

PECOL – Fixations Maroc, intends to guarantee and protect the privacy of users, as well as comply with legal obligations.

PECOL is committed to the protection of the personal data entrusted to it, establishing with you a duty to provide information and a commitment to transparency in what concerns to compliance with the legislation in force on data protection.

Consequently, all personal information is treated and protected with all due diligence, and always under the terms of the applicable law, namely the EU Regulation 2016/679, General Data Protection Regulation (hereinafter GDPR).

This Privacy and Cookies Policy defines the treatment of any personal information that is provided when using the Pecol websites and of the information processed if you are a potential customer or an effective customer of PECOL.

1. Information Collected

Information provided by the user

PECOL respects your right to privacy and does not collect any personal information about you on the Pecol websites without your explicit consent.

The interaction with this page does not require any information from the user, except when, for expressly identified purposes, the user registration is declared necessary and is authorised by the user, under the terms defined below.

Information processed automatically

Cookies are data packages that a website sends to your computer while you are visiting a website. These data files include information that allow to memorise important data that will make your browsing more efficient and useful. This website uses cookies for various purposes, including to obtain non-personal data from online visitors.

Whenever you access Pecol websites, a cookie is recorded in your device's memory. A cookie is a package of data that our website sends to your device while you are visiting it. At any time, the user can configure his/her device to accept, refuse or delete cookies, namely by selecting the appropriate settings in the respective browser.

Cookies can be configured by clicking on the "Options" or "Preferences" menus in your browser. Warning that, when disabling cookies, browsing on our website may not show the same level of performance.

Cookies serve to help determine utility, interest and the number of uses, allowing faster and more efficient navigation, increasing, on the one hand, the speed and efficiency of response and, on the other hand, eliminating the need to repeatedly introduce the same information.

The placement of cookies not only helps Pecol websites to recognise the user's device the next time the user visits us, but it will also be indispensable for their operation. The cookies used on the Pecol websites do not collect personal

information that allows the user to be identified, only saving generic information, namely, the user's form and/or location of access and the way the user uses the websites. Cookies only retain information related to user preferences.

The cookies used by PECOL are:

- Permanent Cookies

These are cookies that are stored at the browser level on your access equipment (PC, mobile and tablet) and are used whenever you return to Pecol websites. They are generally used to direct navigation to user interests, enabling us to provide a more customised service.

- Session Cookies

These are temporary cookies that remain in the browser's cookie file until the user leaves the website, so there is no record on the user's hard drive. The information collected by these cookies is used to analyse traffic patterns on the website. Ultimately, this allows us to improve the content and improve the usability of Pecol websites.

What do we use cookies for?

- Strictly necessary cookies

They allow you to browse Pecol websites and use their applications, as well as access secure areas. Without these cookies, the services you have requested cannot be provided.

- Analytical Cookies

They are those that allow us to quantify the number of users and perform the measurement and statistical analysis of how users use the offered service. We examine your browsing on the websites, in order to improve the supply of products or services that we provide.

- Functionality cookies

They keep the user's preferences regarding the use of the website, so that it is not necessary to reconfigure it each time you visit it. They also allow us to improve our service and thus offer a better user experience.

- Third party cookies

They measure the success of applications and the effectiveness of third-party advertising. They may also be used in order to customise a widget with the user's details.

- Advertising Cookies

They target advertising according to the interests of each user, so that advertising campaigns take into account your browsing habits. These cookies enable to show you advertising related to your browsing profile.

Disabling cookies may prevent some web services from functioning correctly, affecting, partially or completely, the navigation on Pecol websites.

For more information about cookies, how to prevent them from being installed or how to delete the cookies on your hard drive, the user can visit the following website: <https://www.allaboutcookies.org>.

You can find information about controlling cookies according to your internet browser at the following addresses:

Internet Explorer: <https://support.microsoft.com/pt-pt/help/278835/how-to-deletetecookie-files-in-internet-explorer>

Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=pt>

Firefox: <https://support.mozilla.org/pt-PT/kb/ativar-desativar-cookies-websites-utilizam-monitorizar-preferencias>

Safari: <https://support.apple.com/pt-pt/guide/safari/sfri11471/mac>

Opera: <https://blogs.opera.com/news/2015/08/how-to-manage-cookies-in-opera/>

2. Purpose of Processing Personal Data

PECOL – Fixations Maroc is the entity responsible for the collection and processing of Personal Data collected on Pecol websites.

Marketing and other promotions

With the customer's consent (when necessary), PECOL uses the customer's Personal Data to provide him with information about goods and services (for example, marketing communications, newsletters, campaigns and promotions). Such contacts may be carried out via email, advertisements, SMS, telephone calls and postal correspondence, to the extent permitted by the applicable law. This use of the customer's Personal Data is voluntary, which means that the customer can oppose or withdraw his consent whenever he/she wishes.

