

**Last update: 01/05/2018**



## **Privacy Policy**

Your privacy is one of Urban Seller's main priorities. We trust you to trust us.

### **Introduction**

This privacy policy ("Policy") applies to the Urban Seller ("Us", "We") website and the online and offline services associated with it.

This statement is used to inform the website visitors ("You", "Customer") how personal data is collected, disclosed, used, and protected.

If you choose to use Urban Seller Product and Services, then you agree to the collection and use of information in relation with this policy. We will not use or share your information with anyone except as described in this Privacy Policy.

This Policy includes Privacy Statement and the Website Privacy Statements.







### **Changes to the Privacy Policy**

Urban Seller reserves the right to change the Privacy Policy and the lasted update will be shown on top of this statement.

## **Information Collection**

Urban Seller may collect and process information from you in different ways, when you use our website and our services. In general, we collect two main types of information:

### **Personal information**

-  Personal information, such as your name, title, company name, email address, job function or position, social media details, postal address and telephone number. This information you provide by completing forms on the Site, including when you register as a subscriber, customer or partner to any service, request any information, or enter into any competition or promotion we may sponsor;
-  Information relating to other people, to us, or to our service providers, in connection with the Sites, you represent that you have the authority to do so and to permit us to use the information in accordance with this privacy policy;
-  IP Address which is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP); this may be identified and logged automatically in our server log files whenever you access the Site, along with the time of the visit and the page(s) that you visited. Collecting IP addresses is standard practice and is done automatically by many websites, applications and other services. We use IP addresses to calculate usage levels of the Site, help diagnose problems with its servers, administer the Site, and monitoring the regions from which you navigate to our Site;
-  Linked to with a customer account sign-in facility, your log-in and password details;
-  Details of any transactions made by you through the Site;
-  Communications you send to us, for example to report a problem or to submit queries, concerns or comments regarding the Site or its content;





You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we


may not be able to provide you with certain services.


### **Non-Personal Information**


Non-Personal Information is any other information that does not reveal your specific identity or does not directly relate to an identifiable individual. This might include, for example, browser and device information; information collected through cookies, and other technologies; demographic information and other information provided by you; or aggregated information. We use this information to facilitate our operation of the Sites and for other purposes described below.


### **The way Urban Seller collects data**

-  **Through the Site:** Urban Seller may collect information through the Site, e.g., when you request a free trial or demo, contact us, subscribe to our email, download knowledge base content, or log in to use our Site.
-  **Offline:** Urban Seller may collect information from you offline, such as when you attend one of our events, during phone calls with sales representatives, when you contact customer service or technical support team.
-  **Through You:** Urban Seller may collect information such as your location or your preferred means of communication when you voluntarily provide it. Note that there is no legal obligation for you to provide us with personal information and any information collected by us will be provided by you at your own will and with your consent.
-  **Information through Other Sources:** In order to enhance our ability to provide relevant marketing, offers, and services to you, we may obtain information about you from other sources, such as public databases, joint referral and/or marketing partners, social media platforms, as well as from other third parties.

 **Through Your Browser or Device:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and the name and version of the Site (such as the Apps) you are using.

 **Through Your Use of our web application:** When you use the Urban Seller platform we and our service providers may track and collect usage data, such as the date and time the platform on your device accesses our servers and what information and files have been downloaded to the platform based on your device number.

 **Through Other Technologies:** Urban Seller may use other technologies to collect information. Urban Seller may use third parties to serve advertisements on other websites that may be of interest to you, based on information collected about your use of our Site and other websites. To do so, these companies may place or recognize a unique technology on your browser. Urban Seller may not recognize automated browser signals regarding tracking mechanisms, which may include 'do not track' instructions. We also use web analytics services, which include Google Analytics. Urban Seller also uses Google AdWords.

 **Through Cookies:** When you visit our Website, our aim is to provide you with worthwhile and smooth experience. To be able to do so, we may place a number of cookies in your browser. These are required to enable to hold session information as you navigate within the Urban Seller's website. For example, we use cookies to understand visitor and user preferences, improve their experience, and track and analyze usage, navigational and other statistical information. You can control the use of cookies at the individual browser level. However, please have in mind,

that by blocking or deleting cookies used on the website, you may not be able to take full advantage of the website and your ability to use some features or areas of the website may be limited.

We may use any of the following categories of cookies on the Websites as detailed below.

The cookies used by Urban Seller falls within one of the four following categories:

<b>Cookies Category</b>	<b>Cookie purpose / Description</b>
1. Necessary Cookies	Necessary cookies help make our website usable by enabling basic functions like page navigation and access to secure areas of the website. Urban Seller's website cannot function properly without these cookies. Without these cookies, services you have asked for, like identification when you log in to our website, cannot be provided.
2. Statistics or Analytics Cookies	These cookies track information about the visitors of our website, in order to understand the visitors' interaction with the website by collecting and analysing the information. For example: collect and report website users' behaviour, which enables Urban Seller to provide more relevant content or/and suggest activities.
3. Preference or Functionality	When user visits Urban Seller's website the preference cookies are used to remember information that changes the way the website behaves or looks (such as your preferred language or the region that you are in). The preference cookies store that information, so next time you visit the website you will no longer have to set them.
4. Marketing or Targeting Cookies	Marketing cookies are used with the intention to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers. For example, these cookies remember which browsers have visited the Urban Seller's website.






In addition to using cookies on our Websites as described above, we also use cookies and other tracking technologies in connection with your access to and use of the products and services which we market for subscription on our Websites (our "Services").


