MARCHON PRIVACY POLICY
Last Updated: February 2025

Marchon Europe B.V is committed to protecting your privacy. This privacy policy ("Policy") describes the personal data that we may collect or that you may provide when you visit our website colorshifteyewear.com/#store (the "Site"). To the extent that we collect any personal data about you or that you provide us with your personal data, this Policy also describes how your personal data may be used (processed), shared and protected, and our legal basis for doing these things. It also explains the choices you have relating to your personal data and how you can contact us.

I. Who we are:

For the purposes of UK and EU data protection laws, the data controller is Marchon Europe B.V, located at Deccaweg 33, 1042 AE, Amsterdam, The Netherlands, referred to as "Marchon", "we", or "us" in this Policy.

II. What Personal Data We Collect:

We collect only the following personal data, when you provide it to us, in order to provide you with the information or services you request on the Site. However, we do not store or retain this data.

- Your location information, if you provide it to us, when you click on the "Find Your Pair" button on the Site to search for your nearest Calvin Klein Jeans Eyewear store.

III. Why and How We Use (Process) Your Personal Data:

We may use the personal data we collect from you in the following ways:

To Provide the Features of the Site and the Information You Request.

For example, if you search for your nearest Calvin Klein Jeans Eyewear store and provide your location information, we will use the information you provide to help locate the store nearest to you. Your consent provides the legal basis for processing this data.

To Protect Our or Others' Rights, Property or Safety.

We may use data about how you use our Site to prevent or detect fraud, abuse, illegal uses and violations of the Site terms, and the Copyright and Trademark Notices on our Site (where applicable necessary for the purposes of our legitimate interests) and to comply with court orders, governmental requests or applicable law.

Other Purposes.

If we want to use your personal data in other ways, we will provide a specific policy or notice at the time of collection and obtain your consent where the law requires us to do so.

IV. Sharing of Your Personal Data:

We may share your personal data with:

• Third party service providers processing personal data on our behalf, for example to operate the Site, manage and service our data, as well as administering certain services and features, such as the store locator feature.

• Other third parties but only to the extent necessary to: (i) comply with a government request, a court order or applicable law; (ii) prevent illegal uses of our Site or violations of the Site terms, Copyrights or Trademarks; (iii) defend ourselves against third party claims; and (iv) assist in fraud prevention or investigation (e.g., counterfeiting).

V. Data Transfers Outside of the EEA:

• International data transfers: The personal data we collect or generate in the context of our Site will not be stored or processed outside of the European Economic Area (“EEA).

VI. Retention of your data:

We do not retain any personal data that you provide to us while using the Site.

VII. Your rights related to your personal data:

To the extent that we collect or hold your personal data, you have the right to:

- Withdraw your consent to our use of your personal data at any time;
- Access the personal data we hold about you free of charge (subject to certain legal limitations);
- Rectify or erase of your data;
- Obtain an electronic copy of your personal data for transmitting to another company;
- Restrict our processing of your data; and
- Where we have a legitimate interest to process your personal data, object to such processing on certain grounds.

To exercise your rights, please send us an email at the email address listed under "Contact Details" below.

You have the right to lodge a complaint concerning the processing of your personal data with the data protection authority in your country or region of residence. Click here to view a list of data protection authorities: https://ec.europa.eu/newsroom/article29/items/612080/en.

VIII. Cookies and Pixel Tags:

This Site does not use cookies, tags or pixels.

IX. Links to Third-Party Websites:

Our Site may provide links to other third-party owned or managed websites for your convenience or information. These sites have their own privacy notices or policies, which we strongly encourage you to review. Marchon is not responsible for the content on any third-party websites, for your use of these websites, or for the privacy practices of any third-party owned or managed websites.

X. Use of the Site by Minors:
Please note that our Site is not intended for individuals who are under the age of thirteen (13). If you are under the age of thirteen (13), please do not use the Site.
XI. Changes to our Privacy Policy:

If we decide to update this Policy, we will post the changes on our Site.

XII. Contact Details:

For inquiries about this Privacy Policy please contact us at the information below:

Email: privacy@vsp.com