Newsletters

Newsletters from Pecol – Fixations Maroc are sent through the Mailchimp platform, which guarantees the compliance with the GDPR and the security of the personal data deposited there (<https://mailchimp.com/about/security>). Your data (name and email) are stored through Mailchimp, an automation service from the company The Rocket Science Group, LLC, based in Atlanta Georgia USA, owner of the Mailchimp.com database and application. The data is stored, in the USA, on a secure server behind a firewall according to their terms and conditions (<https://mailchimp.com/legal/terms>).

Mailchimp does not use the personal data of the recipients of our newsletters to contact you on its own behalf, nor does it forward such data to third parties.

We trust Mailchimp's credibility, IT equipment and storage security. Mailchimp is certified and linked by the EU-US Privacy Shield, meeting the European Union's data protection requirements. Mailchimp commits daily to protect the data of its users, to process that data in accordance with the applicable privacy policy (<https://mailchimp.com/legal/privacy/>) and not to disclose these data to third parties.

We will keep your personal data saved for as long as you want from the moment you provide your consent. We remind you that, at any time, you have the right to access, rectify, eliminate, limit the treatment, oppose the treatment and request the portability of your data. To cancel your subscription, just click on the link that appears at the end of the sent newsletters.

Electronic Commerce (Online Store), execution of orders, payments and consultation of invoices

PECOL, through its websites, and the best practices regarding the level of e-commerce transactions, uses the customer's Personal Data to process and send its orders, to confirm the entered data, to correct addresses and to carry out identity verification.

Said confirmation of the data can be made by telephone contact by our sellers, and through they proceed with the preparation of order notes, validation of the existence of stock, verification of prices and processing of orders for later sending of sales conditions by e-mail.

These activities involve the use of certain Personal Data and include payment information.

Consultation of the purchase history associated with the customer

PECOL uses the customer's Personal Data to process and send their orders, as well as to check the respective invoices and, if necessary, consult and update the order history.

Partner companies using Personal Data for their own marketing purposes

PECOL does not license or sell the customer's Personal Data to third party companies for their own marketing purposes, except in situations where the customer has given consent. The identity of these third parties will be disclosed when the client's authorisation is requested for that purpose.

Customer Service Line

The personal data processed in this scope are kept indefinitely after resolution of the raised issue only for the purpose of assessing the quality of PECOL's services.

Thus, PECOL, as responsible for the processing of Personal Data, ensures that the processing of data is carried out only for the purposes for which it was collected or for purposes compatible with those. It collects, uses and preserves only the minimum, necessary and sufficient personal data for the purpose in question. And it treats personal data for legal purposes or for the provision of services at your request.

3. Sharing of Personal Data

PECOL may communicate personal data of users to subcontractors, always being responsible for its processing. Once again, we emphasize that the entities subcontracted by PECOL are of our complete trust, offering technical and organisational guarantees that ensure the protection and safeguard of your data.

PECOL, within the scope of its activity, may use third parties to provide certain services. Sometimes, the provision of these services implies the access, by these entities, to the personal data of our customers. When this happens, PECOL takes the appropriate measures in order to ensure that the entities that have access to the data are reputable and offer the highest guarantees at this level, which will be properly enshrined and safeguarded in a written normative act which binds PECOL and the third party(ies).

Thus, any entity subcontracted by PECOL will treat our customers' personal data, in the name and on behalf of PECOL, under the obligation to adopt the necessary technical and organisational measures in order to protect personal data against destruction, accidental or unlawful, accidental loss, alteration, dissemination or unauthorised access and against any other form of unlawful treatment.

In any case, PECOL remains responsible for the personal data you have made available to us.

4. Your Rights

The user may, at all times, in accordance with the law in force, exercise the following rights directly and on his own initiative: the right to be informed; the right of access; the right of rectification; the right to be forgotten; the right to oppose to direct marketing, including the creation of profiles; the right to oppose to the treatment based on legitimate interests; the right to data portability; the right to limit the purposes and the right to complain to the supervisory authority. In order to effectively exercise these rights, you can contact us by email addressed to general@pecol.ma or through a written request to be sent to "20,

Rue Ibnou el Koutia - Quartier Ind. Oukacha - Lot. Attawfiq – Ain Sebaa - 20250 – Casablanca”.

If you wish to file a complaint to a supervisory entity, please contact us beforehand, so that we can proceed with a set of measures that will certainly meet your needs.

5. Information Security

PECOL ensures the technical and organisational security measures in order to guarantee the protection and confidentiality of the data collected through Pecol websites. However, since it is impossible to guarantee the absolute security of any information sent over the internet (open network), there is a risk of data accessed by unauthorised third parties. However, even in this circumstance, PECOL adopts and continuously develops security mechanisms to protect the personal data collected.

6. Who does this Privacy Policy apply to?

Our Privacy Policy applies to all our employees, customers, potential customers and visitors of Pecol websites.

7. Review of the Privacy Policy Terms

By using the Pecol websites, you consent to the collection and use of your information under the terms and according to the conditions set out in this Privacy and Cookies Policy. PECOL may, at any time and without prior notice, change these conditions, the changes being published on the Pecol websites.

Last updated on 26 March 2020.