

Mirahi Privacy & Cookie Policy

Date of Last Revision: February 9th, 2023

OUR PRIVACY POLICY

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Privacy policy

Privacy is important. We respect yours and endeavour to earn your trust by being careful with your personal data. This policy gives a detailed outline of our privacy practices. It also explains how we collect and use the information you share with us when you visit, use and engage with our sites, services, mobile applications, products, and/or content.

Please keep in mind that this policy applies to all Mirahi brands, products, and services that do not have their own privacy policies or are linked to this policy. These are referred to as "Mirahi Services" or "Services."

The data controller is MIRAHI SRL, headquartered at Avenue Louise 120, 1000 Brussels, and registered in the Crossroad Bank of Enterprises under the company number BE0744815092 ("Mirahi").

Mirahi can be contacted by email for any question regarding your personal data: privacy@mirahi.io

1. Which information do we collect?

Depending on which Services you use, we collect different types of information from or about you.

In order to improve our Services, when you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to information collected automatically as "Device Information."

We collect Device Information using the following technologies:

- "Log files" track actions occurring on the Site, and collect data including your IP address,

browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons” and “tags” are electronic files used to record information about how you browse the Site.

Additionally, when you make a purchase or attempt to make a purchase through one of our Sites, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. This information is referred to as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

Email from Mirahi

Sometimes, if you purchase products/services or contact us, we might send administrative emails about product or service changes, or new policies. You can’t opt out of them as they are required to execute our Services. You can always unsubscribe or opt out of non-administrative emails such as digests or other email notifications when you receive an email.

Disclosure of your information

As a rule, we do not share your personal information outside the company. We also won’t sell your personal information.

We may share your personal information with third parties in limited circumstances, such as: (1) with your consent; (2) to a vendor or partner who meets legal requirements towards data protection and our data protection standards; or (3) when we have a good faith belief it is required by law, such as pursuant to a legal process.

If we must share your information in response to a legal process, you will be notified in advance so you can challenge it (for instance, by seeking court intervention), unless we are prohibited from doing so by law or court order. We will object to improper requests for information about our site users.

In the event of merging with another company, and your information would become subject to a different privacy policy, we will notify you before the transfer takes place. You can opt out of the new policy by unsubscribing via an email during the notice period.

Information about payments

If you use our Services for purchases or financial transactions, such as for example when you buy products on the Konbini Mirahi shop, we collect information about the purchase or transaction. This includes your payment information, such as 4 last digits of your credit card number, and other account and authentication information, as well as billing and contact details.

Security measures

We have appropriate technical and organisational security measures in place to ensure the security of your information and to protect it against deliberate or accidental manipulation, destruction, loss or unauthorised access.

Despite our efforts regarding security, it is important to bear in mind that the Internet is not a secure

means of communication. Personal information communicated through the Internet may be intercepted by others. We cannot guarantee the security of personal information sent to us through this Site. By using this Site and entering your personal data, you accept that you are using this Site at your own risk.

2. How do we use your personal information?

We use all the information at our disposal to help us provide and support our Services. Here's how:

Provide, improve and develop Services

We are able to deliver our Services by using your information to understand how you use and interact with our Services and the people or things you're connected to and interested in our Services, whether on- or offline. We also use the gathered information to provide shortcuts and suggestions to you.

We conduct surveys and research, test features in development, and analyse collected data to evaluate and improve products and services, develop new products or features, and conduct audits and troubleshooting activities.

Communicate with you

We use your information to communicate with you about our Services and to inform you about our policies and terms. We also use your information to respond to your inquiries and to send you marketing communications (which you can always unsubscribe to via email).

Show and measure ads and Services

We use the information we collected to improve our advertising and analytics so we can show you relevant ads on and of our Services, as well as measure their effectiveness and reach.

Cookies or other tracking technologies

We use cookies and similar technologies to provide and support our Services and each of the uses outlined and described in this section of our policy. In order to improve our Services, to provide you with more relevant content and to analyse how visitors use our Site, we may use technologies such as cookies, pixels or tracking software.

Please be aware that in most cases we will not be able to identify you based on the information we collect using these technologies. For example, we use software to monitor customer traffic patterns and website usage to help us develop the design and layout of the website in order to improve our website visitors' experience.

This software does not enable us to collect any personal data. In order to understand how our customers interact with our emails and content, we use pixels to determine if our emails are opened or if the content of our emails is displayed in text or html form.

We also may use cookies on our Site or in our emails. Cookies are small pieces of information stored by your browser on your computer's hard drive. They enable you to navigate our Site and allow us to provide features such as remembering aspects of your previous search to make subsequent searches faster. We track commercial emails in order to follow-up later.

You can delete cookies if you wish. Although certain cookies are required for viewing and navigating our Site, the majority of features are still accessible without cookies. Read our Cookie Policy for more information on how we use cookies and how to remove them.

