

## JUNGLE JUICE BAR'S PRIVACY NOTICE

Last updated 25.2.2021

This Privacy Notice describes how Smoothie Heaven Oy and Fruit Scale AB ("later on Jungle Juice Bar") processes personal data of its consumer-customers, and contact persons of companies, other organisations and stakeholders.

Smoothie Heaven Oy and Fruits Scale Ab are both data controllers in their activities. In data protection related issues, you may contact the following addresses:

Smoothie Heaven Oy

Business ID: 2347509-2  
Kaivokatu 10 B, 00100 Helsinki  
+358 50 463 8583 (arkisin 9-16)  
info@junglejuicebar.com

Fruit Scale Ab

Fruit Scale Ab c/o Accountor Ab,  
Box 1126, 11343 Tukholma  
+358 50 463 8583 (arkisin 9-16)  
info@junglejuicebar.com

In the general section, we tell about the personal data processing activities at Jungle Juice Bar and about your rights regarding to your own personal data. Information relating to specific services, you may check easily and fast, how we process your personal data in connection with the services that you use.

We process your personal data responsibly and want to be worthy of your trust. You can yourself influence how your personal data is processed.

Your personal data is collected for making an agreement or for other dealings, for example, when you register to our service as an user, give us the consent to send you marketing communications, you buy products from our webstore, use our web or mobile services, you participate in marketing campaigns or questionnaires, give us feedback, or you are in other ways in contact with us.

We process your personal data to perform the agreement between you and us, to deliver our services, marketing and customer communications, and to conduct customer service. Moreover, we target marketing and communications tailored to suit you. In the future, we want to create better experiences, and the collected information helps us better understand our customers.

### 1. WHERE DO WE COLLECT PERSONAL DATA FROM?

We collect personal data of you, when

- You register as a user of our services

- You give us a permission to send you marketing and communications
- You make purchases in our webstore or you use our network and mobile services
- You participate in our marketing campaign or a marketing research or preferences study organised by us
- You give us feedback, or leave us a request to contact you, or you are in any way in contact with us
- You participate into an event organised by us
- You are our business customer or other stakeholder's contact person, or you are in contact with us as a representative of an organisation; or
- You share, publish, comment, or send a message in Jungle Juice Bar's social media channels. We also conduct social media monitoring in a general level to understand better our customers and to create a better understanding of what is discussed about Jungle Juice Bar or our industry.

## 2. WHAT KIND OF PERSONAL DATA WE COLLECT?

The personal data that we process and collect vary by what services you use, and how you use them. You can influence yourself, what kind of personal data we collect of you. Some of the personal data we collect directly from you, for example, when you come to our webstore or you participate into our campaign. Part of the personal data we collect of you via web cookies and other corresponding techniques when you use our service. This way we learn, for example, how our services are being used, and how can we offer you a better service experience.

We collect the following personal data of you depending on the service you use:

### NAME AND CONTACT INFORMATION:

We collect first name, last name, address, email address, phone number, and other same kind of contact information.

### DEMOGRAPHIC INFORMATION:

We collect other descriptive personal data like age and/or date of birth, language, and country.

### IDENTIFIER INFORMATION

We collect login information of electronic services like username and password, and other similar information for identification and security.

### CUSTOMER RELATIONSHIP INFORMATION:

Among other things, we collect information related to purchases made in our webstore or other made purchases, reservations, used coupons or vouchers, newsletters that you have received (e.g. has the message been opened) or other activities. We also collect customer feedback and other contact information. In certain reclamation situations, we may process health information to examine our legal responsibilities.

### PAYMENT INFORMATION:

For us to process your payments, we collect necessary information to handle your payment. We collect information about the method of payment and invoicing information, if you order our product by invoice.

#### REPRESENTATION INFORMATION:

We collect the information regarding to your position in the company or other organisations that you represent, and the name of the company or organisation, when you are in association with us as a representative of a company or other organisation. We also collect other information, that are necessary to manage the relationship between Jungle Juice Bar and the company or other organisation.

#### CAMPAIGN INFORMATION:

When you participate in our marketing campaign, like a lottery or other competition, we collect the information that are associated with it, and the information relating to the participation of that campaign.

#### MARKETING AND PREFERENCES RESEARCH INFORMATION:

When we conduct marketing or preference research, we collect information through which we learn how to develop our services, business, and products.

