

## PRIVACY AND COOKIE POLICY

This Privacy and Cookie Policy ("Policy") applies to the processing of your personal data by Bending Spoons S.p.A. ("Bending Spoons", "we" or "us") through "yourplan.remini.ai" website ("Website") in accordance with Regulation (EU) 2016/679 – General Data Protection Regulation ("GDPR"), the Italian Legislative Decree 196/2003 (as amended), Directive 2002/58/EC – ePrivacy Directive (as amended), and other applicable local laws ("Data Protection Laws").

Please refer to the privacy policy that applies to the [Remini mobile app for Android or iOS](#) and [Remini web app](#) for information on how we process your personal data, treat your information and protect your privacy when you use the Remini apps.

### 1. Data Controller and Data Protection Officer

The Data Controller is Bending Spoons S.p.A., based in via Nino Bonnet 10, Milan, MI 20154 (Italy), VAT 08931860962. For any requests regarding the processing of your personal data, please email us at [privacy@bendingspoons.com](mailto:privacy@bendingspoons.com).

Our Data Protection Officer can be contacted for any requests relating to the processing of your personal data or this Policy by sending an email to [dpo@bendingspoons.com](mailto:dpo@bendingspoons.com).

### 2. Categories of personal data that we collect, purposes and legal bases for our processing

We process the following categories of personal data, for the purposes and on the legal bases indicated below. Please note that not all of the below information may be deemed personal data in your jurisdiction in all cases.

Purpose	Legal basis	Categories of processed data
a. We use your personal data to enable you to use the Website, to provide you with its functionalities and to process your payment request. Examples of using the Website include editing and enhancing your photos and videos, and generating AI images of yourself.	The legal basis for the processing is the performance of our contractual relationship (art. 6(1)(b) of the GDPR). The processing of face data to perform these activities is based on your consent (Article 9.2.a GDPR).	The following data is used: <ul style="list-style-type: none"><li>- Identification and contact information (such as name and email address), ID and technical information on your device, your web browser details, your IP address, information about your interactions with the Website, and other information necessary to enable you to use the Website.);</li><li>- Information about your subscription/one-time Purchases;</li><li>- Information about your interaction with the Website;</li><li>- Images and videos that you upload, and images</li></ul>

Purpose	Legal basis	Categories of processed data
		<p>and videos generated by the Website (such as enhanced photos and videos and AI images).</p> <ul style="list-style-type: none"> <li>- Information about faces in the images and videos that you upload, including, for example, information that estimates the location and shape of facial features ("face data"). Depending on the applicable law of your jurisdiction, face data may be considered biometric data. We use face data only to enhance your photos and videos and create the AI images you request, unless you specifically consent to other processing of this data. In no instance does the Remini Website process face data to identify or authenticate people in images or videos you upload.</li> </ul>
<p>b. To improve our products and services (for example, by conducting statistical analysis or other research activities to optimize our features and provide you with new ones).</p>	<p>The legal basis for the processing is our legitimate interest (art. 6(1)(f) of the GDPR) to improve our products and services.</p> <p>As for the collection of personal data by means of cookies, please see <a href="#">Section 11 (Cookies)</a>.</p>	<p>Identifiers and internet and network activity information (such as IP address), information that you provide when answering the survey, and other information collected or generated to improve the Website functionalities (such as information about your interactions with the Website, inferences we generate and other related information about your usage of the Website).</p>
<p>c. We use third-party tracking technologies to serve you personalized ads and to measure the</p>	<p>The collection of your personal data through third-party profiling tracking technologies is based on your consent (Article 122 of the</p>	<p>The following data is used:</p> <ul style="list-style-type: none"> <li>- User identifiers (such as your IP address);</li> <li>- Information about your interactions with the web;</li> </ul>

