

PLATFORM PIONEER SUMMIT 2020

WEBSITE PRIVACY POLICY



Last updated: November 2019

Mirakl (“Mirakl”, “we” or “us”) takes your privacy very seriously. This Policy describes Mirakl’s privacy practices regarding the use of personal data in its websites. More precisely, it explains what data we collect, how we use, store and/or transfer it.

This Policy applies to individuals who visit (“visitor”, “you” or “yours”) Mirakl’s Website (“website”) and covers the following website: miraklsummit.com.

Our website contain links to other websites. The privacy practices of other websites are covered by their own privacy policies. Please visit their privacy policies if you wish to know more.

Personal data processed in connection with the website in controlled by Mirakl SAS, a company incorporated under the laws of France, which registered offices are located at 45 rue de la Bienfaisance, 75008 Paris, France.

What data we collect and how we use it

Forms

Our websites contain contact forms. When you “request an invitation” or you try to “contact us” via these forms, we require you to submit your contact information which contain personal: full name, email, phone number, country, company name and job title. We may use your contact information to send you offers about our services. You can opt-out of future mailings at any time by clicking on the “unsubscribe” button located at the bottom of the emails you receive.

Browsing data

When you visit our websites, we automatically collect your browsing data that may include your IP address, device, your region, your browser type, your internet service provider and/or mobile carrier, the pages and files you viewed, your searches, your operating system and system configuration data, and the date and time of your visit.

Some of the above data is used to create general statistics which allow us to assess the number of visitors to our website, identify what pages are visited most frequently and, ultimately, make the website more user friendly.

Cookies

Cookies are small text files that are placed in your computer by the websites you visit. They are widely used in order to makes websites work, or work more efficiently, as well as to provide information to the owners of the website.

Our cookies

We mainly use cookies that are session-based. They typically store data in the form of a session identification that does not personally identify you. Session cookies exist during one session. They disappear from your computer or device when you close your browser software or turn off your computer.

You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our websites.

PLATFORM PIONEER SUMMIT 2020

WEBSITE PRIVACY POLICY



Third Party cookies

We also use cookies delivered by third parties for statistical and advertising purposes. These cookies are governed by their own privacy policies. If you wish to opt-out third-party cookies, please check their privacy policies by clicking on the links below.

Type of cookie	Purpose	More information
Google Analytics	These cookies are used to collect information about how visitors use our websites. They collect information in an anonymous form that does not identify a visitor. They provide information regarding the number of visitors to the sites, where visitors have come to the site from and the pages they visited. We use this information to compile reports and to help us improve the way our websites work.	Click here for an overview of privacy practices at Google. To opt-out being tracked by Google Analytics across all websites, visit Google
Hubspot	These cookies are used to show you ads for Mirakl solutions that we think may interest you on any device you may use and track the performance of Mirakl advertisements.	Click here for more information about cookies set by Hubspot.
AppNexus	These cookies are used to build group of users (segments) for target advertising. They provide information about the types of websites your browser has visited. This information is not matched to personally identifiable information.	Click here for more information about cookies set by AppNexus
Social media	We embed social media buttons in our websites to redirect you to our social media accounts. They may set cookies on your computer when you click on them.	Click here for an overview of the cookies policy at LinkedIn Click here for an overview of the cookies policy at Twitter

Web beacons

Mirakl uses web beacons alone or in conjunction with cookies to compile information about prospects and visitors' usage of its websites and interaction with emails from Mirakl. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you viewed a particular website tied to the web beacon, and a description of a website tied to the web beacon. For example, Mirakl may place web beacons in marketing emails that notify it when you click on a link in the email that directs you to one of the Mirakl's websites. We use web beacons to operate and improve Mirakl's websites and email communications.

PLATFORM PIONEER SUMMIT 2020

WEBSITE PRIVACY POLICY



Customer testimonials

Mirakl posts customer testimonials videos on the websites that contain data such as customer names and titles. Mirakl has obtained the consent of each customer before posting any data on such testimonials.

With whom we share it

Mirakl affiliates

Mirakl may share data about its prospects with its affiliates in order to work with them. For example, Mirakl may need to share data with its affiliate for marketing, and account management purposes.

Third-parties

Sections “Cookies” and “Web beacons” of this Policy, specifically address the data we or third parties collect through cookies and web beacons, and how you can control cookies through your web browser. Mirakl does not sell data to any third parties.

Compelled disclosure

Mirakl reserves the right to use or disclose information if required by law or if Mirakl reasonably believes that use or disclosure is necessary to protect Mirakl’s rights and/or to comply with a judicial proceeding, court order, or legal process.

Retention

We retain personal data only as long as necessary for using it in accordance with the purposes described in this Policy, or as otherwise necessary to comply with applicable laws. When your data is no longer necessary or relevant for our purposes, or required by applicable laws, we take steps to have it deleted or made anonymous.

Your rights

You have a right of access, rectification, deletion, opposition, portability, as well as a right to limit treatment. You can exercise these rights at any time by contacting our Legal Department, by email at legal@mirakl.com

In the event of an unsatisfactory response, you are entitled to lodge a complaint with a supervisory authority.

How we protect your data

Mirakl puts in place all the necessary measures to protect your data from unauthorized access to, disclosure, alteration, or loss. In particular, we use SSL certificates to encrypt our websites and only a limited number of staff have access to the data we use. We review and update our practices regularly to enhance your privacy and ensure that our internal policies are followed.

If you have found a vulnerability or would like to report a security incident, you may send an email to security@mirakl.com.

The security of our applications and infrastructure is paramount to us and our clients. At Mirakl, we value coordinated disclosure when it comes to security issues. That is why we encourage reporters to

PLATFORM PIONEER SUMMIT 2020

WEBSITE PRIVACY POLICY



privately disclose their findings and provide us with a reasonable time frame so that we can investigate, develop and deploy any necessary fix.

Data transfer

Mirakl primarily stores data in the European Union. To facilitate Mirakl's global operations, Mirakl may sometimes transfer data to our affiliates located in the United States. This Policy applies to those transfers.

Contact

If you wish to exercise your rights or if you have any question regarding this policy, please contact us at legal@mirakl.com.

Changes

Mirakl may change this policy from time to time. Make sure to check our Privacy Policy regularly.

Please note that a French translation is available on request.