#### INTEREST AND PROFILING INFORMATION:

We collect information regarding to your interests. Besides directly given information by you, we may infer your interests based on other information collected of you.

#### MARKETING OPT IN AND OPT OUT:

We collect the information related to giving marketing opt in and marketing opt out.

#### CHANGE INFORMATION:

If information above changes, our systems may record information about the changes, so that we can be assured that the changes are correct.

#### PHOTOS- AND VIDEO RECORDINGS:

We may take photos or video recordings in Jungle Juice Bar events. If we record you specifically, and not e.g. a crowd, we will ask for your consent to publish the photo or video recording.

You can yourself influence, what information we collect. You may use most of our services without giving us the aforementioned information. The usage of certain service, like participating in a campaign, processing a reclamation, or purchasing products or services from the web service requires giving personal data. If you decide not to give us your personal data, we may not be able to offer you all the offers or contents, or give you as targeted and personalised service as when we when we get to use your information.

### **3. COOKIES AND OTHER SIMILAR TECHNOLOGIES**

We collect information about your use of our online services through cookies and other similar technologies.

Cookies are small files that a website stores in a visitor's browser and that send information about a visitor's behaviour on the website to the website administrator. We use cookies on our website to improve the user experience, to analyse how our websites are used, and to target, personalise and advertise the content of the websites.

We may combine the information collected from cookies from the web browsing of customers who have joined the loyalty program with other customer information, such as, to target interesting content to our loyalty customers.

You can control the use of cookies in the settings of your Internet browser. Please note that by disabling all cookies, our online service may no longer work properly.

#### **4. FOR WHAT PURPOSES ARE YOUR PERSONAL DATA USED FOR?**

We process your information for business purposes, for example, to deliver the products you have ordered, to provide the service you have purchased, or to perform another agreement. We will also process your information if the processing is necessary to achieve the legitimate interests of Jungle Juice Bar. In some situations, we may also ask you for consent to the processing of your information. We combine the information we collect to provide you with the best possible service.

We process your information for the following purposes, such as:

##### **NETWORK AND MOBILE SERVICES:**

We process your information in order for you to use our online services and mobile application. Your information allows us to identify you, provide our electronic services and fulfil the contract, such as delivering an order.

##### **CUSTOMER SERVICE AND COMMUNICATION:**

We process your information to provide customer service, such as responding to feedback or complaints you provide, implementing customer communications, and resolving disagreements.

##### **DIRECT MARKETING AND MARKETING AND OPINION SURVEYS:**

We process your information to market our products and services. We may also process your information in marketing and opinion surveys so that we can better understand our customers and thus provide better services.

##### **TARGETING OF COMMUNICATIONS AND MARKETING AND SERVICES:**

We process your information to target our communications and marketing. In this way, we can provide you with the most relevant information about our products and services. Content targeting is based on the customer's own interests or what we have learned from the customer's stored information. Such information is, for example, which campaign you have participated in and how you have done business on our online services. Based on this information, we form the groups to which we target our marketing, and therefore we do not specifically target marketing to a specific individual.

##### **ANALYSIS, STATISTICS AND DEVELOPMENT OF BUSINESS, PRODUCTS AND SERVICES:**

We process data for analytical, statistical and reporting purposes, as well as to develop our business, products and services and to improve the user experience.

We process information as described above based on the performance of the agreement or the legitimate interests of Jungle Juice Bar. We may also ask you for your consent to the processing of your data for certain purposes. For example, our direct marketing to consumers is always based on prior consent, which you can revoke at any time.

A legitimate interest means an interest that is legitimate and the realisation of which is important for the operation of the Jungle Juice Bar. The Jungle Juice Bar can act on the basis of a legitimate interest, when there is a relevant and appropriate relationship between the user of the service, ie the data subject and the Jungle Juice Bar. In assessing the legitimate interest, the interests of the data subject and the Jungle Juice Bar are weighed, such as the realisation of fundamental rights, the nature of the data collected, the purposes for which they are used, and data security. The data subject has the right to object to processing on the basis of a legitimate interest.

## **5. HOW LONG DO WE STORE YOUR PERSONAL DATA?**

We will not retain your information for longer than is necessary to fulfil the purposes described in this Privacy Statement and to comply with any other mandatory legislation, such as accounting legislation. The retention period of your data is also affected by the context in which and for what purpose your data was collected.

