

General Sales and Supply Conditions of Innovative Brands B.V., established at Orteliusstraat 108, 1057BG in Amsterdam. Filed under number 854053232, Chamber of Commerce in Amsterdam.

Article 1. Definitions

Paragraph 1:

In these General Conditions the following definitions shall apply: Vendor: the user of these General Conditions; Customer or Client: the party in a (pre-)contractual relationship with the Vendor.

Paragraph 2:

In these General Conditions where the term "goods" is used it is understood to mean items as well as services to be delivered by the Vendor, including advice and creative expressions.

Article 2 Applicability.

Paragraph 1:

Unless otherwise agreed upon in writing, these General Sales and Supply Conditions are applicable to every agreement between Vendor and Client.

Paragraph 2:

The provisions of the preceding paragraph also apply to (further or additional) agreements between Vendor and Client in which the applicability of these General Sales and Supply Conditions is not specifically (explicitly) invoked.

Article 3 Offers.

Paragraph 1:

All offers, in whichever form, are without obligations by the Vendor unless the offers contain a term for acceptance and are based on delivery under normal circumstances and normal working hours.

Paragraph 2:

If an offer without obligation is accepted, the Vendor has the right to retract the offer within four days after receiving the acceptance.

Paragraph 3:

Images, catalogues, drawings and other information provided to or by the Vendor are subject to change without prior notice and do not bind the Vendor.

Article 4 Prices.

Paragraph 1:

The price or prices specified in the offer are excluding VAT in EUR/USD (€/ \$) on the cost-determining factors at that time.

Paragraph 2:

The Vendor always has the right to determine that certain articles can only be supplied in certain minimum amounts.

Paragraph 3:

The Vendor may adjust its prices and rates at any time .

Article 5 Supply of Printed Goods.

Paragraph 1:

Should the Vendor receive an order to supply products processed or compiled specifically for the

Client's needs, the Client is obliged to provide instantly reproducible material of good quality understood as .ai or .eps file of the graphics to be printed.

Paragraph 2:

The Vendor is only obliged to provide the Client with a printed proof for the Client's approval if the Client so stipulates before issuing the order. In that case, within five weeks of receipt of the order and after receipt of the reproducible materials, the Vendor is obliged to submit a proof to the Client, which proof is deemed to have been approved if no written response is received within five working days.

Article 6 Supplies and Delivery Time

Paragraph 1:

Stated delivery times shall never be regarded as firm dates, unless explicitly otherwise agreed upon.

Paragraph 2:

The delivery time begins at the latest of the following times: A. The day the agreement enters into force. B. The day the Vendor receives the necessary documents, information, permits and the like in order to carry out the agreement. C. The day the Vendor receives the amount which, according to the agreement, the Client may need to pay in advance.

Paragraph 3:

If all or part of the delivery is prevented by force majeure, the Vendor may suspend the delivery or dissolve the agreement - in as much as it is not carried out - in full or in part, and demand payment for that which has been carried out without being required to pay any compensation to the Client.

Paragraph 4:

In these General Sales and Supply Conditions, force majeure is understood to mean every circumstance beyond the Vendor's control - even if it was already foreseeable at the time of the conclusion of the agreement - that prevents the carrying out of the agreement, whether permanently or temporarily, and to the extent not already included, war, risk of war, civil war, riot, strike, employee lockout, transport difficulties, fire and/or serious disruption of the operation of the Vendor or its vendors.

Paragraph 5:

The Vendor reserves the right to deliver and invoice up to 10% more or less than the agreed amount in cases of products compiled especially for the client.

Paragraph 6:

Unless otherwise agreed upon in writing, without prejudice to the above regarding set prices, the prices specified by the Vendor are based on delivery ex factory, warehouse or other storage, are exclusive of VAT, import obligations or other taxes, duties or obligations and exclusive of the costs of loading and unloading, transport and insurance.

Paragraph 7:

Unless otherwise agreed upon in writing, delivery of items shall be ex warehouse, whereby the items are deemed to have been delivered by the Vendor and accepted by the Client as soon as the items are offered to the Client and/or as soon as the items are loaded in or on the means of transport.

Paragraph 8:

Unless otherwise agreed upon in writing, transport shall take place at the risk and expense of the

Client, even if the carrier has expressly stipulated that all transport documents must state that all damage caused by the transport are at the expense and risk of the sender.

Paragraph 9:

If the Vendor supplies the Client with samples, the Client must return the samples to the Vendor undamaged and in the original packaging postage paid within fourteen days of receiving them.

