

PRIVACY POLICY

This Privacy Policy ("Policy") applies to the processing of personal data by Bending Spoons S.p.A. ("Bending Spoons", "we" or "us") through the "TurboAds" mobile app ("App") in accordance with Regulation (EU) 2016/679 – General Data Protection Regulation ("GDPR"), the Italian Legislative Decree 196/2003 (as amended), Directive 2002/58/EC – ePrivacy Directive (as amended), and other applicable local laws ("Data Protection Laws").

When you install or use the App in connection with your Shopify-supported store ("Store"), we might access and process personal data about you and others who may access the App on behalf of your Store, as well as other information regarding your Store, such as the way in which your Store interacts with the App, as better described below. This Policy applies to such processing, to the extent personal data (any information relating to an identified or identifiable natural person) are involved.

The App will also collect and process the Store end-users' personal data in order to help you run profitable ad campaigns. In this case, we will act as data processor on your behalf, in accordance with the Data Processing Agreement ("DPA") included in the Terms and Conditions of the App. Please refer to the DPA for information regarding this activity, as this Policy does not cover such data processing.

1. Data Controller and Data Protection Officer

The Data Controller is Bending Spoons S.p.A., based in Corso Como 15, Milan, MI 20154 (Italy), VAT 08931860962. For any requests regarding the processing of your personal data, please email us at privacy@bendingspoons.com.

Our Data Protection Officer can be contacted for any requests relating to the processing of your personal data or this Policy by sending an email to dpo@bendingspoons.com.

2. Categories of personal data that we collect, purposes and legal bases for our processing

We process the following categories of personal data, for the purposes and on the legal bases indicated below. Please note that not all the below information may be deemed personal data in your jurisdiction in all cases.

Purpose	Legal basis	Categories of processed data
a. To enable you to use the App and manage our contractual relationship, including for billing purposes.	Processing is necessary to take steps at your request prior to entering into a contract or for the performance of a contract to which you are party (art. 6(1)(b) of the GDPR).	Store properties (such as country, currency, policy, province, shipping zone), identification and contact information from your Shopify account (such as name, address and email address), ID and technical information on your device, your web browser details, your IP address, and other information you provide us through the App.

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Purpose	Legal basis	Categories of processed data
b. To comply with our legal obligations and any other obligations arising out of the instructions received from the authorities.	Compliance with a legal obligation to which we are subject (art. 6(1)(c) of the GDPR).	Any information necessary to ensure the performance of these purposes.
c. To establish, exercise or defend our rights and those of our employees, and to carry out corporate transactions or operations (for example, in case of bankruptcy, merger, acquisition, reorganization, sale of assets or assignments, and due diligence related to any such transactions).	The legal basis for the processing is our legitimate interest (art. 6(1)(f) of the GDPR) to establish, exercise or defend our rights and to carry out corporate transactions or operations.	Any information necessary to ensure the performance of these purposes.
d. To create Stores' profiles by using our products and services, in order to figure out the most profitable ones, and more in general improve our App.	The legal basis for the processing is our legitimate interest (art. 6(1)(f) of the GDPR) to maximize the profitability, and improve our services of	Shopify payment data (such as balance, dispute, payouts, transactions); your Store interactions with the App (such as install, uninstall, and other actions).

3. Data Retention

We retain data collected through the use of the App for as long as necessary to carry out the purposes indicated above and in accordance with applicable laws.

4. Your Choices

Providing the above data is necessary if you want to install and use our App.

5. Sharing Your Personal Data

We may share or disclose your personal data to the following categories of recipients:

- the Google group entities, to the extent the App works in connection with Google Ads services. Please refer to Google's EU data processing Terms (including [google.com/policies/privacy](https://policies.google.com/privacy), privacy.google.com/businesses/controllerterms, and privacy.google.com/businesses/processorterms as applicable from time to time) for more information on the relevant recipients;
- subjects carrying out activities that are related or instrumental to our business and operational activities as outsourced data processors appointed in writing in accordance

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with Data Protection Laws, or acting as autonomous data controllers (such as IT or storage service providers, mobile measurement partners, suppliers of mobile marketing services, and advertising networks and platforms);

- public, judicial or police authorities, within the limits established by applicable laws;
- in the event that we undertake extraordinary corporate transactions or operations (e.g., in the event of bankruptcy, mergers and acquisitions, reorganizations, sale of businesses or assets, and in connection with due diligence relating to such transactions), our advisors and potential purchasers and your personal data may form part of the assets being transferred to a new owner.

Personal data will not be disclosed for any reason other than those stated above, unless such disclosure is deemed necessary for the fulfillment of a legal obligation or if we request your consent.

6. Transfer Your Personal Data outside the European Economic Area

We may transfer your personal data from the European Economic Area (“EEA”) to other countries outside the EEA. Such data transfers are based on appropriate safeguards in accordance with Data Protection Laws, including (a) the standard contractual clauses developed by the European Commission; (b) the decisions of adequacy of the European Commission; or (c) Binding Corporate Rules.

More information on the relevant data transfers, and appropriate warranties is available for consultation by sending an email to privacy@bendingspoons.com.

7. Your Rights

At any time and free of charge, you can exercise the following rights, as specified and subject to certain limitations and exceptions under Data Protection Laws:

- Right of access. You have the right to obtain information about the processing of your personal data and to access it.
- Right to rectification. You have the right to ask for the updating, rectification or integration of your personal data.
- Right to erasure. You have the right to request the deletion of your personal data.
- Right to restriction of processing. You have the right to request the restriction of the processing of your personal data subject to the conditions set forth under the GDPR.
- Right to data portability. You have the right to obtain a portable electronic copy of your personal data subject to the conditions set forth under the GDPR.
- Right to object. Where we rely on our legitimate interest to process your personal data, you have the right to object to such processing, wholly or partly, on grounds related to your particular situation. In particular, you are entitled to object to the processing of your personal data for direct marketing purposes, including profiling.
- Right to withdraw your consent. Where we rely on your consent to process your personal data, you have the right to withdraw your consent, although the processing carried out before your withdrawal of consent will remain valid.

You also have the right to lodge a complaint before the competent national Data Protection Authority, in particular before the Data Protection Authority of the Member State of your habitual residence, place of work or place of the alleged infringement.

To exercise your rights, or if you have any other questions about privacy or data protection at Bending Spoons, you can contact us by sending an email to privacy@bendingspoons.com. We may take reasonable steps to verify your identity prior to responding to your request.

8. Changes

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We may modify or update this Policy, also in view of future changes in applicable Data Protection Laws or in case we implement new features or functionalities that will process personal data.

Last updated: 20 April 2022