

Privacy policy

1. SOURCES OF PERSONAL DATA

This statement applies to personal data that we collect from or about you, through the methods described below (see paragraph 2), from the following sources:

Sarah Marquis and Letters from the Explorer websites. These are customer-facing websites operated by or for Sarah Marquis, including sites we operate under our own domain names/URLs and mini-sites we have on independent social networks such as Facebook or Instagram (the "Websites").

E-mail, text and other electronic messaging. Electronic communications between you and Sarah Marquis.

Offline registration forms. Printed and similar registration forms that we collect, for example, through postal mail, contests and other promotions or events.

Data from other sources. Third-party social networks (such as Facebook, Google) or market research (if feedback is not provided on an anonymous basis).

2. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

Depending on how you interact with Sarah Marquis (online, offline, by phone, etc.), we collect different types of information from you, as described below.

Personal contact information. This includes any information you provide to us that enables us to contact you, such as your name, postal address, e-mail address, social network details or telephone number.

Demographic information and interests. Any information describing your demographic or behavioral characteristics. For example, your geographical location (e.g., your postal code).

Technical information about the computer/mobile device. Any information about the computer system or other technological device you use to access one of our websites or applications, such as the Internet Protocol (IP) address used to connect your computer or device to the Internet, the type of operating system you use, and the type and version of your web browser. If you access a Sarah Marquis website or application via a mobile device such as a smartphone, the information collected will also include, where permitted, your phone's unique identifier, advertising identifier, geolocation data and other similar data relating to your mobile device.

Website/communication usage information. When you browse and interact with our websites or newsletters, we use automated data collection technologies to collect certain information about your actions. This includes information such as the links you click, the pages or content you view. This information is captured using automated technologies such as cookies (browser cookies, flash cookies) and web beacons. You have the right to object to the use of these technologies; for further information, please refer to paragraph 3.

Customer feedback. This is information you voluntarily share with us about your experience using our products and services.

Customer-generated content. This is any content you create and then share with us on a social network or by uploading it to one of our websites or applications, including

the use of social networking applications such as Facebook. This may include, for example, photos, videos, personal stories or other similar media or content.

Information from third-party social networks. This refers to any information you share publicly on a social network and information that is part of your profile published on a third-party social network (such as Facebook) that you authorize said social network to share with us.

Financial and payment information. All the information we need to fulfill an order or that you use to make a purchase, such as your debit or credit card information (cardholder name, card number, expiration date, etc.) or other forms of payment (if available). In any event, we or our payment processor(s) process financial and payment information in accordance with applicable laws, regulations and security standards.

4. USE OF YOUR PERSONAL DATA

The following paragraphs describe the various purposes for which we collect and use your personal data, as well as the different types of personal data collected each time. Please note that not all the types of use listed below apply to every individual.

What we do with your personal data:

Requests. We use your personal data for customer care purposes, in particular to respond to your requests. This usually requires the use of certain contact details and personal information depending on the reason for the request (e.g., the status of an order, a question/complaint about a product, a general question, etc.).

Order processing. We use your personal data to process and dispatch your orders, to inform you of the status of your orders, to correct addresses and to carry out identity checks and other fraud detection procedures. This includes the use of certain personal data and payment information.

5. DISCLOSURE OF YOUR PERSONAL DATA

Service providers. We use external companies to help us operate our business (e.g., order fulfillment, payment processing, fraud detection, identity verification, website operations, website development). Service providers and their selected personnel are only authorized to access and use your personal data on our behalf in relation to the specific tasks assigned to them, based on our instructions, and are obliged to protect the confidentiality and security of your personal data. Where required by applicable law, we will provide you with a list of the service providers who process your personal data.

External companies using personal data for marketing purposes. We will not license or sell your personal data to outside companies who may wish to use it for marketing purposes.

6. STORAGE OF YOUR PERSONAL DATA

In accordance with applicable law, we will use your personal data for as long as necessary to fulfill the purposes for which it was collected or to comply with applicable legal requirements.

Personal data used to provide you with a personalized experience will be retained for the period permitted by applicable law.

7. DISCLOSURE, STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA

We apply various measures (mentioned below) to adequately protect the confidentiality and security of your personal data. However, please note that these protections do not apply to information you choose to share in public areas such as third-party social networks.

Persons who may have access to your personal data. Your personal data will be processed by our authorized personnel, only when necessary, according to the specific purposes for which it was collected. Measures taken in operating environments. We store your personal data in operating environments that use reasonable security measures to prevent unauthorized access. We apply reasonable standards to protect personal data. Unfortunately, the transmission of information via the Internet is not totally secure and, although we do our best to protect your personal information, we cannot guarantee the security of data during transmission via our websites/applications.

Measures we ask you to take. It is important that you help protect the security of your personal data. When you register for an online account, make sure you choose a password that will be difficult for others to guess, and never reveal your password. It is your responsibility to protect the confidentiality of this password, and you are responsible for any use of your account. If you use a shared public computer, never choose to have your login/email address or password memorized, and remember to log out of your account every time you step away from the computer. We also strongly recommend that you use the privacy settings and controls that we may provide on our websites/applications.

Transfer of your personal data. The storage and processing of your personal data may require your personal data to be ultimately stored outside your country of residence, in particular in Switzerland.

8. ACCESS TO YOUR PERSONAL DATA

Access to your personal data. If the law so provides, you and your heirs, representatives and/or agents have the right to access the information held about you, to consult it and to obtain a paper or electronic copy. You may also have the right to request information about the source of your personal data.

These rights may be exercised by contacting us using the contact form available at www.sarahmarquis.com.com. If the request does not originate from you and proof that the request is legitimately made on your behalf is not produced, the request will be refused.

Please note that any identifying information provided to us will be processed in accordance with and to the extent permitted by applicable law.