Paragraph 10:

If the Vendor displays or provides a model, sample or example, this is done only as an indication: the characteristics of the items to be delivered may differ from the sample, model or example. The provisions in Article 7 shall apply *mutatis mutandis*.

Article 7 Complaints.

Paragraph 1:

Complaints with regard to visible defects must be submitted in writing within two days of delivery, beyond which the Vendor is not liable for any form of compensation.

Paragraph 2:

Complaints with regard to defects not visible externally must be submitted in writing within two days of observation with a maximum of two weeks after delivery of the goods, which period is to be the expiry date.

Paragraph 3:

Complaints with regard to the amount of the invoices sent by the Vendor must be submitted in writing within eight days of the invoice date, which period is to be the expiry date.

Paragraph 4:

Inferior goods acknowledged as such by the Vendor shall either be replaced or the purchase price shall be credited to the exclusion of any other means of (additional) compensation for damages.

Paragraph 5:

Returns are permitted only after written approval by the Vendor and at the expense and risk of the client and shall never imply any admission of liability by the Vendor.

Article 8 Retention of Title.

Paragraph 1:

The Vendor retains the title of all goods it delivers to the Client until the purchase price for all of these goods is paid in full.

Paragraph 2:

If in the framework of the agreement with the Client the Vendor performs work for the Client that is to be paid by the Client, the retention of title also applies until the Client has also paid this claim in full.

Paragraph 3:

The retention of title also applies with regard to receivables due to the Vendor by the Client because of a failure by the Client to fulfil one or more of its obligations to the Vendor.

Paragraph 4:

As long as the title of the goods delivered has not been transferred to the Client, the Client may not pledge the goods or give any right to a third party other than in the ordinary course of business operations, in which case the Client is required to negotiate a retention of title on the basis of the provisions of the article in the case of credit sales to its customers.

Paragraph 5:

The Client agrees not to assign or pledge to third parties any receivables due to Client by its customers and also agrees to pledge such receivables, as soon as the Vendor has expressed the desire, in the manner indicated in article 3: 239 of the Dutch Civil Code as additional security for the Vendor's claims of whatever nature against the Client.

Paragraph 6:

If the Client has good reason to fear it will not be able to fulfil its payment obligations to the Vendor, the Vendor is entitled to take back the delivered goods under retention of title. Once the goods have been returned the Client will be credited the market value, which in no event shall exceed the original purchase price less the costs involved in their return.

Article 9 Payment.**Paragraph 1:**

Unless otherwise agreed upon in writing and without prejudice to the provisions of the following paragraph, payments to the Vendor must be made within 14 days of the invoice date, which shall be considered a firm date.

Paragraph 1.1:

An agreement enters into force on the day that the following conditions are met:

- 1- the confirmation of the order, completed and signed, has been received by the Vendor;
- 2- the deposit of 50% of the agreed upon invoice amount has been received.

Paragraph 2:

Unless specifically otherwise agreed upon, all payments by the Client, however made, are applied in the first place to reduce the costs, then to reduce the interest due and finally to reduce the principal amount of the unpaid invoices.

Paragraph 3:

Setoff or other forms of settlement are never permitted without an explicit written agreement.

Paragraph 4:

The Vendor is at all times entitled, before delivery or before proceeding with delivery, to request sufficient, in its opinion, advance payment or assurance of payment for payment obligations by the Client, in which case the Vendor shall be entitled to suspend further deliveries if the Client does not meet this request, even if a fixed delivery time has been agreed upon, without prejudice to the Vendor's right to claim damages for delay or non-performance of the agreement.

Paragraph 5:

If the Client does not pay within the agreed upon period, the Client is in default *ipso jure* and the Vendor is entitled, without any notice, to charge interest from the due date of the unpaid invoice or invoices in the amount of 2% above the legal interest with a minimum interest rate of 12% per annum on the invoiced amount.

Paragraph 6:

All extrajudicial collection costs made by the Vendor shall be borne by Client.

Paragraph 7:

If the Client is in default, from that moment all receivables due to the Vendor by the Client become immediately payable

Article 10 Liability.**Paragraph 1:**

Other than in the case of gross negligence or malign intent by the Vendor, the Vendor is not liable for costs, damages or interests that arise as a result of actions or negligence by the Vendor or the Vendor's subordinates or by persons employed by the Vendor in the performance of the contract.

Paragraph 2:

Each liability of the Vendor for loss of profits or other indirect damage is specifically excluded.

