

PRIVACY POLICY

SEZAME PRIVACY POLICY

Last updated: May 25, 2026

Sezame ("Sezame", "our", "we" and "us") and our partners respect your privacy.

Please read this privacy policy carefully to understand how your personal data is collected, processed and stored when you use the Sezame website, accessible at <https://joinsezame.com/>.

All personal data collected on this website is processed under the responsibility of Sezame, a simplified joint-stock company (SAS) with a share capital of 1,000 euros, registered with the Nice Trade and Companies Register under number 914716220, with registered office at 10 RUE BLACAS, 06000 NICE.

Within the meaning of applicable personal data regulations, Sezame is therefore the data controller.

This privacy policy describes:

- How Sezame uses your personal data
- How Sezame shares your personal data
- How Sezame protects your personal data
- Where Sezame hosts and transfers your personal data
- How you can exercise your rights regarding your personal data
- Updates to the privacy policy
- How to contact us

I. How Sezame uses your personal data

Sezame may use your personal data for the following purposes:

- (1) Creating your customer account on this website
- (2) Managing orders for products and/or services
- (3) Publishing and managing your reviews and/or comments left on the website
- (4) Sending you marketing communications relating to the Experiences and services offered on the website, within the framework of our commercial relationship
- (5) Managing your participation in the Sezame loyalty programme
- (6) Responding to your contact requests submitted via our website

The data collected is necessary for the performance of the contract entered into with Sezame when you use our website to order the products and/or services available for sale on the site.

The sending of marketing communications is based on Sezame's legitimate interest in keeping its members informed of the offers and services available on the platform (Article

6(1)(f) of the GDPR), within the framework of the commercial relationship established at account creation. You are informed of this use when you create your account and may object at any time, at no cost, via the unsubscribe link in any email or from your "My Account" space under "Communication Preferences". Exercising this right of objection does not affect your access to Sezame's services.

The management of the loyalty programme is based on the performance of the contractual relationship established at account creation (Article 6(1)(b) of the GDPR).

II. How Sezame shares your personal data

Within Sezame, and with regard to each processing purpose, your personal data is collected, processed and stored by authorised Sezame personnel only, within the scope of their respective responsibilities, including the customer service, marketing and IT departments.

We do not share personal data with other companies, organisations or individuals unless one of the following circumstances applies:

- (1) Sharing with prior consent: after obtaining your consent, Sezame will share the information you have authorised with the specific third parties or categories of third parties identified at the time your consent was collected.
- (2) Sharing with our service providers: Sezame may also disclose your information to companies that provide services for us or on our behalf. These service providers include companies providing IT services such as our hosting provider or email delivery provider, product delivery services, or marketing activities on our behalf. These service providers may only use your information for the purpose of providing services on behalf of Sezame.
- (3) Sharing in compliance with legal obligations: Sezame may share your information as required by applicable laws and regulations, to resolve legal disputes, or as required by judicial or administrative authorities under applicable law.

Sezame will ensure the legality of any sharing of personal data through data processing agreements with the companies with which your personal data is shared, requiring them to comply with this privacy policy and to take appropriate security and confidentiality measures when processing personal data.

III. How Sezame protects your personal data

Sezame attaches great importance to the security of your personal data and has adopted industry-standard practices to protect your personal data and prevent unauthorised access, disclosure, use, modification, damage or loss of such information.

We have also taken appropriate precautions to ensure, through our hosting provider, the security and confidentiality of data, and in particular to prevent it from being distorted, damaged or communicated to unauthorised persons.

Sezame also implements the following organisational measures:

- (1) We take reasonable and feasible measures to ensure that the personal data collected is minimal and relevant to what is necessary for the purposes for which it is processed.
- (2) We retain your personal data for the period strictly necessary for the processing purpose, unless retention is required or permitted by law. For example, we retain data related to the performance of your orders for the period required by law for accounting record-keeping purposes, i.e. a maximum of 10 years from the relevant financial year.
- (3) We implement access control mechanisms to ensure that only authorised personnel can access your personal data.

In the event of a personal data breach, Sezame will comply with applicable legal and regulatory requirements regarding notification of personal data breaches to the relevant supervisory authorities and/or affected individuals.

