

Privacy Policy

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The purpose of this Privacy Policy is to formalize our commitment to respecting the privacy of users of the **AAAlphaLLyrae.uk** e-commerce website (the "Site") operated by **Le Masson Frédéric EI**, a sole proprietorship owned and managed by Frédéric Le Masson.

The Privacy Policy and the [General Terms and Conditions of Sale](#) of the Site form a contractual whole, the first document complementing the second, and your acceptance of both is essential to the concretization of our relationship.

In the context of the provision of our Site, we process your personal data in compliance with the General Data Protection Regulation 2016/679 of 27 April 2016 ("GDPR") and under the conditions set out below.

Personal data means any information relating to an identified or identifiable natural person.

We only collect personal data that is adequate, relevant and limited to what is necessary for the purposes for which it is processed, in accordance with the framework defined by the GDPR.

By extension, we do not sell your personal data, and it is only shared for the proper performance of the contractual relationship with the necessary suppliers and service providers.

By registering on the Site, you authorize us to process your personal data in accordance with the Privacy Policy. If you do not agree to the terms of this Privacy Policy, please refrain from using the Site, which does not exclude that you may visit it as a simple onlooker.

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1. In what cases do we collect your personal data and what data is collected?

We may collect and store your personal data, in particular when you:

- Create your customer account
- Log in to your customer account
- Make a purchase
- Contact the company

We use your personal data to enable the implementation and management of the Site and to respond to your specific requests, as well as for the purpose of operating and improving our Site and our approach.

1.1 Navigation on the Site

Login data. Each time you connect to our Site, the web server records in a log your IP address, the date and time of connection, as well as information about the browser you are using, among other purely technical data.

We generally do not use this data, which is stored by our host in accordance with its legal obligations regarding possible legal actions, which we may initiate in the event of a malicious act affecting the integrity of the Site or the company.

Browsing data. We do not use cookies, pixels, tags, and similar technologies for analytical purposes. This means that the only cookies we use are to provide you with a better browsing experience, to track your shopping cart across multiple pages, for example, or to remember your data from one visit to the next.

For more information on our use of cookies, see Section 5 above.

1.2 Creating a User Account

Access to some of our services requires the prior creation of a user account. In accordance with the General Terms and Conditions, you will be asked to fill in a certain amount of personal data when creating your user account, including your first and last names and your email address.

For the invoicing of your orders, you will also be asked for a billing address, and you can indicate a different delivery address, within the limits of those allowed (no APO, FPO, DPO and PO boxes).

For delivery, you are asked for a telephone number so that you can be contacted if necessary.

Your user account will also allow you to consult your past and current orders, - down to the details of the products purchased - and to know their progress.

Finally, you can secure access to your user account by two-factor authentication provided by our security provider, via a QR code or a key.

The personal data provided during these actions will allow us to fulfill the orders you place, to communicate with you about them.

These data processing operations are therefore motivated by the performance of the contract entered into between you as a customer and us as a merchant, being in our legitimate interest to provide you with a customer area to manage our relationships and your orders.

The personal data you provided to us during registration will be stored for as long as your user account is valid, and after it has been deleted, we will archive the data that we must keep due to tax and legal obligations until the expiry of the limitation periods.

For example, following an order on our site, your personal data attached to this order is kept until the expiry of the legal warranty, then archived for 5 (five) years, then finally destroyed from the archive, but the invoices related to purchases must be kept for 10 (ten) years.

1.3 Payment of orders

To this end, you agree that we may use external service providers who may collect personal data for the purpose of enabling the proper functioning of the services for processing payments by credit card or any other means of payment, and for the delivery of products.

To pay for your purchase, you must provide your billing and payment details, including your credit card number, validity date, security code and the name of the cardholder in the case of payment by credit card.

You may also be asked to provide the name of your telecom operator, the model of your mobile phone and a valid mobile number in order to be able to provide purchase instructions directly through your mobile phone.

We therefore need your surname, first name, billing and shipping addresses, e-mail address and telephone number to manage communications about the progress of the order and possibly your complaints about it.

We store details of your payments and purchases you make, either in our systems or with the external provider in relation to your bank details. This retention is for internal purposes, including accounting, compliance, and legal purposes, in accordance with paragraph 4 of this Privacy Policy.

The collection of the personal data you provide to us when placing an order and its management is the fulfillment of our contractual obligations.

1.4 Fight against fraud when paying for an order

Our payment management partner will use your personal data provided during an order to verify the integrity of the purchase, and to allow us to make appropriate decisions, from the unreserved execution of the order to its full denunciation because it is fraudulent.

