

THE DEMATERIALISED PRIVACY POLICY

1. OUR APPROACH TO PRIVACY

- 1.1 The Dematerialised Ltd. ("**The Dematerialised**", "**we**", "**our**" or "**us**") operates an e-commerce marketplace platform for digital fashion and luxury NFTs, which we make available through our website <https://thedematerialised.com> (our "**Website**") (the "**Service**").
- 1.2 The Dematerialised is committed to protecting and respecting your privacy. This Privacy Policy sets out how we collect, store, process, transfer, share and use data that identifies or is associated with you ("**personal information**") and information regarding our use of cookies and similar technologies when you use the Service.
- 1.3 Please ensure that you have read this Privacy Policy and [Terms of Service](#) and have understood how we collect, store, use and disclose your personal information as described in this Privacy Policy before accessing or using the Service.

2. WHO IS RESPONSIBLE FOR THE USE OF YOUR PERSONAL INFORMATION

The Dematerialised is the controller of the personal information we hold about you in connection with your use of the Service. This means that we determine and are responsible for how your personal information is used.

3. PERSONAL INFORMATION WE COLLECT FROM YOU WHEN YOU USE THE SERVICE, AND HOW WE USE IT

- 3.1 We collect personal information that you voluntarily submit directly to us when you use the Service. This can include information you provide to us when you set up an account on the Website, purchase a product, correspond with us by phone, e-mail or otherwise, subscribe to our newsletters or other forms of marketing communications, or use some other feature of the Service.
- 3.2 This information may include, for example, your contact and payment details. We will indicate to you if the provision of certain personal information is mandatory or optional. If you choose not to provide any personal information marked as mandatory, we may not be able to respond to your queries or provide other services to you or respond to your other requests.
- 3.3 The table at **Annex 1** [\[link to Annex 1 below\]](#) sets out in detail the categories of personal information we collect about you and how we use that information when you use the Service, as well as the legal basis which we rely on to process the personal information and recipients of that personal information.

4. INFORMATION WE COLLECT ABOUT YOU AUTOMATICALLY

- 4.1 We also automatically collect personal information indirectly about how you access and use the Website, and information about the device you use to access the Website when you use our Service or otherwise engage with us. We use this information to provide to you the

features and functionality of the Website, to monitor and improve the Website and to develop new products and services. We typically collect this information through a variety of tracking technologies, including cookies, [embedded scripts, location-identifying technologies, file information, and similar tracking technologies].

- 4.2 The table at **Annex 2** [\[link to Annex 1 below\]](#) sets out in detail the categories of personal information we collect about you automatically and how we use that information. The table also lists the legal basis which we rely on to process the personal information and recipients of that personal information. For more information on cookies and other tracking technologies we use, please see Section 10 below.
- 4.3 We may link or combine the personal information we collect about you and the information we collect automatically. This allows us to provide you with a personalised experience regardless of how you interact with us.
- 4.4 We may anonymise and aggregate any of the personal information we collect (so that it does not directly identify you). We may use anonymised information for purposes that include testing our IT systems, research, data analysis, improving the Website and developing new services and features. We may also share such anonymised and aggregated information with others.

5. HOW LONG WILL WE STORE YOUR PERSONAL INFORMATION

- 5.1 We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of our legitimate business interests and satisfying any legal or reporting requirements.
- 5.2 To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and the applicable legal requirements.

6. RECIPIENTS OF PERSONAL INFORMATION

- 6.1 We may share your personal information with the following (as required in accordance with the purposes set out in Annexes 1 and 2):
 - (a) **Service providers and advisors:** we may share your personal information with third party vendors and other service providers that perform services for us or on our behalf, which may include providing professional services, such as legal and accounting services, mailing, payment, blockchain, fraud prevention, web hosting, or providing analytic services.

We have listed examples of specific service providers that we use in Annexes 1 and 2.

- (b) **Purchasers and third parties in connection with a business transaction:** your personal information may be disclosed to third parties in connection with a

transaction, such as a merger, sale of assets or shares, reorganisation, financing, change of control or acquisition of all or a portion of our business.

- (c) **Law enforcement, regulators and other parties for legal reasons:** we may share your personal information with third parties as required by law or if we reasonably believe that such action is necessary to (i) comply with the law and the reasonable requests of law enforcement; (ii) detect and investigate illegal activities and breaches of agreements, including our Terms of Service; and/or (iii) exercise or protect the rights, property, or personal safety of The Dematerialised, its users or others.

7. MARKETING AND ADVERTISING

- 7.1 From time to time we may contact you with information about our products and services, including sending you marketing messages and asking for your feedback on our products and services.
- 7.2 Most marketing messages we send will be by email, social media direct message or via Discord. For some marketing messages, we may use personal information we collect about you to help us determine the most relevant marketing information to share with you.
- 7.3 We will only send you marketing messages if you have given us your consent to do so. You can withdraw your consent at a later date by clicking on the unsubscribe link at the bottom of our marketing emails. We automatically process all unsubscribe requests. You may not opt out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the Service, technical and security notices).