Article 11 Design, Models, etc.**Paragraph 1:**

All drawings, sketches, mock-ups, samples, models, tools and such that are used by the Vendor also remain the Vendor's intellectual or physical property even if they are consigned to the Client, and may therefore not be used for any purpose other than implementation of the agreement between the Vendor and the Client unless the Vendor has given prior written consent.

Paragraph 2:

The Client shall indemnify the Vendor against claims by third parties, with regard to the goods referred to in the preceding paragraph from the Client, on intellectual property rights.

Article 12 Applicable Law.

Paragraph 1:

Dutch law is applicable to all agreements to which these Conditions apply in whole or in part.

Paragraph 2:

Unless otherwise explicitly agreed upon in writing, all legal claims to which these General Conditions may lead the Client expire within one year of the delivery date.

Article 13 Amendment, Interpretation and Location of the Conditions

Paragraph 1:

These Conditions have been deposited with the Chamber of Commerce in Amsterdam.

Paragraph 2:

In the case of the interpretation of the content and import of the General Conditions, the Dutch text shall always prevail.

Paragraph 3:

The version last deposited or the version that was valid at the time of the entering into force of the agreement shall always be applicable.

General Practice Research Database

PRIVACY NOTICE

Data privacy is of high importance for Innovative Brands and we want to be open and transparent with our processing of your personal data.

We therefore have a policy setting out how your personal data will be processed and protected.

Who is the controller of your personal data?

The Dutch company, Innovative Brands, is the controller of the personal data you submit to us and responsible for your personal data under applicable data protection law.

Innovative Brands

Isolatorweg 36

1014 AS Amsterdam

The Netherlands

Companies register: Kamer van Koophandel

Company registration number: KvK 60771194

VAT registration number: VAT NO. 854053232B01

Where do we store your data?

The data that we collect from you is stored within the European Economic Area (â€œEEAâ€•) but may also be transferred to and processed in a country outside of the EEA. Any such transfer of your personal data will be carried out in compliance with applicable laws.

For transfers outside the EEA, Innovative Brands will use Standard Contractual Clauses and Shields as safeguards for countries without adequacy decisions from the European Commission.

Who can access your data?

Your data may be shared within the Innovative Brands group. We never pass on, sell or swap your data for marketing purposes to third parties outside the Innovative Brands group.

Data that is forwarded to third parties, is only used to provide you with our services. You will find categories of third parties under every specific process below. What is the legal ground for processing?

For every specific process of personal data we collect from you, we will inform you whether the provision of personal data is statutory or required to enter a contract and whether it is an obligation to provide the personal data and possible consequences if you choose not to.

What are your rights?

Right to access:

You have the right to request information about the personal data we hold on you at any time. You can contact Innovative Brands and we will provide you with your personal data via e-mail.

Right to portability:

Whenever Innovative Brands processes your personal data, by automated means based on your consent or based on an agreement, you have the right to get a copy of your data transferred to you or to another party. This only includes the personal data you have submitted to us.

Right to rectification:

You have the right to request rectification of your personal data if the information is incorrect, including the right to have incomplete personal data completed.

Right to erasure:

You have the right to erase any personal data processed by Innovative Brands at any time except for the following situations:

- *you have an ongoing matter with Customer Service
- *you have an open order which has not yet been shipped or partially shipped
- *you have an unsettled debt with Innovative Brands, regardless of the payment method
- *if you are suspected or have misused our services within the last four years
- *your debt has been sold to a third party within the last three years or one year for deceased customers
- *your credit application has been rejected within the last three months
- *if you have made any purchase, we will keep your personal data in connection to your transaction for book-keeping purposes

Your right to object to processing based on legitimate interest:

You have the right to object to processing of your personal data that is based on Innovative Brands legitimate interest. Innovative Brands will not continue to process the personal data unless we can demonstrate legitimate grounds for the process which overrides your interest and rights or due to legal claims.

Your right to object to direct marketing:

You have the right to object to direct marketing, including profiling analysis made for direct marketing purposes.

You can opt out from direct marketing by the following means:

- * following the instruction in each marketing emails

Right to restriction:

You have the right to request that Innovative Brands restricts the process of your personal data under the following circumstances:

- * if you object to a processing based Innovative Brands:s legitimate interest, Innovative Brands shall restrict all processing of such data pending the verification of the legitimate interest.
- * if you have claim that your personal data is incorrect, Innovative Brands must restrict all processing of such data pending the verification of the accuracy of the personal data.
- * if the processing is unlawful you can oppose the erasure of personal data and instead request the restriction of the use of your personal data instead
- * if Innovative Brands no longer needs the personal data but it is required by you to defend legal claims.