In the event of a suspicion of fraud, the execution of the order may be modified, and if it is a proven fraud, we are entitled to transmit the aforementioned personal data to the police for investigation.

For more information on the methodology employed by Stripe Inc., our payment partner, you can access their [Stripe Privacy Policy page](#).

We justify this use of your personal data by our legitimate interest in not participating in a fraudulent relationship, and in fact, to contribute to the proper performance of our contractual obligations.

1.5 Delivery of orders

Following an order, some of the personal data you have provided to us on this occasion must be passed on to subcontractors for the dispatch of your orders and parcels.

Typically, your surname, first name, billing and delivery addresses, e-mail address and telephone number are information that must be brought to the attention of the aforementioned subcontractors in the context of the performance of our contractual obligations.

1.6 Contacts

In order to respond to any requests you may make to our Customer Service and to confirm your information, we may use your name, surname, email address and telephone number.

The purpose of using this personal data is then to fulfill our contractual obligations, or to take pre-contractual measures at your request.

1.7 Other lawful access to your personal data

In certain circumstances, all of which are governed by law, your personal data may be accessible to administrative and police authorities.

The fraudulent context referred to in point 1.4 is one of them, and the customs services are another, when there is delivery abroad, to name but two examples.

1.8 Products Return

When you return a product after agreement on the warranty conferred on you, the refund is done by the payment gateway up to the maximum of what you paid through it.

Your consent to this use of your bank details is our legal basis.

2. How do we protect your personal data?

We have implemented technical and organizational security measures to ensure the security, integrity and confidentiality of all your personal data, in order to prevent it from being distorted, damaged or accessed by unauthorized third parties. We ensure an appropriate level of security, taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of the processing as well as the risks and their probability.

That being said, even though we are willing and make every effort to protect against unwanted access to your personal data, we cannot make an absolute guarantee in this regard.

In addition, you are responsible for maintaining the confidentiality of the password that allows you to access your user account, by not sharing this information with anyone, and by not forgetting to log out if you are using a shared computer, among other basic recommendations.

3. When do we share your personal data?

3.1 Sharing your personal data with third-party companies

As already explained, when you use the Site, your personal data may be transmitted to external service providers who provide a service on our behalf and in our name in order to enable the proper functioning of credit card payments and other services, such as deliveries, for example.

Your personal data may therefore be transferred to countries outside the European Union, such as the United States for payment methods and the fight against fraud, which country may have a lower level of protection for your personal data than that of your country of residence.

We base these transfers of personal data outside the European Economic Area on the provisions of Article 49 (1) (b) of the GDPR in order to be able to perform our contractual obligations, in addition to the fact that when such movements of personal data are destined for the United States, they are governed by the [U.S. PRIVACY SHIELD](#).

Except in the case where a third party asks you to accept a confidentiality policy and terms of use specific to it, the third-party companies that have received your personal data have undertaken to process your personal data only for the performance of the services necessary for the proper performance of our contractual obligations.

You may not agree to these cross-border transfers of your personal data, but in this case, you may not use our Site for its commercial purposes, but only as a visitor.

Finally, we will never share or sell your personal data with and to third-party companies for marketing and/or commercial purposes.

3.2 Sharing with Authorities

We may disclose your personal data to administrative or judicial authorities when their disclosure is necessary to identify, arrest or prosecute any individual who may be prejudicial to our rights, any other user or a third party. Finally, we may be legally obliged to disclose your personal data and cannot object to it.

4. How long do we keep your personal data?

We will only keep your personal data for the time it takes for you to register on our Site in order to ensure your identification when you log in to your user account and to allow us to exercise our contractual obligations.

Your registration remains valid for 3 (three) years after this or your last purchase, which act restarts the validity period of your registration each time.

If this period is exceeded, or if you unsubscribe from the Site, your personal data will be deleted and only kept in the form of an archive for the purpose of establishing proof of a right or contract.

In any event, we will retain your personal data for no longer than is necessary for the purposes for which they are processed in accordance with the uses set out in this Privacy Policy and in compliance with laws and regulations.

Already said elsewhere but repeated here, your personal data following an order on our Site and attached to this order are kept until the expiry of the legal warranty, then archived for 5 (five) years, then finally destroyed from the archive, except for the invoices related to this purchase which are kept for 10 (ten) years before archiving.

Your credit card data is stored securely for each purchase with the payment provider, from the time the order is paid until the expiry of the legal warranty. We do not have access to this data, which is transmitted directly to our payment provider, which in return only gives us a transaction number of the amount of the financial transaction to be redeemed with your bank.