8. STORING AND TRANSFERRING YOUR PERSONAL INFORMATION

- 8.1 **Security.** We implement appropriate technical and organisational measures to protect your personal information against accidental or unlawful destruction, loss, change or damage. All personal information we collect will be stored by our cloud hosting provider on secure servers. We will never send you unsolicited emails or contact you by phone requesting your account ID, password, credit or debit card information or national identification numbers.
- 8.2 **International Transfers of your Personal Information.** The personal information we collect may be transferred to and stored in countries outside of the jurisdiction you are in where we and our third-party service providers have operations. If you are accessing our Website from the UK or European Economic Area ("**EEA**"), your personal information may be processed outside of the UK / EEA.
- 8.3 In the event of such a transfer, we ensure that: (i) the personal information is transferred to countries recognised as offering an equivalent level of protection; or (ii) the transfer is made pursuant to appropriate safeguards, such as standard data protection clauses adopted by the European Commission for the transfer of personal information.

8.4 We will take appropriate steps to ensure that your personal information is treated securely and in accordance with applicable law and this privacy policy regardless of where it is processed.

8.5 If you wish to enquire further about these safeguards used, please contact us using the details set out at the end of this Privacy Policy.

9. YOUR RIGHTS IN RESPECT OF YOUR PERSONAL INFORMATION

9.1 In accordance with applicable privacy law you have the following rights in respect of your personal information that we hold:

(a) **Right of access.** You have the right to obtain:

- (i) confirmation of whether, and where, we are processing your personal information;
- (ii) information about the categories of personal information we are processing, the purposes for which we process your personal information and information as to how we determine applicable retention periods;
- (iii) information about the categories of recipients with whom we may share your personal information; and
- (iv) a copy of the personal information we hold about you.

(b) **Right of portability.** You have the right, in certain circumstances, to receive a copy of the personal information you have provided to us in a structured, commonly used, machine-readable format that supports re-use, or to request the transfer of your personal data to another person.

(c) **Right to rectification.** You have the right to obtain rectification of any inaccurate or incomplete personal information we hold about you without undue delay.

(d) **Right to erasure.** You have the right, in some circumstances, to require us to erase your personal information without undue delay if the continued processing of that personal information is not justified.

(e) **Right to restriction.** You have the right, in some circumstances, to require us to limit the purposes for which we process your personal information if the continued processing of the personal information in this way is not justified, such as where the accuracy of the personal information is contested by you.

(f) **Right to withdraw consent.** If you have provided consent for the processing of your personal information, you have the right to withdraw your consent. If you withdraw your consent, this will not affect the lawfulness of our use of your personal information before your withdrawal.

9.2 You have a right to object to any processing based on our legitimate interests. There may, depending on the particular circumstances, be compelling reasons for continuing to process your personal information despite your objection, and we will assess and inform you if that is the case. You can object to marketing activities for any reason.

9.3 If you wish to exercise one of these rights, please contact us using the contact details at the end of this Privacy Policy.

9.4 You also have the right to lodge a complaint to your local data protection authority. If you are based in the European Union, information about how to contact your local data protection authority is available [here](#). If you are based in the UK, information about how to contact your local data protection authority is available [here](#).

10. COOKIES AND SIMILAR TECHNOLOGIES USED ON OUR WEBSITE

10.1 Our website uses cookies and similar technologies such as pixels and Local Storage Objects (LSOs) like HTML5 (together "**cookies**") to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to monitor and analyse how you use and interact with our website so that we can continue to improve our website. It also helps us and our advertising partners to determine products and services that may be of interest to you, in order to serve you targeted advertisements.

10.2 Cookies are pieces of code that allow for personalisation of our website experience by saving your information such as user ID and other preferences. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes.

10.3 Although we do our best to honor the privacy preferences of our users, we are unable to respond to Do Not Track signals set by your browser at this time.

10.4 We use the following types of cookies:

(a) **Strictly necessary cookies.** These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website, use a shopping cart or make use of e-billing services.

(b) **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.

(c) **Functionality cookies.** These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

10.5 Please see **Annex 3** for more information about the cookies we use on the Website.

10.6 The cookies we use are designed to help you get the most from the Website but if you do not wish to receive cookies, most browsers allow you to change your cookie settings. Depending on your mobile device and operating system, you may not be able to delete or block all cookies. Please note that if you choose to refuse all cookies you may not be able to use the full functionality of our Website. These settings will typically be found in the "options" or "preferences" menu of your browser. In order to understand these settings, the following links may be helpful, otherwise you should use the "Help" option in your browser for more details.