Please note that notwithstanding the criteria above, we may have an obligation under mandatory law to process certain information about you (such as webstore transaction data to comply with accounting laws) for a longer period of time, in which case we will only process information to comply with that law. We may also make an exception for retention periods when a legal claim is made against Jungle Juice Bar or when matters relating to such a claim is pending.

In addition, notwithstanding the foregoing, we may process information anonymised for, such as, analytical and statistical purposes and for the development of our business, products and services.

## **6. WHO CAN PROCESS YOUR INFORMATION AND DO WE DISCLOSE THEM TO THIRD PARTIES?**

Your information will be processed within the Smoothie Heaven Oy and Fruit Scale Ab. We may disclose your personal data to authorities, for example, if we are required by law to disclose the information. In addition, we may disclose your information in connection with the possible acquisition or other transaction to the buyer of the business or any other relevant entity related to the transaction.

We may disclose personal data to third parties in order to fulfil the agreement. Such parties include, for example, our partners providing payment intermediation or transportation services in our online stores or outlets, who may act as data controllers for the personal data required for payment intermediation and transportation. The partners used by a particular online store are identified in that online store. We encourage you to review the privacy policies of such third parties.

We use services provided by third parties to process personal data, but in that case we will not, as a general rule, disclose your information to them in such a way that they may use it for purposes other than those specified by Jungle Juice Bar.

We use subcontractors and service providers to process your information, such as for technical maintenance or to carry out campaigns and direct marketing, and we oblige them, through appropriate contractual arrangements, to ensure an adequate level of security to protect your personal data and otherwise comply with applicable data protection data laws. The subcontractors and service providers we use will only use your information to fulfil the purposes defined by Jungle Juice Bar described above. We will not disclose your information to them so that they may use it for other purposes.

## **7. ARE WE TRANSFERING YOUR PERSONAL DATA OUTSIDE THE EU?**

Some of our partners mentioned above are located outside the European Economic Area, so in certain situations we will also transfer your personal data to these countries for processing. With regard to such transfers, we aim to take measures to maintain the high level of protection of personal data required by European data protection law even after the transfer of personal data.

Such measures include the use of model contract clauses approved by the European Commission as part of our agreements with the recipients in third countries, or that the supervisory authority has established binding corporate rules under the EU General Data Protection Regulation for the recipient of a US transfer.

You can read more about the standard contractual clauses (SCC) prepared by the European Commission here: [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en)

## **8. HOW CAN YOU AFFECT THE PROCESSING OF YOUR PERSONAL DATA?**

You can control how Jungle Juice Bar collects and uses your information. Because your rights are important to us, we have created several ways in which you can influence the processing of your information. You can find out below about your rights and the ways you can exercise them.

You have the right to influence the processing of your data in the following ways:

- You have the right at any time to object the processing of your data for direct marketing purposes. Please note that if you cancel your newsletter via the link in it, but you have given us a general marketing consent, you may still receive marketing communications from us. In this case, you can revoke your general consent by contacting our customer service. Please note that despite the opt out on direct marketing, you may see our ads on online services outside of Jungle Juice Bar and continue to receive customer communications from us, such as confirmation of your order in the online store. In addition, you can get marketing communications related to your job or area of responsibility from Jungle Juice Bar, which you can most easily opt out by using the link at the end of the message you receive.
- In some situations, you may have the right to object to the processing of your personal data other than direct marketing for reasons related to your specific personal situation. Your rights only apply to your personal data that we process under the legitimate interests of Jungle Juice Bar. When you ask us to stop processing your personal data on this basis, you must tell us what is the specific personal reason why your personal data should not be subject to processing.
- You have the right to request access to the personal data about you or to receive confirmation that we do not process information about you. You can make an access right request by contacting our customer service.
- You have the right to correct your personal data. This means that if your information is incorrect, inaccurate or incomplete, you have the right to ask us to correct or supplement the information.
- In certain situations, you may have the right to restrict processing. This means, for example, that if you dispute the accuracy of your information, you have the right to limit the processing of your personal data for the period during which we can ensure the accuracy of your information.
- You have the right to have your data deleted in certain situations, for example if the processing of your personal data is no longer necessary for the purposes for which it was collected or if the processing of

your personal data is based on consent and you wish to withdraw your consent. . Please note that if the processing of your personal data is necessary, for example to deliver an e-commerce order you have placed or to comply with opting out from direct marketing, you will not be able to delete your data.