5. Cookies: how do we use them?

5.1 What is a cookie?

A cookie is a small text file that can be deposited on a terminal (PC, smartphone, tablet, etc.) when our Site is visited, among other things, with browser software.

It stores technical information about the device used, as well as user data, in such a way as to facilitate your current and future browsing, which does not mean that we can be directly informed of your identity by this means.

Among the different types of cookies we use, we distinguish session cookies, which allow the presentation of your shopping cart on several pages, or to know that you are already logged in to your user account, for example, and which are destroyed when you close the browser.

Temporary cookies are also used to optimize the functionality of the Site and are stored on your device for a specified period of time, so that you are recognized if you revisit our Site. This allows us to reuse your settings from one visit to our Site to another without you having to re-enter them. These cookies delete themselves after a defined period of time.

In any case, cookies deposited on your browsing terminal with your consent are destroyed 13 months after they are deposited on your terminal.

5.2 What are the cookies issued on our Site used for?

The cookies we issue allow us to:

- adapt the presentation of our Site to the display preferences of your device (language used, display resolution, operating system used, etc.) during your visits to our Site, according to the viewing or reading hardware and software that your device has;
- to memorize information relating to a form that you have filled in on our Site (registration or access to your account) or to products, services or information that you have chosen on our Site (subscribed service, content of an order basket, etc.);
- to allow you to access reserved and personal areas of our Site, such as your user account, thanks to identifiers or data that you may have previously entrusted to us and to implement security measures, for example when you are asked to log in again to a content or service after a certain period of time.

When you first visit the Site, a cookie banner will appear on the home page. A clickable link provides more information about the purpose and operation of cookies and links to this Privacy Policy. Continuing to browse another page of the site or selecting an element of the site (in particular: image, text, link, etc.) materializes your acceptance of the deposit of the cookies in question on your computer.

5.2.1 List of cookies used on our site

The tables below detail the cookies we use, including when they come from third parties that are technical partners on our site.

You can consult their pages on this subject at the following address:

<https://stripe.com/cookie-settings>

<https://automattic.com/cookies/>

<https://sbjs.rocks/#/usage>

<https://policies.google.com/technologies/cookies?hl=en-US>

And more generally, you can obtain information about a particular cookie by consulting the database available at <https://cookiedatabase.org/>.

The tables group the cookies by function category, and the only cookie that appears related to Google Analytics comes from Stripe, for the purpose of distinguishing users by a unique numerical identifier for statistical studies.

We do not have a Google Ads account that would give meaning to the "_ga" cookie, and allow the collection of additional advertising identifiers, and Google offers a procedure for disabling its cookies easily accessible by an internet search, leading to the page given above to begin with.

As for the deactivation of cookies from our manager, please refer to the next point, being aware of the fact that some cookies have been classified as functional, therefore deactivable, when in fact the functionalities they offer are rather essential. The

management of your shopping cart may be affected by the deactivation of the third-party cookies presented below.

Cookie name	domain
tk_lr	.AAlphaLLyrae.uk
issuer	category
automattic.com	Analysis and performance
function	
Referral cookies used to analyze referrer behavior for sites connected to Jetpack using WooCommerce.	
Cookie name	domain
tk_or	.AAlphaLLyrae.uk
issuer	category
automattic.com	Analysis and performance
function	
Referral cookies used to analyze referrer behavior for sites connected to Jetpack using WooCommerce.	
Cookie name	domain
tk_qs	.AAlphaLLyrae.uk
issuer	category
automattic.com	Analysis and performance
function	
Collecting information for our (we, automattic.com) own internal analytics tool about the use of our services. A set of internal metrics of user activity, used to improve the user experience.	
Cookie name	domain
tk_r3d	.AAlphaLLyrae.uk
issuer	category
automattic.com	Analysis and performance
function	
Referral cookies used to analyze referrer behavior for sites connected to Jetpack using WooCommerce.	
Cookie name	domain
tk_ai	AAlphaLLyrae.uk
issuer	category
automattic.com	Analysis and performance
function	
Collecting information for our (we, automattic.com) own internal analytics tool about the use of our services. A set of internal metrics of user activity, used to improve the user experience.	

Cookie name	domain
__Secure-has_logged_in	.stripe.com
issuer	category
.stripe.com	essential
function	
Changes the sign-in button depending on whether a browser has previously logged in.	
Cookie name	domain
cookie-perms	.stripe.com
issuer	category
.stripe.com	essential
function	
Stores a user's cookie permissions.	
Cookie name	domain
machine_identifier	.stripe.com
issuer	category
.stripe.com	essential
function	
To prevent fraud, enables Stripe to determine the computer being used on the Stripe Dashboard.	
Cookie name	domain
private_machine_identifier	.stripe.com
issuer	category
.stripe.com	essential
function	
Identifies the computer across login sessions and users to prevent fraud.	