Purpose	Legal basis	Categories of processed data
<p>performance of our ads, including tracking conversions. You can find more information on how these third parties use your personal data by reading their privacy policies linked in the <a href="#">Section 11 (Cookies)</a>.</p>	<p>Italian Privacy Code). To learn more, see the <a href="#">Section 11 (Cookies)</a>.</p>	<ul style="list-style-type: none"> <li>- Advertising data (such as ad conversion information and advertisements seen)</li> <li>- Your ad tracking choices and consent to receive personalized ads (if granted), and inferences about your interests and preferences</li> </ul>
<p>d. To carry out marketing activities and send you information and marketing communications about our products and services such as tips, offers, and newsletters through emails.</p>	<p>The legal basis for the processing is your consent (art. 6(1)(a) of the GDPR).</p> <p>Where your consent is not required, for example, where we use your email to send you information about products and services related to or similar to the app (“Soft Opt-In”), the legal basis is our legitimate interest (art. 6(1)(f) of the GDPR).</p>	<p>Identification and contact information (such as name, email address), identifiers and Internet and network activity information (such as IP address).</p>
<p>e. To comply with our legal obligations, including requests from public authorities.</p>	<p>The legal basis for the processing is compliance with legal obligations to which we are subject (art. 6(1)(c) of the GDPR).</p>	<p>Any information which may be required by law or under the instructions of public authorities.</p>
<p>f. To process and respond to customer support communications and to requests for information you may raise with us.</p>	<p>The legal basis for the processing is the performance of our contractual relationship (art. 6(1)(b) of the GDPR).</p>	<p>Identification and contact information you provide us (such as name, email address) and the content of your communication or request.</p>

Purpose	Legal basis	Categories of processed data
g. To establish, exercise or defend our rights and those of our employees, and to carry out corporate transactions or operations (for example, in case of bankruptcy, merger, acquisition, reorganization, sale of assets or assignments, and due diligence related to any such transactions).	The legal basis for the processing is our legitimate interest (art. 6(1)(f) of the GDPR) to establish, exercise or defend our rights and to carry out corporate transactions or operations.	Any information necessary to ensure the performance of these purposes.

To know how we process your personal data through the use of cookies and similar technologies, see [Section 11 \(Cookies\)](#) below.

### 3. Data Storage and Protection

Personal data may be processed by both automated and non-automated means and may be stored at our premises and on our service providers' servers. We adopt technical and organizational measures designed to prevent the loss, improper use and alteration of your personal data. In some cases, we may also adopt data encryption and pseudonymization measures. However, transmissions over the Internet are never 100% secure, and you should not provide any personal data if you want to avoid any risk.

We apply different retention periods for personal data processed for the purposes referred to in Section 2.a):

- Images and videos you upload
- Face data processed to generate AI images
- Enhanced images and videos and AI images generated by Remini

are retained for up to thirty (30) days from the upload or generation.

After the retention period indicated above, the data will be deleted from our servers and those of our service providers, unless you have specifically consented to other processing of this data.

The other categories of personal data processed for the purposes referred to in Section 2.a), 2.b), and 2.f) will be kept for a period not exceeding the one necessary for the said purposes and, in each case, for no more than three (3) years from the date of your last interaction with the Website.

To learn more about the retention period of the data used for the purposes referred to in Section 2.c), see the third parties' privacy policies linked in the [Section 11 \(Cookies\)](#).

Personal data processed for the purposes referred to in section 2.d) (regarding the “Soft Opt-In”), will be kept until you object to such processing. However, should you not exercise your right to object, personal data will be kept for such purposes for no more than 2 years from the termination of the agreement.

Personal data processed for the purposes referred to in Section 2.e), will be kept up to five (5) years from the date of your last interaction with the Website.

Personal data processed for the purposes referred to in 2.g) will be kept up to ten (10) years from the date of your last interaction with the Website.

At the end of these specified periods, unless any legal obligations require a longer data retention, the processed personal data will be either deleted or anonymized.

#### **4. Your Choices with Regard to the Use of Your Personal Data**

It is mandatory for you to provide your personal data for the purposes referred to in Sections 2.a), 2.d), and 2.e). If you do not provide the personal data, you will not be able to enjoy the Website’s services and functionalities.