How can you exercise your rights?

We take data protection very seriously and therefore we have dedicated customer service personnel to handle your requests in relation to your rights stated above.

Data Protection Officer:

We have appointed a Data Protection Officer to ensure that we continuously process your personal data in an open, accurate and legal manner.

Right to complain with a supervisory authority:

If you consider Innovative Brands to process your personal data in an incorrect way you can contact us. You also have the right to raise a complaint to a supervisory authority.

Updates to our Privacy Notice:

We may need to update our Privacy Notice. The latest version of the Privacy Notice is always available on our website. We will communicate any material changes to the Privacy Notice, for example the purpose of why we use your personal data, the identity of the Controller or your rights.

Online Purchase

Why do we use your personal data?

We will use your personal data to manage your purchase online at Innovative Brands by processing your orders and returns via our online services and send you notifications of delivery status or in the event of any problems with the delivery of your items.

We will use your personal data to manage your payments.

We will also use your data in order to handle complaints and warranty matters for products.

Your personal data is being used to identify you and to validate your legal age for shopping online and to confirm your address with external partners.

We want to offer you different payment alternatives and will carry out analysis in order to find out what payment alternatives are available to you, including your payment history and credit checks.

What types of personal data do we process?

We will process following categories of personal data

- * contact information such as name, address, e-mail address and telephone number
- * payment information and payment history
- * credit information
- * order information

If you have a customer account we will also process your personal data submitted in relation to the account or membership such as

- * account or membership ID
- * shopping history

Who has access to your personal data?

Your personal data that is forwarded to third parties, is only used to provide you with the services mentioned above, companies to validate your address, communication agencies to send you order confirmation, warehouse and distribution suppliers in connection with the delivery of your order. Payment service providers for your payment. Credit reference agencies for identity and credit checks and debt collection agencies.

Please be aware that many of these recipient companies have an independent right or obligation to process your personal data.

What is the legal ground to process your personal data?

The processing of your personal data is necessary for Innovative Brands to fulfil the service of managing and delivering the order to you.

How long do we save your data?

We will keep your data as long as you are an active customer.

Automated decision making:

When you apply for credit as a method of payment we will perform an automated decision-making process regarding your credit application. You have the right to express your point of view and to contest the decision with a member of staff.

Direct Marketing

Why do we use your personal data?

We will use your personal data to send you marketing offers, information surveys and invitations through e-mails, text messages, phone calls and postal mail.

In order to optimize your experience of Innovative Brands we will provide you with relevant information, recommended products, send you reminders of products left in your shopping bag and send you personalized offers. All these great services are based on your previous purchases, what you have clicked on and information you have submitted to us.

What types of personal data do we process?

If you have a customer account we will process your personal data submitted in relation to the account and membership such as

- * name
- * address
- * shopping history
- * how you navigated and clicked on the site

Who has access to your personal data?

Data that is forwarded to third parties is only used to provide you with the service mentioned above, to media agencies and technical suppliers for distribution of physical and digital direct marketing.

We never pass on, sell or swap your data for marketing purposes to third parties outside the Innovative Brands group.

What is the legal ground to process your personal data?

The processing of your personal data is based on your consent when you agree to direct marketing. Except for postal marketing, including catalogues, that will be sent to you based on our legitimate interest.

Your right to withdraw your consent:

You have the right to withdraw your consent for the processing of your personal data at any time and also object to direct marketing.

When you do so, Innovative Brands won't be able to send you any further direct marketing offers or information based on your consent.

You can opt out from direct marketing by the following means:

- * following the instruction in each marketing post

How long do we save your data?

We will keep your data for direct marketing until you withdraw your consent.

For e-mail marketing we will consider you an inactive customer if you haven't opened an e-mail within the last year.

After this time period your personal data will be deleted.

Lucis customer

Why do we use your personal data?

We will use your personal data to create and manage your personal account in order to give you a personalized and relevant experience at Innovative Brands.

We will provide you with your order history, details around your orders and enable you to handle your account settings (including marketing preferences). We will also provide you with easy ways to maintain accurate and updated information such as contact details and payment information.

Furthermore, we will enable you to save items in your shopping bag, offer you size recommendations and enable you to rate and review the products you've purchased from in order to provide you with relevant product recommendations. Innovative Brands will process your navigation and browsing on our digital platform, your shopping history and product reviews as well as the data you submitted to us through your account.

