </ul>

			<b>Order and delivery Data:</b> number of order, date of order, delivery method, product code, price/sale, quantity	
<b>Communication of OCTOPIA Solution Users to Selected Marketplaces for selection purposes</b>	Performance of contract / Legitimate interest	Prospects Users	<b>Identification Data :</b> <b>Contact Data :</b> address, email	<u>OCTOPIA external recipients:</u> - Selected Marketplaces of OCTOPIA Solution

*Any processing of Personal Data not specified above is under the User's responsibility as Data Controller.*

### 3. HOW LONG ARE YOUR DATA RETAIN?

OCTOPIA retains Personal Data to allow you to use OCTOPIA Solution on a continuous basis, for as long as necessary to carry out the processing operations above mentioned and to comply with legal requirements.

The retention period of Personal Data varies depending on the purpose of processing. OCTOPIA retains and deletes Personal Data in accordance with applicable law.

Typology of Processing	Retention period
Processing relating to Web Users	13 months from Data collection
Processing relating to Prospects	3 years from last contact with the Prospect
Processing relating to Users	5 years from the end of the commercial relationship

### 4. HOW TO EXERCISE YOUR RIGHTS?

#### 4.1. REQUESTS ADRESSED TO OCTOPIA, ACTING AS DATA CONTROLLER

##### 4.1.1. YOUR RIGHTS

Regarding your Personal Data, you can exercise the following rights:

- Right of access;
- Right to rectification;
- Right to erasure (except if Personal Data are necessary to provide the services or for compliance with legal obligation or for establishment, exercise or defence of legal claims) ;
- Right to restriction of processing;
- Right to data portability;
- Right to object;
- Right to define guidelines relating to the fate of your Personal Data after your death, with a trusted third party, certified and responsible for ensuring that your wishes are respected in accordance with the requirement of the legal framework;

You have the right to object, on grounds relating to your particular situation, to processing of Personal Data which is based on OCTOPIA's legitimate interest. OCTOPIA shall no longer process Personal Data unless OCTOPIA demonstrates compelling legitimate grounds for the processing which override your interests, rights, and freedoms or for the establishment, exercise, or defence of legal claims.

You have the right to object to any processing related to commercial prospection without grounds relating to your particular situation.

##### 4.1.2. EXERCISE OF YOUR RIGHTS

You can exercise your right:

- By email to [dpo@octopia.com](mailto:dpo@octopia.com) ;
- By postmail to OCTOPIA, Data Privacy Officer (Délégué à la protection des données personnelles), 120-126 quai de Bacalan, 33067 BORDEAUX Cedex.



For requests that reach the Data Protection Officer by email or postmail, please indicate the email address attached to your User account (or use it in the case of an email) as well as your full name. In the event that you are unable to find the email address attached to your User account or in the event of serious doubts about your identity, additional information relating to your identity may be requested in accordance with Article 12 of the GDPR.

OCTOPIA shall reply within a maximum of one (1) month following the date of receipt of your request. This period may be extended by two (2) additional months depending on the complexity and number of requests.

After contacting us, if you consider that your rights over your personal data have not been respected, you can submit a complaint to the Commission nationale de l'informatique et des libertés (3 place de Fontenoy - TSA 80715 – 75334 Paris cedex 07 ; phone number : +33 1 53 73 22 22).

#### **4.2. REQUESTS ADRESSED TO OCTOPIA, ACTING AS DATA PROCESSOR**

On principle, all request to exercise right addressed to OCTOPIA and relating to processing carried out by OCTOPIA on behalf of a data controller (Selected Marketplace or User) will be communicated to the data controller for processing of the request and/or validation.

### **5. TRANSFERS OUTSIDE THE EUROPEAN UNION**

As a general rule, OCTOPIA stores your Personal Data within the European Union.

However, since some of our service providers and Selected Marketplaces are in countries outside the European Union ("Third Countries"), OCTOPIA might transfer some of your Data to Third Countries. This may be the case for Third Countries for which the European Commission has not assessed the level of compliance such as the United States of America. In such a case, we ensure that this transfer is carried out in accordance with the applicable regulations and guarantees an adequate level of protection of your privacy and fundamental rights (in particular by using standard contractual clauses of the European Commission)

Upon simple request to our Data Protection Officer, we can provide you with more information about these transfers.

### **6. SECURITY MEASURES**

OCTOPIA undertakes to implement appropriate technical and organisational measures to guarantee a level of security appropriate to the risk regarding the rights and freedoms of data subjects concerned by the processing operations referred to above.

These measures shall be defined taking into account the state of knowledge, the costs of implementation and the nature, scope, context and purposes of the processing operation as well as the risks identified.

### **7. COOKIES**

This section is dedicated to the management of cookies:

- On OCTOPIA Solution;
- The Website;

This section informs about the use of navigation information processed during your use of the OCTOPIA Solution and/or Website and the rights you have regarding cookies management.

## 7.1 WHAT IS A COOKIE?

A cookie is a text file that is placed on your computer's hard drive, subject to permission requested, by websites which are browsed. Cookies are used to make website work more efficiently. Some cookies are necessary for a better functioning of Websites. Other cookies are used to identify the website users and improve OCTOPIA Solution and/or the Website depending on Website Users' browsing.