Where we rely on your consent for the purposes referred to in Section 2.c), your provision of personal data is optional, and you have the right to withdraw your consent at any time. If you do not provide the personal data, you will still be able to enjoy the app’s services and features.

Where we rely on our legitimate interest for the purposes referred to in Sections 2.b), 2.c) and 2.f), you may, at any time, exercise your right to object to such processing as explained in [Section 7 \(Your Rights\)](#) below.

#### **5. Recipients of Your Personal Data**

We may share or disclose your personal data to the following categories of recipients:

- Vendors carrying out activities that are related or instrumental to our business and operational activities as outsourced data processors appointed in writing in accordance with Applicable Privacy Laws, or acting as autonomous data controllers (such as IT or storage service providers, mobile measurement partners, suppliers of mobile marketing services, and advertising networks and platforms).
- If we carry out a corporate transaction or operation (for example, in case of bankruptcy, merger, acquisition, reorganization, sale of assets or assignments, and due diligence related to any such transactions), your personal data may be disclosed to our advisers and any prospective purchaser’s advisers, and may be one of the assets that is transferred to another owner.
- Public, judicial or police authorities, within the limits established by applicable laws.

Personal data will not be disclosed for any reason other than those stated above, unless such disclosure is deemed necessary for the fulfillment of a legal obligation or if we request your consent.

#### **6. Transfer Your Personal Data outside the European Economic Area**

We may transfer personal data from the European Economic Area (“EEA”), the UK or Switzerland to other countries outside the EEA. Such data transfers are based on appropriate safeguards in accordance with Applicable Privacy Laws, including (a) the standard contractual clauses developed by the European Commission; (b) the decisions of adequacy of the European Commission; or (c) binding corporate rules.

More information on the appropriate warranties is available for consultation at [privacy@bendingspoons.com](mailto:privacy@bendingspoons.com).

## 7. Your Rights

At any time and free of charge, you can exercise the following rights, as specified and subject to certain limitations and exceptions under Data Protection Laws:

- Right of access. You have the right to obtain information about the processing of your personal data and to access it.
- Right to rectification. You have the right to ask for the updating, rectification or integration of your personal data.
- Right to erasure. You have the right to request the deletion of your personal data.
- Right to restriction of processing. You have the right to request the restriction of the processing of your personal data.
- Right to data portability. You have the right to obtain a portable electronic copy of your personal data.
- Right to object. Where we rely on our legitimate interest to process your personal data, you have the right to object to such processing, wholly or partly, on grounds related to your particular situation. In particular, you are entitled to object to the processing of your personal data for direct marketing purposes, including profiling.
- Right to withdraw your consent. Where we rely on your consent to process your personal data, you have the right to withdraw your consent, although the processing carried out before your withdrawal of consent will remain valid.

You also have the right to lodge a complaint before the competent national Data Protection Authority, in particular before the Data Protection Authority of the Member State of your habitual residence, place of work or place of the alleged infringement.

To exercise your rights, or if you have any other questions about privacy or data protection at Bending Spoons, you can contact us by sending an email to [privacy@bendingspoons.com](mailto:privacy@bendingspoons.com). We may take reasonable steps to verify your identity prior to responding to your request.

## 8. Children’s Personal Data

The Website is not intended for anyone under the age of 16. We do not knowingly collect personal data from children. If you believe we have received personal data from children under the age of 16, please email us at [privacy@bendingspoons.com](mailto:privacy@bendingspoons.com). If we learn that a user is under the age of 16, we will take reasonable steps to delete any processed data and close such user’s account.

## 9. Third-party Websites and Services

The Website may include links to other websites or services operated by third parties. The activities described in this Privacy Policy do not apply to data processed by such third-party

websites and services. We have no control over, and we are not responsible for, the actions and privacy policies of third parties and other websites and services.

## 10. Additional information for users residing in certain US States

### a) Additional information for users in California

In California, there are consumer privacy laws that grant their residents certain rights and that require additional disclosures (“state laws”). If you’re a resident of California, this section applies to you.

We collect personal information from several sources, as follows:

- Directly from you (for example, your selections when you make a Website purchase or participate in a survey)
- Automatically from the Website when you use it (for example, your device information when you open the Website)
- From other sources.