3. How is this information shared?

We work with third party companies that assist us in providing and improving our Services or who use advertising or related products, to enable business operations.

Here are the types of third parties we can share your information with:

- **Measurement and Analytics Services.**
We do not share information that personally identifies you (personally identifiable information is information like name or email address that can by itself be used to contact or identify you) with measurement or analytics partners.
- **Vendors, service providers and other partners.**
We transfer information to vendors, service providers, and other partners who globally support our business, such as providing technical infrastructure services, analysing how our Services are used, measuring services' effectiveness, providing customer service, and facilitating payments. These partners must adhere to strict confidentiality obligations in accordance with this Privacy Policy.

Agreements entered with vendors and partners must guarantee their compliance with general data protection regulations. For example, we use Shopify as a core technology of our online store—you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>.

4. What are your data protection rights?

Mirahi would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- The right to access - You have the right to request Mirahi for copies of your personal data.
- The right to rectification - You have the right to request that Mirahi correct any information you believe is inaccurate. You also have the right to request Our Company to complete information you believe is incomplete.

- The right to erasure - You have the right to request that Mirahi erase your personal data, under certain conditions.
- The right to restrict processing - You have the right to request that Mirahi restrict the processing of your personal data, under certain conditions.
- The right to object to processing - You have the right to object to Mirahi's processing of your personal data, under certain conditions.
- The right to data portability - You have the right to request that Mirahi transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: privacy@mirahi.io

5. How can we contact Mirahi with questions?

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to the dedicated Mirahi email address - privacy@mirahi.io

6. Changes to our privacy policy

Mirahi keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 9 February 2023.

7. How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Mirahi has not addressed your concern in a satisfactory manner, you may contact the Authority of Data Protection (ADP).

Email: contact@apd-gba.be

Cookie Policy

1. General

Mirahi SRL, registered office at Avenue Louise 120, 1000 Brussels and VAT number BE0744.815.092, is responsible for the content of the websites <https://mirahi.io>, <https://garden.mirahi.io> and all related websites owned by the company (The Sites).

2. Cookies

Information on our use of Cookies

Due to GDPR regulation, all Sites are obliged to ask for your permission before using or storing cookies and similar technologies on your computer(s) or mobile devices. This Cookie Policy gives you clear and complete information on the cookies we use and their purposes. Please read our Cookie Policy thoroughly to know the privacy and cookie rules that govern our Sites.

For further information about this Cookie Policy, you can contact us via email at privacy@mirahi.io

Some third-party services that we use, such as Plausible Analytics, may place their own cookies in your browser. This Privacy Policy covers the use of cookies by Mirahi only and not the use of cookies by third parties.

What are cookies?

A cookie is a small text and/or number file that we save in your browser or on your computer's hard disk or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time and prevents you from having to re-enter them whenever you come back to the site or browse between pages.

When you visit our Sites, you will be asked for permission for the different cookies we use.

Your permission

When you visit our Sites for the first time you will be asked to accept cookies placed by us.

Change your browser settings

We would like to draw your attention to the fact that web browsers allow you to change your cookie settings. These settings are typically found in the 'options' or 'preferences' menu of your web browser.

You can delete any cookies that are already on your computer, and most browsers can be configured to prevent new ones from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site, and some services and functionalities may not function properly.

The following links can help you understand these settings better. In case something is still not clear, you can consult the 'Help' function in your web browser for more details.

- Google Chrome: deleting current cookies and refusing of new cookies, click [here](#).
- Internet Explorer: deleting current cookies and refusing of new cookies, click [here](#).
- Firefox/Mozilla: refusing new cookies, click [here](#).
- Firefox/Mozilla: deleting current cookies, click [here](#).
- Safari: deleting current cookies and refusing of new cookies, click [here](#).
- Opera: deleting current cookies and refusing of new cookies, click [here](#).

Please note that if you use multiple devices to visit our Sites, you need to ensure that your cookie preferences are adjusted on each device's browser.

When you first visit our Sites, you can easily accept or reject the cookies by clicking on the appropriate button, i.e. "I accept cookies" or "I refuse cookies".

More information about cookies

You can find more useful information about cookies here: <http://www.allaboutcookies.org>

Do not track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

How do we use cookies?

Mirahi SRL uses cookies for 3 main reasons:

- To improve the use and functionalities of its Sites;
- To analyse how users use the Sites for statistical purposes;
- To show users personalised information.

Moreover, there are different types of cookies that we use.

- Necessary cookies enable users to navigate through a website and use the functions of a website.
- Performance cookies collect data on the use of a website, like the number of visitors, the time that visitors spend on a webpage and error notifications. We use e.g. Plausible Analytics (collects certain amount of data about the use of our Sites and reports visitor statistics).
- Functional cookies increase the usability of our Sites by remembering your choices (for example language preferences, region, login).
- HubSpot (tracks email openings and document views).

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