- (a) [Cookie settings in Internet Explorer](#)
- (b) [Cookie settings in Firefox](#)
- (c) [Cookie settings in Chrome](#)
- (d) [Cookies settings in Safari web](#) and [iOS](#).

10.7 If you would like to find out more about cookies and other similar technologies, please visit www.allaboutcookies.org or the Network Advertising Initiative's online sources at www.networkadvertising.org. We and our third-party partners may also use cookies and tracking technologies for advertising purposes.

10.8 Please note that deleting or blocking cookies may not be effective for all types of tracking technologies, such as Local Storage Objects (LSOs) like HTML5.

11. **[TRACKING TECHNOLOGIES USED IN OUR EMAILS**

11.1 Our emails may contain tracking pixels that identify if and when you have opened an email that we have sent you, how many times you have read it and whether you have clicked on any links in that email. This helps us measure the effectiveness of our marketing email campaigns, make the emails we send to you more relevant to your interests and to understand if you have opened and read any important administrative emails we might send you.

11.2 Most popular email clients will allow you to block these pixels by disabling certain external images in emails. You can do this through the settings on your email client – these generally give you the option of choosing whether emails will display "remote images", "remote content" or "images" by default.

11.3 Some browsers also give you the option of downloading and installing extensions that block pixels and other tracking technologies].

12. **CONTROL OVER YOUR INFORMATION**

You may update your profile information, such as your contact information, and may change some of your data sharing preferences on your Account page/by using the contact details at the end of this Privacy Policy.

13. LINKS TO THIRD PARTY SITES

The Service may, from time to time, contain links to and from third party websites, including those of other users, our partner networks, advertisers, partner merchants, news publications, retailers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for their policies. Please check the individual policies before you submit any information to those websites.

14. OUR POLICY TOWARDS CHILDREN

The Service is not directed at persons under 18. We do not knowingly collect or solicit personal information from any persons under the age of 18. In the event that we learn that we have inadvertently collected personal information from a child under age 18, we will delete that information as quickly as possible. If you believe that we might have any information from a child under 18, please contact us using the contact details at the end of this Privacy Policy.

15. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time and so you should review this page periodically. When we change this Privacy Policy in a material way, we will update the "last modified" date at the end of this Privacy Policy. Changes to this Privacy Policy are effective when they are posted on this page.

16. NOTICE TO YOU

If we need to provide you with information about something, whether for legal, marketing or other business-related purposes, we will select what we believe is the best way to get in contact with you. We will usually do this through email or by placing a notice on the Service. The fact that we may send notices to you will not stop you from being able to opt out of certain types of contact as described in this Privacy Policy.

17. CONTACTING US

17.1 Please contact Support@thedematerialised.com if you have any questions, comments and requests regarding this Privacy Policy.

17.2 This Privacy Policy was last modified on 06/11/2022.

ANNEX 1 – PERSONAL INFORMATION YOU PROVIDE TO US

Category of personal information	How we may use it	Legal basis for the processing	Recipients of personal information
Account information such as your first name, last name and e-mail address.	We may use this information to process any orders that you make by using the Service.	The processing is necessary for the performance of a contract with you and to take steps prior to entering into a contract with you.	We may share this information with: <ul style="list-style-type: none"> ● Lukso Blockchain GmbH who operate the LUKSO blockchain and Universal Profile infrastructure where the NFTs are stored. ● Where you give us your consent, we may share your personal information with a brand partner so that they can contact you (the customer) directly for certain utilities like Made to Order Physical Products or to add you (them) to community groups on Discord. ● SendGrid, our email marketing service provider. ● Mailchimp, our email marketing service provider
	We also use this information to set up and authenticate your personal profile account for purchasing.	The processing is necessary for the performance of a contract with you and to take steps prior to entering into a contract with you.	
	We may use this information to deal with enquiries and complaints made by or about you relating to the Service.	The processing is necessary for our legitimate interests, namely administering the Service, and for communicating with you effectively to respond to your queries or complaints.	
	We may use this information to communicate with you, including sending service-related communications.	The processing is necessary for the performance of a contract with you.	
	We may use this information to send you unsolicited marketing communications in accordance with your preferences.	We will only use your personal information in this way to the extent you have given us consent to do so.	
Chat and comments. When you contact us directly, e.g. by email or phone, we will record your comments and opinions.	We may use this information to address your questions, issues and concerns.	The processing is necessary for our legitimate interests, namely communicating with users and responding to queries, complaints and concerns.	We do not share this information.