Cookie name	domain
__Secure-sid	.stripe.com
issuer	category
.stripe.com	functional
function	
Tracks activity in a browsing session across Stripe websites.	
Cookie name	domain
__stripe_orig_props	.stripe.com

issuer	category
.stripe.com	functional
function	
Remembers how you got to our website, including the URL you came from and the Stripe page you originally landed on.	
Cookie name	domain
cid	.stripe.com
issuer	category
.stripe.com	functional
function	
Tracks browsing activity across the site, including whether you interacted with advertisements.	
Cookie name	domain
docs.prefs	.stripe.com
issuer	category
.stripe.com	functional
function	
Remembers preferences that you selected in our docs.	
Cookie name	domain
expanded-topics	.stripe.com
issuer	category
.stripe.com	functional
function	
Remembers which topics are expanded in Stripe's API reference between page refreshes.	
Cookie name	domain
recent-views	.stripe.com
issuer	category
.stripe.com	functional
function	
Remembers your last few visits to the Stripe docs, including the page and timestamp, to help you pick up where you left off.	
Cookie name	domain
_lscache_vary	AAlphaLLyrae.uk
issuer	category
LiteSpeed	functional
function	

to Provide the prevention of cached pages.	
Cookie name	domain
moove_gdpr_popup	AAlphaLLyrae.uk
issuer	category
GDPR Cookie Compliance	functional
function	
to store cookie consent preferences.	
Cookie name	domain
wfwaf-authcookie-	AAlphaLLyrae.uk
issuer	category
Wordfence	functional
function	
to read to determine if the user is logged in.	
Cookie name	domain
woocommerce_cart_hash	AAlphaLLyrae.uk
issuer	category
WooCommerce	functional
function	
to store items in shopping cart.	
Cookie name	domain
woocommerce_items_in_cart	AAlphaLLyrae.uk
issuer	category
WooCommerce	functional
function	
to store items in shopping cart.	
Cookie name	domain
wordpress_logged_in_	AAlphaLLyrae.uk
issuer	category
WordPress	functional
function	
to Store logged in users.	
Cookie name	domain

wordpress_sec_	AAlphaLLyrae.uk
issuer	category
WordPress	functional
function	
to provide protection against hackers, store account details.	
Cookie name	domain
wp_woocommerce_session_	AAlphaLLyrae.uk
issuer	category
WooCommerce	functional
function	
to store performed actions on the website.	
Cookie name	domain
wp-settings-1	AAlphaLLyrae.uk
issuer	category
WordPress	functional
function	
to store user preferences.	
Cookie name	domain
wp-settings-time-1	AAlphaLLyrae.uk
issuer	category
WordPress	functional
function	
to store user preferences.	

Cookie name	domain
__ssid	.AAlphaLLyrae.uk
issuer	category
automattic.com	required
function	
To process payments and assist in fraud detection.	
Cookie name	domain
__stripe_mid	.AAlphaLLyrae.uk
issuer	category
automattic.com	required

function	
To process payments and assist in fraud detection.	
Cookie name	domain
__stripe_sid	.AAlphaLLyrae.uk
issuer	category
automattic.com	required
function	
To process payments and assist in fraud detection.	

Cookie name	domain
sbjs_current	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to store browser details.	

Cookie name	domain
sbjs_current_add	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to store and count pageviews.	

Cookie name	domain
sbjs_first	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to Store and track interaction.	

Cookie name	domain
sbjs_first_add	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	

to store and count pageviews.	
Cookie name	domain
sbjs_migrations	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to store the user's usage history.	
Cookie name	domain
sbjs_session	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to store and count pageviews.	
Cookie name	domain
sbjs_udata	.AAlphaLLyrae.uk
issuer	category
Sourcebuster JS	statistics
function	
to store a unique session ID.	

Cookie name	domain
_ga	.stripe.com
issuer	category
.stripe.com and Google Analytics	Advertising Statistics
function	
Enriches web analytics and form submissions with firmographic data, controlled by a Clearbit script.	

5.3 How can you control the cookies used?

In accordance with applicable regulations, you can refuse the use of cookies that are not strictly necessary.

To do this, on your first visit, a banner asking for your consent will appear at the bottom of the screen, which contains a link that allows you to open the cookie acceptance settings.

Subsequently, in the footer, you will find a link that takes you to the same cookie consent manager, which allows you to enable or disable essential and third-party cookies.