What types of personal data do we collect?

We will always process your e-mail address and password that you submit to us when you sign up for Innovative Brands account.

We will process following categories of personal data if you choose to provide it to us:

- * contact information such as name, address, telephone number
- * country
- * account settings
- * encrypted payment card information

We will process the following categories of personal data if you make a purchase

- * order history
- * delivery information
- * payment history

We will also process the following categories of personal data connected to your cookies

- * click history

* navigation and browsing history

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above, to optimize the website we use, website agencies and analysis tools for product rating.

What is the legal ground to process your personal data?

The processing of your personal data for your account is based on your consent when you create your customer account.

The processing of your personal data provide you with relevant product information is based on our legitimate interest.

Your right to withdraw your consent:

You have the right to withdraw your consent from the processing of your personal data at any time. When you do so your account will cease to exist and Innovative Brands will not be able to provide you with the services mentioned above.

How long do we save your data?

We will keep your data for as long as you have an active customer account.

You have the right to terminate your account at any time, if you choose to do so your account will cease to exist and you will be considered inactive. We will keep your personal data if there are any legal requirements and if there is an open dispute.

After your account has been terminated your data will be deleted.

Your right to object to processing of your data:

You have the right to object to processing of your personal data that is based on Innovative Brands.

Customer service

Why do we use your personal data?

We will use your personal data to manage your queries, to handle complaints and warranty matters for products and technical support matters through e-mail, our chat function, telephone and through social media.

We may also contact you if there is a problem with your order.

What types of personal data do we process?

We will process any data you provide to us, including the following categories

- * contact information such as name, address, e-mail address and telephone number
- * payment information and payment history
- * credit information
- * order information
- * account or member number
- * all correspondence in the matter

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above. If you are a customer within the Asian region your data will be transferred to our external customer service agency.

What is the legal ground to process your personal data?

The processing of your personal data is based on Innovative Brands legitimate interest.

How long do we keep your data?

We will keep your data for 100 days for telephone and e-mails logs and correncepondation and for 12 months for case management.

For in store complaints your personal data will be saved for 2 years, except for the US where it is saved for 5 years.

Your right to object to processing based on legitimate interest:

You have the right to object to the processing of your personal data that is based on Innovative Brands legitimate interest. Innovative Brands will not continue to process the personal data unless we can demonstrate a legitimate ground for the process which overrides your interest and rights or due to legal claims.

Development and improvement

Why do we use your personal data?

We will use data to evaluate, develop and improve our services, products and systems for all of our customers. For this purpose we will not analyse your data on an individual level, all processing will be done on pseudonymized data.

This includes analysis to make our services more user-friendly, such as modifying the user interface to simplify the flow of

information or to highlight features that are commonly used by our customers in our digital channels and to improve IT systems in order to increase the security for our visitors and customers in general.

The analysis is also used to develop and constantly improve the logistics flow of goods by forecasting purchases, stocks and deliveries as well as our resource capacity from a sustainability point of view by streamlining purchasing and scheduling of deliveries.

In addition we use the data to be able to plan new establishments and improve our product range.

What types of personal data do we process?

We will process following categories of personal data if you have chosen to provide it to us:

- * customer number
- * country
- * account settings

We will process the following categories of personal data if you have made a purchase:

- * order history
- * delivery information
- * payment history

We will also process the following categories of personal data connected to cookies:

- * click history
- * navigation and browsing history

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above. We use web-analysis companies to analyse our customer online behaviour on a general level.

What is the legal ground to process your personal data?

The processing of your personal data, to develop and improve our services and products, is based on our legitimate interest.

How long do we save your data?

We will keep your data for as long as you have an active customer account.

After your account or membership has been terminated your data will be deleted.

Your right to object to the processing of your data:

You have the right to object to the processing of your personal data that is based on Innovative Brands legitimate interest.

Why do we use your personal data?

We will use data to evaluate, develop and improve our services, products and systems for all of our customers. For this purpose we will not analyse your data on an individual level, all processing will be done on pseudonymised data.

This includes analysis to make our services more user-friendly, such as modifying the user interface to simplify the flow of information or to highlight features that are commonly used by our customers in our digital channels and to improve IT systems in order to increase the security for our visitors and customers in general.

The analysis is also used to develop and constantly improve the logistics flow of goods by forecasting purchases, stocks and deliveries as well as our resource capacity from a sustainability point of view by streamlining purchasing and scheduling of deliveries.