Category of personal information	How we may use it	Legal basis for the processing	Recipients of personal information
	We may use this information to develop new products and features available through the or otherwise improve the Service.	The processing is necessary for our legitimate interests, namely developing and improving the Service.	
Payment and transaction information , such as your credit or debit card details, payment authentication code, billing address, country of residence, and other information such as date and time of your transaction.	We may use this information to process the payments you make or receive through the Service.	The processing is necessary for the performance of a contract.	We may share this information with Stripe , our online payment processing provider, and Coinbase , our cryptocurrency exchange platform provider, in order to identify you so that you can make and receive payments through the Service to enable you to make payments through the Service.
Your preferences , such as preferences set for notifications, marketing communications, how the Service is displayed and the active functionalities on the Service.	We use this information to provide notifications, send news, alerts and marketing communications and provide the Service in accordance with your choices.	The processing is necessary for our legitimate interest, namely ensuring the user receives the correct marketing and other communications, and that this is displayed in accordance with the user's preferences.	We may share this information with our brand partners, to ensure that we and our brand partners comply with your preferences with respect to the types of emails and messages and other communications that are sent to you.
	We use this information to ensure that we comply with our legal obligation to send only those marketing communications to which you have consented.	The processing is necessary for compliance with a legal obligation to which we are subject.	

Category of personal information	How we may use it	Legal basis for the processing	Recipients of personal information
All personal information set out above.	We may use all the personal information we collect to operate, maintain and provide to you the features and functionality of the Service, to communicate with you, to monitor and improve the Service and business, and to help us develop new products and services.	The processing is necessary for our legitimate interests, namely to administer and improve the Service.	As described above and in Section 6.

ANNEX 2 – PERSONAL INFORMATION COLLECTED AUTOMATICALLY

Category of personal information	How we may use it	Legal basis for the processing	Recipients of Personal Data
Your IP address, blockchain address, blockchain transaction hash.	We may use this information to detect fraud or suspicious activity in relation to your account.	The processing is necessary for our legitimate interests, namely to protect our business and your account from fraud and other illegal activities.	We may share this information with: Coinbase in order to identify you so that you can make and receive payments through the Service to enable you to make payments through the Service.
	We may use this information to localise features of the Service.	The processing is necessary for our legitimate interest, namely localising features of the Service and tailoring the Service so that it is more relevant to our users.	
	We may use this information to process the payments you make or receive through the Service.	The processing is necessary for the performance of a contract.	
	Where you have given us your consent to send you marketing communications, we will use this information during the e-mail marketing process.	The processing is necessary for our legitimate interests, namely to administer the marketing communication.	
Information about how you access and use the Service. For example, how frequently you access the Service, the time you access the Service and how long you use it for, the approximate location that you access	We may use information about how you use and connect to the Service to present the Service to you on your device.	The processing is necessary for our legitimate interests, namely to tailor the Service to the user.	

Category of personal information	How we may use it	Legal basis for the processing	Recipients of Personal Data
the Service from, the site from which you came and the site to which you are going when you leave our Website, the Website pages you visit, the links you click, and other actions you take on the Service.	We may use this information to monitor and improve the Service and business, resolve issues and to inform the development of new products and services.	The processing is necessary for our legitimate interests, namely to monitor and resolve issues with the Service and to improve the Service generally.	
Log files and information about your device. We also collect information about the tablet, smartphone or other electronic device you use to connect to the Service. This information can include details about the type of device, unique device identifying numbers, operating systems, browsers and applications connected to the Service through the device, your mobile network, your IP address and your device's telephone number (if it has one).	We may use information about how you use and connect to the Service to present the Service to you on your device.	The processing is necessary for our legitimate interests, namely to tailor the Service to the user.	
	We may use this information to monitor and improve the Service and business, resolve issues and to inform the development of new products and services.	The processing is necessary for our legitimate interests, namely to monitor and resolve issues with the Service and to improve the Service generally.	

ANNEX 3 – COOKIES

Cookie Name	Type of cookie	First- or Third- Party Cookie	When is the Cookie set	Persistent or Session Cookie	Purposes / Additional information
_ga	Analytical/ Performance	Third Party	First visit to Website	Persistent - expires after 2 years	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. You can learn more about Google's practices at http://www.google.com/policies/privacy/partners and view its currently available opt-out options at https://tools.google.com/dlpage/gaoptout .
_gid	Analytical/ Performance	Third Party	First visit to Website	Persistent - expires after 24 hours	
__stripe_sid	Strictly Necessary	Third Party	When undertaking a transaction	30 mins	More info here https://stripe.com/en-gb-es/cookie-settings
__stripe_mid	Strictly Necessary	Third Party	When undertaking a transaction	One year	See above
refreshToken	Strictly Necessary	First Party	On login	In 48 hours or until logging out	This cookie is used only for refreshing accessToken for accessing the Service.
_hj*	Analytical/Performance	Third Party	First visit to Website	Session	Hotjar analytics. * means multiple cookies with different suffixes.