In addition, you can configure your browser software at any time so that cookies are stored on your device or, on the contrary, that they are rejected (either systematically or depending on their issuer). You can also configure your browser software so that you are offered the option of accepting or rejecting cookies from time to time, before a cookie can be stored on your device.

Please note: any configuration is likely to modify your browsing on the Internet and your conditions of access to certain services requiring the use of cookies. We decline all responsibility for the consequences related to the degraded functioning of our services resulting from the impossibility of saving or consulting the cookies necessary for their operation and that you have refused or deleted. This would be the case if you tried to access our content or services that require you to identify yourself. This would also be the case if we (or our service providers) cannot recognize, for technical compatibility purposes, the type of browser used by your device, its language and display settings or the country from which your device appears to be connected to the Internet.

5.4 How to configure your browser software?

For the management of cookies and your choices, the configuration of each browser is different. It is described in the help menu of your browser, which will allow you to know how to change your cookie wishes. Below you will find information about the main browsers.

Internet Explorer / Edge

In Internet Explorer, click the Tools button, and then click Internet Options. On the General tab, under Browsing history, click Settings. Click the View Files button.

Firefox

- Go to the Tools tab of the browser and then select the Options menu
- In the window that appears, choose Privacy and click View Cookies

Safari

- Access Settings via the browser menu (Safari > Preferences)
- Click on Privacy.Google

Chrome

- Access Settings via the button on the right of the URL bar or via the browser menu (Chrome > Preferences).
- Select Advanced Settings

- Click on Content Settings and then on Cookies.

Finally, your smartphone also allows you to control the deposit of cookies in the operating system's rules.

For more information on cookies, you can consult the [CNIL website](#).

6. What are your rights?

You are the only one who has communicated the data in our possession to us, through the Site. You have rights over your personal data. In accordance with the regulations on the protection of personal data, in particular Articles 15 to 22 of the GDPR, and after proving your identity, you have the right to request access to your personal data, rectification or deletion of your personal data.

In addition, within the limits set by law, you also have the right to object to the processing, to limit it, to decide on the post-mortem fate of your data, to withdraw your consent at any time and the right to portability of the personal data provided.

You can contact us to exercise your rights at the following email address: admin@AAlphaLLyrae.uk or at the following postal address: Le Masson Frédéric EI, privacy, 26 avenue de la plage, 40530 Labenne, France, attaching a copy of an identity document to your request.

We will send you a response within one month of receipt of your request regarding your rights over your personal data, which may be extended by two months if your request is complex to manage.

Finally, under the provisions of Article 77 of the GDPR, if you consider that our way of processing your personal data constitutes a breach of the GDPR, you have the right to lodge a complaint with a supervisory authority, such as the Commission Nationale de l'Informatique et des Libertés (CNIL), 3 Place de Fontenoy, TSA 80715, 75334 PARIS CEDEX 07, France, or directly on the [CNIL website](#).

7. Can we change the Privacy Policy?

We reserve the right to change this Privacy Policy at any time. It is therefore recommended that you consult it regularly. In the event of any changes, we will post those changes on this page and in such places as we deem appropriate based on the purpose and significance of the changes.

Your use of the Site after any changes means that you accept those changes. If you do not agree to any material changes to our Privacy Policy, you must stop using the Site and are entitled to request that we delete your user account, as set out in Section 9.

8. Protection of the personal data of minors

Minors cannot create a user account or place an order on their own.

As a result, no processing of minors' data as defined by law will be carried out, and if it turns out that a user account has been created on the basis of a false date of birth, we will be obliged to delete it and notify the legal representative of the aforementioned minor of the breach of our contractual conditions.

9. Data controller and contact

This Privacy Policy applies to the processing of personal data carried out by Le Masson Frédéric EI, 26 avenue de la plage, 40530 Labenne, France, a sole proprietorship in the person of its owner and manager, Mr. Le Masson, Frédéric.

If you have any questions about your personal data or the deletion of your account, you can contact us at the following postal address: Le Masson Frédéric EI, privacy, 26 avenue de la plage, 40530 Labenne, France, or by email at admin@AAlphaLLyrae.uk, attaching a copy of an identity document to your request.

10. Official documents to download

Download the General Terms and Conditions of Sale in French:

<https://AAlphaLLyrae.uk/conditions-generales-de-vente-fr/>

Download the Privacy Policy in French:

<https://AAlphaLLyrae.uk/politique-de-confidentialite-fr/>

Download the General Terms and Conditions of Sale in American English:

<https://AAlphaLLyrae.uk/terms-UK/>

Download the Privacy Policy in American English:

<https://AAlphaLLyrae.uk/privacy-UK/>

And if you want more official information about your rights, you can profitably explore the www.cnil.fr website.