You also have the right to have the personal data you provide transferred to another controller in a commonly used machine-readable form. Please note that such right only applies to your automatically processed personal data which you yourself have provided to us and the processing of which is based on your consent or an agreement between us.

You can exercise your rights regarding the processing of your personal data by contacting our customer service.

## **9. WHO CAN YOU TURN TO IN ISSUES RELATING TO PROCESSING YOUR DATA?**

You can learn more about our privacy practices by contacting us or exercising your privacy rights.

If, in spite of the principles set out in this Privacy Notice, you believe that we have violated your rights under the data protection legislation, you may lodge a complaint with your local data protection authority. However, we always recommend that you first contact our customer service.

## **10. SERVICE RELATED SPECIFICATIONS**

You can take a closer look at the service-specific information, where we collect the information, and how we process your information in the different services you use.

### **Webstore**

You can order our products or services through our online store. We process your information to fulfill the agreement and manage the customer relationship. In order to perform the service, we collect information in connection with orders, such as your name and contact information, customer relationship information, change information and identification information, which enable the delivery of the order. We also collect your payment information, such as your chosen payment method and billing information if your form of payment is an invoice. You can also give us a marketing opt in, if you wish.

When you place an order in an online store, you usually also provide your information to the payment service provider enabling the online store payment and / or our transport partner, who can act as independent controllers for the personal data required for payment intermediation and transport. The partners used by a particular online store are identified in that online store. We encourage you to review the privacy policies of such third parties. If you would like to view your information stored with the payment service provider and / or transport company, please contact the person concerned.

The Jungle Juice Bar webstore and mobile app is built on WooCommerce's eCommerce platform. (You can read more about data processing in the WooCommerce Privacy Statement at <https://automattic.com/privacy/>). When you place an order with the Jungle Juice Bar online store, you will also provide your information to the payment service provider of your choice. Our payment service provider is VISMA, which also acts as a controller and processor. You can read about VISMA's data processing in Visma's privacy statement <https://www.visma.fi/yksityisyysdensuoja/etusivu/>.

### **ORDERS**

For example, you can order a smoothie or juice from us. In order for us to fulfill the agreement, we collect information, such as your name and contact information, in connection with the order, which enables us to confirm the order and any contact and transactions related to the order. We can also collect food requests that are necessary to prepare a food order.

## CAMPAIGNS

For example, in a campaign, we market a specific product, service, or offer for a specific period of time. In connection with the campaign, we may offer the opportunity, for example, to participate in a lottery or competition or to issue a marketing permit. In these cases, we will ask for your personal data, such as your name and contact information. We need this information to run the campaign and provide you with a possible lottery or competition prize, and if you have given us a marketing authorization, to send you offers, newsletters or news by email, for example, after the campaign ends.

## MARKETING COMMUNICATIONS

### *Consumer marketing communications*

With the help of newsletters, we send information electronically about, for example, offers or new products and services. We ask that you consent to the sending of newsletters. If you have opted in to our marketing, we may send you news and newsletters that we assume you are interested in based on the services you use. You can cancel the newsletter sent to you at any time by contacting our customer service. Please note that despite canceling an individual newsletter, you may receive other marketing communications from Jungle Juice Bar if you have not revoked your general marketing consent for Jungle Juice Bar.

You can revoke your general marketing consent by contacting our customer service. Revoking your general marketing consent will delete all marketing communications directed to consumers, including your newsletter subscription.

### *Marketing communications to business and other stakeholders*

You may receive marketing communications from Jungle Juice Bar related to your job or area of responsibility, for example, if your company is our customer, you have expressed interest in Jungle Juice Bar services or products, belong to another stakeholder or subscribe to one of our newsletters. We do this on the basis of a customer relationship or legitimate interests from Jungle Juice Bar. If required by local law, we ask for consent to communicate when required by local law. If you receive such marketing communications from Jungle Juice Bar related to your job or area of responsibility, the easiest way to block it is to use the link at the end of the message you received.

## FEEDBACK, COMPLAINTS AND OTHER CUSTOMER SERVICE

You can give us feedback, make a complaint about our product or service or send us an idea through our consumer customer service. In this context, we collect information based on the customer relationship, such as your name and contact information, as well as any representation information that will help you process the idea or complaint and respond to you. We may also collect health information if it is necessary to process compensation or clarify legal liability. We do this, for example, if our products have caused you some kind of health symptoms.