We generate inferences about you based on your use of the Website and other information we collect.

We don’t knowingly collect, sell, or share personal data about users under the age of 16.

We don’t collect information that’s considered “sensitive” under state laws, except in certain extraordinary circumstances. In these extraordinary circumstances, we don’t use or disclose sensitive personal information to make inferences about your characteristics.

We retain personal data as described in the section *Data Storage and Protection*.

### Right to opt out of sales, sharing, targeted advertising

Some of the activities described in this privacy policy may be considered “sales” or “sharing” of your personal information, or use of your information for “targeted advertising” under the law that applies to you. You or your authorized agent may opt out of these activities by following the instructions in the section *Cookies*.

### Access, correction, and deletion

Your rights include the following:

- **Right of access.** You have the right to access and receive a copy of information about the processing of your personal data.
- **Right to rectification.** You have the right to request that your personal data be updated, rectified, or integrated.
- **Right to erasure.** You have the right to request that your personal data be deleted.

For details about how to exercise your rights, please see the section *Your Rights*.

### b) Additional information for users in Illinois

In accordance with Illinois law, this section provides additional disclosures related to face data. As described in the section *Categories of personal data that we collect, purposes and legal bases for our processing*, we collect and process face data to enhance your photos and videos and generate AI images. We don’t collect or use face data to improve our generative features nor to train our photo-video editor algorithms. We retain personal data as described in the section *Data Storage and Protection*. We use cloud storage providers to store face data. We’ll never sell, lease, or trade face data to third parties. As described

above, face data may be considered biometric data in some jurisdictions. Face data is not used to identify or authenticate individuals in the photos and videos you upload.

## 11. Cookies

### What are cookies and tracking technologies?

When we use the word “cookies” in this Policy, we mean any tracking technology that stores or accesses information on the user’s device, including any SDK, tracking pixel, HTML5 local storage, local shared object, and fingerprinting technique.

Cookies are usually classified: (A) by purpose (Technical cookies, Analytics cookies, Profiling cookies); (B) by publisher (First-party cookies, Third-party cookies); and (C) by duration (Session cookies, Permanent cookies).

This classification is important because different legal requirements apply based on how the cookie is classified.

Below you will find the types of cookies and tracking technologies as classified with some practical examples.

#### **A. By purpose**

##### ***Technical cookies***

Technical cookies are used solely for the purpose of transmitting messages over an electronic communication network, or to provide a service specifically requested by the user.

In other words, technical cookies are essential for the correct functioning of the website and to provide the service offered to and requested by the user.

For example, technical cookies can be used to monitor sessions, to store specific server access information related to the user configuration, to facilitate the use of online content, or to keep track of items in a shopping cart or information used to fill in a form.

Technical cookies include the functional cookies you might find mentioned while browsing the Website.

Technical cookies do not need your consent.

##### ***Analytics cookies***

Analytics cookies may be used to assess the effectiveness of an information society service provided by a publisher, to evaluate and improve the design of a website or to help measure its traffic.

In other words, analytics cookies may be used to track the traffic and performance of a website, by collecting aggregate data on the number of visitors and how they interact with the website to improve its services.

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For example, analytics cookies may collect information about how users access a website, including the number of visitors, possibly grouped by geographical area, time slot, how long visitors stay on the site for, what parts of the site they visit or other characteristics, the number of pages visited or the number of users who viewed a particular section.

Please consider that if analytics cookies are properly anonymized, they can be installed without your previous explicit consent.

## ***Profiling cookies***

Profiling cookies may be used to trace specific actions or recurring behavioral patterns in the use of the offered functionalities back to specific, identified or identifiable individuals for the purpose of grouping the different profiles within homogeneous, multi-sized clusters. This is aimed in turn to enable a company to provide increasingly customized services beyond what is strictly necessary for the delivery of the service and also send targeted advertising messages in line with the preferences expressed by the user during their web-browsing activities.