IV. Where Sezame hosts and transfers your personal data

Your personal data will be hosted within the infrastructure of our hosting provider, Amazon Web Services, located in Germany.

Where such transfers exist, we ensure that transfers of personal data are governed in accordance with applicable regulations to ensure an adequate level of data protection, either through an adequacy decision by the European Commission, or through legal instruments such as data transfer agreements incorporating the European Commission's Standard Contractual Clauses.

For any queries regarding the recipients and transfers of data we carry out outside the European Union, please contact us at the addresses set out in the "How to contact us" section below.

V. How you can manage your rights regarding your personal data

You have the right to access, rectify, erase, restrict, and object to the processing of your personal data, as well as the right to define instructions regarding the fate of your data after your death and the right to data portability.

You may contact us at any time at the addresses set out in the "How to contact us" section below to exercise your rights regarding personal data under applicable regulations. You must specify which right you wish to exercise and provide all the information necessary for us to respond to your request.

These rights are exercised subject to the conditions set out in applicable regulations.

- **The right of access** means you may ask us at any time whether we are processing personal data about you and, if so, what personal data is involved and the characteristics of the processing carried out.

- **The right to rectification** means you may ask us to correct your personal data when it is inaccurate. You may also request that incomplete personal data be completed where relevant to the processing purpose.

- **The right to erasure** means you may request the deletion of your personal data in particular when: (i) retention is no longer necessary for the purposes for which it was collected; (ii) your data is processed on the basis of your consent, you wish to withdraw that consent, and there is no other legal basis for processing; (iii) you have objected to processing and wish it to be erased; (iv) your data has been unlawfully processed; (v) your data must be erased to comply with a legal obligation under EU or French law.

- **The right to restriction** means you may ask us to restrict processing of your personal data: (i) when you contest the accuracy of your data, for a period enabling us to verify its accuracy; (ii) when processing has been established as non-compliant and you prefer restriction to full erasure; (iii) when we no longer need your data but you need it for the establishment, exercise or defence of legal claims; (iv) when you have objected to processing and wish restriction for the period enabling us to verify whether our legitimate grounds override yours.

- **The right to object** means you may object to the processing of your personal data where processing is based on Sezame's legitimate interest. The right to object is subject to your providing legitimate reasons relating to your particular situation. We will then cease the processing unless there are compelling legitimate grounds justifying its continuation in accordance with applicable regulations.

- **The right to define instructions regarding your data after death** allows you to communicate your instructions regarding the retention, erasure and communication of your personal data after your death.

- **The right to data portability** means you may ask us, under applicable regulations, to receive your personal data in a structured, commonly used and machine-readable format, and to transmit it to you or directly to a third party of your choice where legally and technically feasible.

To exercise your right to object to marketing communications, you may also do so directly from your "My Account" space under "Communication Preferences" or via the unsubscribe link in any of our emails, without needing to provide a specific reason.

Where we process your personal data on the basis of your consent, you may withdraw your consent at any time by contacting us at the addresses in the "How to contact us" section or by clicking the unsubscribe link in any of our communications.

However, withdrawal of consent does not affect the lawfulness of processing carried out prior to such withdrawal.

VI. Updates to this privacy policy

Sezame reserves the right to modify or update this privacy policy, in whole or in part, at any time, due to changes in applicable personal data regulations or the data processing activities carried out.

Any material changes to the privacy policy will be notified to you by email where you have provided a valid email address, and will be published on the website. We recommend that you regularly review this privacy policy to stay fully informed of our commitments regarding the security and protection of your personal data.

VII. How to contact us

If you have any questions, comments or suggestions, please contact us by visiting the contact page or by emailing contact@joinsezame.com.

Or by post to: 10 RUE BLACAS, 06000 NICE, France.

If you are not satisfied with Sezame's response to a request to exercise your rights under Section V above, or if you wish to report a breach of applicable data protection regulations, you have the right to lodge a complaint with the CNIL by post (CNIL - 3 Place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07, France) or on its website (www.cnil.fr), or with the data protection authority of the country in which you reside or habitually work.