## Information use, storage, sharing and transfer

### Use of Information

Urban Seller use your personal information to process your requests or transactions, to provide you with information or services you request, to inform you about other information, events, promotions, products or services we think will be of interest to you, to facilitate your use of, and our administration and operation of, the Website and services and product, and to otherwise serve you and our users.

For example, we may use your personal information:

-  to request feedback and to enable us to develop, customize and improve the Web site and our publications, products and services;
-  to conduct marketing analysis, to send you surveys or newsletters, to contact you about services, products, activities, special events or offers from Urban Seller or our partners and for other marketing, informational, product and service development and promotional purposes;
-  to send you a welcoming email and to contact you about your use of the Web site and services; to respond to your emails, submissions, comments, requests or complaints; to perform after-sales services; to anticipate and resolve problems with our service; to respond to customer support inquiries, for assistance with our product and service development; and to inform you of updates to products and services from Urban Seller that better meet your needs;
-  to send and receive order and customer information from third-party websites in which you have an account for the purposes of the services of our website, product and services or other purposes about which we notify you;
-  Urban Seller may post testimonials on the Website that may contain personal information. We obtain your consent to post your name along with your feedback. If you wish to update or delete your testimonial, you can contact us at [privacy@urbanseller.com](mailto:privacy@urbanseller.com)

 if a Customer choose to use Urban Seller referral service to tell a friend about our products and services, we will ask You for your friend's name and email address. We will automatically send your friend an email with an invite to visit the Website and will store this information for the purpose of sending this initial email, tracking the success of our referral program and other marketing activities. Your referral may contact us at [privacy@urbanseller.com](mailto:privacy@urbanseller.com) to request to delete this information from our data base.

### **Information Storage**

All the information a customer submits through the Urban Seller website is sent to and stored on secure servers located in Switzerland, European Economic Area (EEA) and in the United Kingdom. Information submitted by you may also be transferred by Urban Seller to our other offices and/or to the third parties mentioned in the circumstances described below (see Information sharing), which may be situated outside the EEA and may be processed by staff operating outside the EEA. The countries concerned may not have similar data protection laws to the EEA. Where we transfer your information we will take all reasonable steps to ensure that your privacy rights continue to be protected. Customer agrees to the storing, processing and/or transfer of information by submitting data through the website, the platform or when subscribing for Services.

### **Information Sharing**

Urban Seller may disclose aggregate statistics about visitors to the website, customers and sales in order to describe our product and services to prospective partners, advertisers, sponsors and other reputable third parties and for other lawful purposes.

Urban seller may also disclose your personal information to any of our affiliates, or to our agents or contractors who assist us in providing the product and the services we offer through the website, processing transactions, fulfilling requests for information, receiving and sending

communications, updating marketing lists, analyzing data, providing support services or in other tasks, from time to time. Our team and contractors will only use your information to the extent necessary to perform their main tasks and accordingly, the product features.

Where a Customer consent, Urban Seller may share Customer information with other related parties and any entity who is under common control. In the event that we undergo re-organization or are sold to a third party, a Customer agree that any personal information Urban Seller holds about a Customer may be transferred to that re-organized entity or third party.

Also, Urban Seller may disclose Customer's personal information if required to do so by applicable law, lawful government requests or if we believe that such action is necessary to prevent fraud or cybercrime to operate our product or service systems properly or to protect our Website, or the rights, property or personal safety of Urban Seller or any individual.

### **Information Transfers**

After a Customer completes Urban Seller's registration form for using our product or services, Urban Seller may transfer Customer's information to processors outside the EEA. The data transfer will be done with the appropriate measures, procedures and controls in place to protect your information in accordance with the applicable data protection legislation.

### **External links / Links to Other Sites**

Our Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over, and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.



## **Children's Privacy**

Our Services are not intended for anyone under the age of 18. They are specifically build for business purposes. We do not knowingly collect personal identifiable information from children under 18. In the case we discover that a child under 18 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

## **Payment processing**

Payment details Customer provides will be encrypted using secure sockets layer (SSL) technology before they are submitted to Urban Seller over the internet. Payments made on the website are made through our payment gateway provider, Stripe. You will be providing credit or debit card information directly to Stripe which operates a secure server to process payment details, encrypting your credit/debit card information and authorizing payment. Information which Customer supplies to Stripe is not within our control and is subject to Stripe's own privacy policy and terms and conditions.

## **Security**

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

## **Your rights**

You have a legal right under the EU Directive on Data Protection (Directive) and the Swiss Federal Act on Data Protection, to a copy of all the personal information about Customer held by Urban Seller. On request, Urban Seller will provide you with a copy of this information subject to a fee not exceeding the permitted statutory maximum. You also have a right to correct any errors in that information. As mentioned above, you as a Customer have a right to prevent the use of your personal information for direct marketing purposes.

More information on data privacy rights is available directly from the Swiss Data Protection Commissioner.

Customer may inform us of any changes in the personal data, and in accordance with Urban Seller's obligations under the data protection legislation we will update or delete your personal data accordingly. To find out what personal data we hold in respect of you or to have your personal data updated, amended or removed from our database, please contact us at [privacy@urbanseller.com](mailto:privacy@urbanseller.com)

## **Contact Us**

If you have any questions or suggestions, regarding Urban Seller's Privacy Policy, do not hesitate to contact us.

URBAN SELLER SA

Via postal mail: 6 Chemin de la Californie, Vesenaz, 1222 Geneva, Switzerland

Via email: [privacy@urbanseller.com](mailto:privacy@urbanseller.com)

We, at Urban Seller, take any privacy complaint seriously and any complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner. We request that you, our Customers, cooperate with us during this process and provide us with any relevant information that we may need.