In addition we use the data to be able to plan new establishments of stores and warehouses and improve our product range.

What types of personal data do we process?

We will process following categories of personal data if you have chosen to provide it to us:

- * customer number
- * country
- * account settings

We will process the following categories of personal data if you have made a purchase:

- * order history
- * delivery information
- * payment history

We will also process the following categories of personal data connected to cookies:

- * click history
- * navigation and browsing history

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above. We use web-analysis companies to analyse our customer online behaviour on a general level.

What is the legal ground to process your personal data?

The processing of your personal data, to develop and improve our services and products, is based on our legitimate interest.

How long do we save your data?

We will keep your data for as long as you have an active customer account.

After your account or membership has been terminated your data will be deleted.

Your right to object to the processing of your data:

You have the right to object to the processing of your personal data that is based on Innovative Brands legitimate interest.

Fulfilment of legal obligations

Why do we use your personal data?

We will use your personal data to comply with obligations in laws, court rulings and decisions from authorities.

This includes using your personal data to collect and verify accounting data to comply with our book-keeping rules.

What types of personal data do we process?

We will process following categories of personal data

- *customer number
- *order number
- *name
- *postal address
- *transaction amount
- *transaction date

Who has access to your personal data?

Your data will be shared within the Innovative Brands group.

We will share your personal data with IT companies that provide book-keeping system solutions.

What is the legal ground to process your personal data?

The processing of your personal data is necessary for Innovative Brands to fulfil its legal obligation.

How long do we save your data?

We will save your data in compliance with the book-keeping rules in your country.

Prevention of misuse and crime

Why do we use your personal data?

We will use your personal data for loss prevention management by securing that terms and conditions are being followed and to detect and prevent misuse of our services.

We will also use your personal data via video surveillance for security reasons. This data will be used to be able to follow up on incidents and to prevent and report criminal offences in our stores.

Your personal data will be used to prevent and investigate abuse of our services online and losses and fraud, by analysing online shopping behavior.

What types of personal data do we process?

We will process the following categories of personal data:

- *contact information such as name, address, telephone number and e-mail address
- *club membership ID
- *customer number
- *video footage
- * order history
- * delivery information
- * payment history

Who has access to your personal data?

Your personal data that is forwarded to third parties, is only used for purposes mentioned above. We will share your data with companies for exception based reporting.

Incidents and fraud may be shared with insurance companies, legal authorities or local and global law enforcements to complete investigations. Please be aware that such recipients will have an independent right or obligation to process your personal data.

What is the legal ground to process your personal data?

The processing of your personal data to prevent misuse of our services is based on our legitimate interest.

How long do we save your data?

We will keep your data for the time we need to prevent and/or report potential fraud and other offenses.

Video footage will be saved in compliance with local legislation, for a maximum of 30 days.

Your right to object to the processing of your data:

You have the right to object to the processing of your personal data that is based on Innovative Brands legitimate interest.

Cookies

A cookie is a small text file that is saved to, and, during subsequent visits, retrieved from your computer or mobile device. If you use our services, we will assume that you agree to the use of such cookie.

How do we use cookies?

We use permanent cookies to store your choice of start page and to store your details if you select "Remember me" when you log in.

We will use cookies to save your favourite products.

We use session cookies for example when you use the product filtration function, to check whether you are logged in or if you put an item in your shopping bag.

We use both first- and third-party cookies to collect statistics and user data in aggregate and individual form in analysis tools to optimize our site and to present you with relevant marketing material.

Some third-party cookies are set by services that appear on our pages and are not in our control. They are set by social media providers such as Twitter, Instagram and Facebook and relate to the ability of users to share content on this site, as indicated by their respective icon.

We also use third-party cookies which performs cross-site tracking in order for us to give you marketing in other sites/channels.

What types of personal data do we process?

We will only connect your cookie ID to your personal data submitted and gathered in relation to your account, if you are logged in to your account.

Who has access to your personal data?

Data that is forwarded to third parties is only used to provide you with the services mentioned above, analysis tool in order to collect statistics to optimize our site and present you with relevant material.

What is the legal ground to process your personal data?

We will only connect your cookies to your personal data if you are logged in to your customer account. If you are logged in to your account the legal ground is based on our legitimate interest.

How long do we save your data?

Innovative Brands does not save your personal data. You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies please look under "Help" in your browser. You can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer or mobile device. Please note that if you choose to disable cookies, you will not be able to take advantage of all our features.