In other words, profiling cookies may be used to convey behavioral advertising, measure the effectiveness of ads, or to customize the services offered in line with the user's monitored behavior.

For example, profiling cookies can be used to create user profiles and offer content in line with the user's interests, or to send targeted ads or messages.

Profiling cookies include the performance, marketing and social media cookies you might find mentioned while browsing the Website.

Profiling cookies need your explicit consent.

## ***B. By publisher***

### ***First-party cookies***

Cookies are installed directly by the website that the user is browsing. In other words, the publisher of the website installs the cookies directly without using any third-party publishers and processes the information thereby acquired.

### ***Third-party cookies***

Third-party cookies are set by external providers other than those of the website that the user is browsing. In other words, the publisher of the website installs the cookies indirectly, using third-party publishers and processes the information thereby acquired.

For the purposes of this Policy, third party cookies include any tracker which, although directly published by us, is provided by third parties which receive or otherwise process for their own purposes the information acquired through these cookies when you visit the Website. For further information, please refer to the privacy policy of such third party as indicated in the cookie table.

The data collected by these third parties is governed by their own specific privacy policies, terms and conditions, or cookie policies to which we have no control over.

When our website hosts third-party non-anonymized analytics cookies and/or profiling cookies, you will be asked to consent to such third-party cookies when landing on our websites for the first time, via a specific cookie banner.

You can manage and delete these third-party cookies at any time by accessing the privacy policies of the third parties as indicated in the following section ("*Types of cookies used by the Website*").

## **C. By duration**

### **Session cookies**

Session cookies expire when the user's browsing session expires.

### **Permanent cookies**

Permanent cookies last longer than a single browsing session.

### **Types of cookies used by the Website**

This Website installs the following types of cookies:

<b>Provider (i.e., first party or third-party)</b>	<b>Name</b>	<b>Retention period</b>	<b>Purpose</b>	<b>Third-party Privacy Policy (where appropriate)</b>
stripe.com	_stripe_sid, Stripe JS, _stripe_mid, _guid	1 Year, 1 Year, 1 Year, 2 Years	Technical	<a href="https://cookiepedia.co.uk/host/stripe.com">https://cookiepedia.co.uk/host/stripe.com</a>
Firebase	Firebase Dynamic Links	3 Years	Technical	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Pico (technical)	Pico	3 Years	Technical	N/A
Pico (analytics)	Pico	3 Years	Analytics	N/A
Tiktok Pixel	_ttp	Defined by the third party	Profiling	<a href="https://ads.tiktok.com/i18n/official/policy/privacy">https://ads.tiktok.com/i18n/official/policy/privacy</a>
Meta Pixel	_fbp	Defined by the third party	Profiling	<a href="https://www.facebook.com/privacy/policies/cookies">https://www.facebook.com/privacy/policies/cookies</a>
Google Tags	_gcl_au	Defined by the third party	Profiling	N/A
Kevel.com	Kevel	Defined by the third party	Profiling	<a href="https://dev.kevel.com/docs/privacy-policy-ad-server">https://dev.kevel.com/docs/privacy-policy-ad-server</a>

### **Cookie settings**

You can also disable (in whole or in part) technical cookies through the specific functions of your browser. Please note, however, that if you don't allow technical cookies, you may not be able to use the Website, view its contents and take advantage of its services. Inhibiting technical cookies may result in some services or features of the Website not being available

or not working properly and you may be required to modify or manually enter certain information or preferences each time you visit the Website.

The choices you make with respect to the Website's cookies will be recorded in a cookie. However, in some circumstances this cookie may not work properly: in such cases, we recommend that you delete the cookies you do not like and inhibit their use through the features of your browser.

Your cookie preferences will need to be reset if you use different devices or browsers to access the Website.

You can find information on how to manage cookie settings on certain browsers via the following links:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)

With regards to your rights under applicable Data Protection Laws, please refer to [Section 7 \(Your Rights\)](#) above.

## **12. Changes**

We may modify or update this Policy, also in view of future changes in applicable Data Protection Laws or in case we implement new features or functionalities that will process personal data.

Last updated: 07 October 2024