## OPINION POLLS AND SURVEYS

Through opinion polls and surveys, we collect information that is important to our operations. Answering them is voluntary and we will process your information with your consent. When participating in a survey or survey, we may ask for your personal data that is necessary to conduct that survey or survey, or if the survey or survey involves a lottery, we need your personal data, such as your name and contact information, to deliver a prize.

## MOBILE APPLICATION

We offer our customers a mobile application through which you can, for example, pre-order or get benefits when shopping at Jungle Juice Bars. In order to use the app, we collect personal data from you, such as your contact information, change information, and customer relationship and interest information, such as information about your use of the app, so that we can send you appropriate offers.

## LOYALTY PROGRAM

The loyalty program includes various services, benefits for members and offers. You can join the loyalty program with the mobile application of Jungle Juice Bar.

The data processing related to the loyalty program is based on the loyalty agreement you have entered into. To manage the loyalty program, we collect your name, date of birth and contact information from you. You can edit and manage your own information in the mobile app. In addition, we use Google Analytics, among other things, to collect information about app browsing, purchases, and information provided by members of the loyalty program, such as feedback and responses to various surveys and surveys. We may combine the information collected with other customer information and utilize the information to target interesting interests, services, and content to members of the loyalty program, as well as for analytical and statistical and development purposes of the program.

The loyalty program includes marketing communications, and when you join the program you will receive current news, benefits and offers from Jungle Juice Bar for your mobile app, via email, and possibly otherwise electronically. You can manage push messages from mobile apps associated with the loyalty program in that app.

## PROCESSING OF PERSONAL DATA OF BUSINESS CONTACT PERSONS AND OTHER STAKEHOLDERS

In the course of its business, Jungle Juice Bar handles information from corporate customers and potential business customers, suppliers and subcontractors, as well as other stakeholders. In such contexts, we process your personal data when dealing with us as a representative of a company, other entity or stakeholder you represent. In such cases, we typically process the information on the basis of the performance of the contract or the legitimate interests of Jungle Juice Bar. We may also ask for your consent to the processing of your personal data, for example, where applicable law requires consent to send marketing communications related to your job or area of responsibility.

We process your information for contract or service execution, customer communications and service, and for analysing, compiling, reporting and developing our business. We also use your information to market our products and services, and we can, for example, use the information you provide to relate to your work to target the marketing you receive in a way that is of maximum benefit to you in your work.

If you receive such marketing communications from Jungle Juice Bar related to your job or area of responsibility, you may refuse them at any time using the link at the end of the message you receive.

When dealing with us as a representative of a company or other entity or stakeholder, we collect, among other things, your name, contact information, position, position and / or title in the company or other entity you represent. In certain situations, we may also collect interest information and possibly other information necessary to manage the relationship between Jungle Juice Bar and the company or other entity you represent. In addition, we collect information from publicly available sources, such as corporate websites, social media services, and directories and contact databases maintained by public authorities or service providers.

#### SOCIAL MEDIA COMMUNITY PAGES HOSTED BY JUNGLE JUICE BAR (FACEBOOK, LINKEDIN, INSTAGRAM AND TIKTOK)

Jungle Juice Bar maintains several different social media community pages such as Facebook, LinkedIn, Instagram and TikTok. If you like a page, comment on a post, or otherwise interact with a Jungle Juice Bar community page, we will receive your public profile information, such as information about your username, and profile picture that is visible to all users of that service. We process information to announce new products and services as well as benefits or offers, conduct marketing campaigns such as contests and sweepstakes, receive feedback, purchase advertising from Facebook, and measure the effectiveness of our advertising. If you have provided feedback on a channel or made a complaint, we may direct the processing of the feedback or complaint outside the community, in which case we will process your information in the same way as in other customer service situations.

We also receive insights from these various social service providers that Facebook has collected when Facebook users visit the Jungle Juice Bar pages or interact with the pages or its content. Such aggregated statistics help us understand how users interact with the various community pages in the Jungle Juice Bar.

Jungle Juice Bar processes information from Jungle Juice Bar communities based on the legitimate interest of Jungle Juice Bar.

These companies, which operate various community services, are, where applicable, joint data controllers of visitor information on the Jungle Juice Bar website. These companies are primarily responsible for complying with data protection legislation and enforcing data security and data subjects' rights. These companies process personal data in accordance with their own privacy policies. You can manage your own privacy settings for these different services. If you wish to exercise your privacy rights with respect to visitor information on the Jungle Juice Bar pages, you may contact these different companies.