

# Privacy Policy for themilstore.com

This is the Privacy Policy for e-commerce website themilstore.com, owned by MIL Style Ltd

## 1. Definitions

"Personal data" means any information relating to an identified natural person or an identifiable natural person ("data subject" or "user"). An identifiable natural person is a person who can be identified, directly or indirectly, in particular by an identifier such as a name, an identification number, location data, an online identifier or by one or more characteristics specific to the physical, the physiological, genetic, psychic and mental, economic, cultural or social identity of that natural person.

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"Processing" means any operation or set of operations performed on personal data or a set of personal data by automatic or other means such as collection, recording, organization, structuring, storage, adaptation or modification, retrieval, consultation, use, disclosure by transmission, distribution or other form of providing access to the data, arrangement or combination, restriction, deletion or destruction "Supervisory Authority" means an independent public authority from a Member State of the European Union responsible for monitoring the application of the rules on the protection of personal data. For the Republic of Bulgaria, the supervisory authority is the Commission for the Protection of Personal Data.

## 2. Policy objective

This privacy policy aims to ensure that the Administrator: complies with data protection legislation, namely the Personal Data Protection Act (PDPA) and the General Regulation on the Protection of Personal Data and other applicable legislation, and follows good practices; protects users, employees, customers and partners of MIL Style; ensures transparency about the ways in which the subjects' personal data are stored and processed; provides protection against data breach risks.

## 3. How do we collect information about you?

Protecting the personal data of our users is an important concern for our company. Personal data is information that serves to identify you – name, address, email or postal address. MIL Style does not collect personal data from you, unless you provide it when you order goods from us or subscribe to newsletters. We may collect information about you in several ways:

3.1 Forms completed and sent by you related to the services used

By sending them, you are knowingly sharing personal data. For each form containing the sending of personal data, we will indicate the purposes of use, the period of their storage, third parties with whom we will possibly share them, the ways to exercise your rights under the Regulation. For example: when you create an account on the MIL Style websites, you provide us with personal information, including your name, telephone number and email address; when you participate in games, contests or promotions of MIL Style and/or third parties - Partners of MIL Style, you provide personal information according to the specifics of the game, usually - names, phone number, e-mail; when you buy items and goods from our online stores you usually provide personal data - names, phone number, e-mail, delivery address.

### 3.2 Data collected through observations

We sometimes collect information about you by monitoring your behavior on our sites. For this purpose, we use Internet-standard approaches to track user behavior, e.g. using network equipment, to track your IP address, analyze the information available as part of the communication in the protocols we use to record and exchange identifiers of you and your device, e.g. HTTP GET/POST requests, using the functionalities of JavaScript and other standard and widespread WEB programming languages to retrieve data and information about your browser context, operating system, screen resolution, language, etc.

### 3.3 Data obtained from third parties

Using various online analytics tools, we can obtain detailed but aggregated data about the audience of our sites. This is not personal data within the meaning of the Regulation.

### 3.4 Cookies

MIL Style uses cookies on its sites to store settings and identifiers necessary to provide the services indicated on the site. Some of these cookies are technically necessary for the normal functioning of the sites. More information on MIL Style's cookie policy can be found [here](#).

## **4. What information do we collect and process when you use our services?**

### 4.1 Forms completed and submitted by you

We may collect a variety of personal data, according to the purposes of the form and our arrangements with advertising partners. Typically, we collect the following data:

Your names;

Username;

Password;

Mobile phone;

Email address;

City;

Address for physical delivery;

Data for correspondence with you.

#### 4.2 Data collected through observations

When you access the Themilstore.com website, automatically and not as part of the registration, some general and non-personal data are recorded - Internet browser used, IP address, number of visits, average time spent on the site, pages viewed. This information by itself cannot identify a specific person. This information is used for diagnostic, statistical purposes, to support its functionality and information about the use of our site. Your data is no longer processed or passed on to third parties. For all visitors, we and the providers of the tools we use, usually collect the following data about you: The IP address from which you are making the visit; Your browser identifier; Your mobile device identifier; Your identifier, not containing personal data; History of your behavior - pages visited, time spent on them, products purchased and others; Behavior towards the content of the site/mobile application – navigation, interface elements used, downtime; Your searches; Your comments. For logged-in users, in addition to the above-mentioned data, we also collect identifiers linking them to the user's specific profile.

#### 4.3 Data obtained from third parties

Depending on the data source, this includes: Basic profile information, such as name, email address, date of birth; Details you choose to share according to your specific social media account settings; Your contacts and how you connect with them.

MIL Style advises all parents and guardians to educate their children about safety and responsibility when providing personal information on the Internet. Minors should not submit personal data to the Themilstore.com e-store site without the permission and knowledge of their parents or guardians. Themilstore.com will not collect personal data if it knows that it belongs to minors, nor will it use it in any way or disclose it to third parties without permission.

### **5. For what purposes do we process the information?**

The information we collect and process about you can be used for the following purposes:

#### 5.1 Normal functioning of our sites

This data is strictly necessary for the normal operation of our sites. Through them, we can verify your identity as a logged-in user, show you the content better, load the site faster, protect the sites and you from intrusions. Such data, for example, is the data from your session - information about whether you are logged in, cached content, and others. This also includes the data related to your identification in connection with registration to use our service.