Cookies cannot give access to information about you that you do not want to share. Cookies have a limited lifetime and are deleted by browsers once the retention period has expired. Only the issuer of cookies is able to read or modify information contained in the cookies.

## 7.2 TYPE AND PURPOSES OF COOKIES

Different types of cookies are used regarding the purposes pursued. The main courant type of cookies are :

Cookies strictly necessary to the use and functioning of the OCTOPIA Solution and/or Website (or « essential cookies »)	These cookies are necessary to the functioning of the OCTOPIA Solution and/or the Website and its features, exempt from obtaining consent.
« Audience measurement » cookies	These cookies are used (i) to measure the audience of the OCTOPIA Solution and/or the Website or (ii) to test different versions in order to optimize editorial choices according to their respective performances. Some of these cookies might be considered as « essential cookies » and thus exempted from the collection of consent.
Advertising cookies	Advertising cookies allow to display, in real time, the content most suited to your interest (thanks to your recent browsing) rather than generic content.  These advertising content may contain cookies issued by OCTOPIA, its service providers or by third parties (for the latter) who have associated a cookie with the advertising content of an advertiser.

## 7.3 LIABILITIES REGARDING COOKIES

- **Cookies issued by OCTOPIA and/or OCTOPIA's subcontractors**

OCTOPIA is responsible for the issuance and use of cookies on OCTOPIA Solution and/or Website. Certain types of cookies (« essential » or « audience measurement » cookies) are exempt from consent.

- **Cookies issued by third-parties**

The issuance and use of cookies by third parties on the OCTOPIA Solution and/or Website are subject to the privacy policies of these parties. These cookies are not necessary for browsing the OCTOPIA Solution and/or Website.

The OCTOPIA Solution and/or the Website may integrate technologies of advertising partners which allow the recognition of your computer and your navigation data in order to display advertisement adapted to your interest in depending on your navigation.

These advertising partners collect your navigation data to:

- Allow us to display advertising of our products or services or Users' products or services on third websites and/or applications;
- Allow websites or advertiser to display advertising of their product or service on OCTOPIA Solution and/or Website;

You can manage the deposit of cookies on your navigation terminal in accordance with the procedure described below.

For further information about the technologies used by the advertising partners, please refer to their privacy policy:

- Facebook;
- Twitter;
- Google +;

#### 7.4 MANAGEMENT OF COOKIE'S DEPOSIT

In accordance with directive 2002/58/CE of July 12, 2002, OCTOPIA collects your prior consent to the deposit of cookies, except for "essential" and "audience measurement" cookies.

- **Browsing settings**

The settings of each browser software are different: please refer to the menu of your browser software for further explanation and appropriate settings.

Internet Explorer™	<a href="http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies">http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies</a>
Safari™	<a href="https://support.apple.com/kb/PH19214?locale=fr_FR&amp;viewlocale=fr_FR">https://support.apple.com/kb/PH19214?locale=fr_FR&amp;viewlocale=fr_FR</a>
Chrome™	<a href="http://support.google.com/chrome/bin/answer.py?hl=fr&amp;hlrm=en&amp;answer=95647">http://support.google.com/chrome/bin/answer.py?hl=fr&amp;hlrm=en&amp;answer=95647</a>
Firefox™	<a href="http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies">http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies</a>
Opera™	<a href="http://help.opera.com/Windows/10.20/fr/cookies.html">http://help.opera.com/Windows/10.20/fr/cookies.html</a>

**Warning:** Any setting of your browser software regarding the acceptance or refusal of cookies may affect your Internet experience and access to certain services requiring the use of cookies. If you choose to refuse cookies in your terminal or if you delete cookies recorded in your terminal, OCTOPIA cannot undertake any liability regarding the consequences related to degraded functioning of the services.

- **Smartphone settings**

IOS	<a href="https://support.apple.com/fr-fr/HT201265">https://support.apple.com/fr-fr/HT201265</a>
Android	<a href="https://support.google.com/chrome/topic/3434352">https://support.google.com/chrome/topic/3434352</a>

- **Management cookies tool**

The information banner relating to cookies, which appears at your first connection to the OCTOPIA Solution and/or Website, informs you of the use of cookies. OCTOPIA uses a consent management platform which allow the Website Users to configure their choices regarding deposit of cookies.

To access to the list of cookies used and configure your choices, please click on the consent management platform of the OCTOPIA Solution and/or Website.

- **Opposition list to cookies' deposit**

In order to block the collect and use of information about you by advertising companies that display personalized advertising, you can access to the following sites :

- NAI : <http://www.networkadvertising.org/choices/>
- EDAA <http://www.youronlinechoices.com/>
- DAA : <http://optout.aboutads.info/?c=2&lang=EN>

## **8. REVIEW AND UPDATE OF THE PRIVACY POLICY**

This privacy policy might be update as necessary to meet the requirements of applicable laws.

March 3rd, 2021

OCTOPIA's DPO