#### 5.2 For contractual performance of our services

Some of our services, such as e-commerce, require you to share personal data with us. We use them to be able to fulfill our contract with you, for the sale and delivery of the goods we offer. This general purpose may include, as appropriate, the following: creating and managing an account on the Themilstore.com platform; order processing, including acceptance, validation, dispatch and invoicing of the same; resolve issues related to order cancellations or any other issues related to orders, goods or services purchased; return the products in accordance with the legal provisions; refund of the value of the products according to legal provisions; providing support, including answering your questions in relation to your orders or Themilstore.com goods and services; The processing of your data for these purposes is in most cases necessary for the conclusion and execution of a contract between MIL Style and you. In addition, the fulfillment of these purposes requires processing according to applicable law, including tax and accounting law.

### 5.3 For Marketing Purposes

We would like you to always be aware of the best offers for the products/services you are interested in. For this purpose, we can send you useful information about our products and services, using electronic communication channels (e-mail / mobile push / webpush, etc.), which contain general and thematic information, information about similar products or products complementary to the purchased ones products from you, information about offers and promotions, information about products added to Cart or Favorites or if you have expressed interest in purchasing them, and other business communications such as market research and user opinion surveys, and we may present personalized recommendations on the Website . In order to provide you with information of interest to you, we may use certain data about your purchasing behavior (for example, products viewed / products added to wishlist / products purchased) to create a profile. We always ensure that this processing is carried out in compliance with your rights and freedoms and that the decisions taken in relation to them do not give rise to any legal consequences for you and do not similarly affect you to a significant extent. We require your prior consent to send you marketing communications. You can change your mind and withdraw your consent at any time by contacting MIL Style using the contact details provided on our websites.

## 6. Who else has access to this information?

We sometimes disclose your personal information to third parties - Partners of MIL Style, including such third parties located outside the European Union, subject to the requirements of the Regulation, such as: Third parties with whom MIL Style has a contractual relationship to organize games, contests or promotions for these Partners; Third parties, providers of payment/banking services; Third party courier service providers; Industry-recognized solution providers that have publicly declared compliance with GDPR and e-privacy policies, such as Google and Facebook. Consent also includes placing and using marking unique depersonalized identifiers, including using cookies, localStorage or other suitable generally accepted web technology; Third parties providing services in connection with the creation of depersonalized user segments based on user behavior; Third parties who are authorized bodies and in accordance with Bulgarian legislation; Third parties

providing MIL Style services such as Accountants and accounting firms; Auditors and Audit Companies; Lawyers - Lawyers, law firms and legal consultants; Notaries; Advertising and PR agencies; Companies engaged in systematic data administration.

## **7. What are your rights in relation to personal data?**

Our priority is both to inform you of your legal rights and to ensure their compliance. You have the following rights, which should be observed when processing your personal data: The right to withdraw your consent to the processing of your personal data at any time; To request correction or addition of your data in case of inaccuracy by means of a written application sent to us; Right to access your personal data; Right to restrict the processing of your personal data; Right to object to the processing of your personal data; The right to data portability; The right to request the deletion of your personal data that is processed illegally or with a lost legal basis (withdrawn consent, fulfilled the original purpose for which it was collected, etc.); Right to ask the Administrator of your personal data to notify the third parties to whom the Administrator has provided your data, regarding the correction, deletion or restriction of the processing of the personal data. You have the right to appeal to the Personal Data Protection Commission.

## **8. How can I obtain, update and manage my personal data?**

Every user registered at Themilstore.com has the right to request the deletion of the personal data entered by him, which also leads to the deletion of the profile and the deletion of all personal data. For this purpose, the user must prove that he is the registered person by using his e-mail address specified during his registration. Otherwise, we reserve the right to we verify your identity by requesting additional information to confirm it. You have a choice of how to submit your request - you can do it electronically from your profile or in paper form - from our sales office. Your identification will be done by logging in and sending a request to delete personal data from the site for which you want to exercise your rights. If you do not have an account created, we will identify you on the spot in our office. The period specified in the Regulation for responding to your request is up to 1 (one) month. In view of the complexity and number of requests, we can extend this period by another 2 (two) months, for which we will notify you in a suitable way chosen by you. We are under no obligation to honor your request to delete your personal data if its processing requires: to comply with a legal obligation; to establish, exercise or defend a legal claim;

## **9. How do we protect the security of your personal data?**

We are committed to ensuring the security of personal data by implementing appropriate technical and organizational measures in compliance with industry standards. We store your data on secure servers using the latest encryption algorithms and guarantee the storage of backup copies. We use the Virtual POS (VPOS) payment processing service from BORICA to process payments. BORIKA or Bank Organization for Payment with the Use of Cards is a Bulgarian system for servicing payments by means of bank credit and debit cards. All payment information is encrypted using SSL technology. Despite the measures we implement to protect

your personal data, we are aware that in general the transmission of information over the Internet or other public networks is not completely secure, and there is a risk that the data can be viewed and used by unauthorized third parties. We cannot accept responsibility for these vulnerabilities of systems that are not under our control.

## **10. Conclusion**

This privacy policy is current as of 31.01.2023. MIL Style reserves the right to change and/or supplement this Policy at any time. Changes take effect immediately after they are published on the website, unless otherwise provided in the updated version of the Policy. You should periodically visit this page to review the Policy. The policy can be updated at any time without special notification to the users of the Site. MIL Style is not responsible if a user of the websites has not familiarized himself with the latest version of this Policy.