

## TREEZ PRIVACY POLICY

Update date: June 12, 2025

TREEZ, an influencer marketing application (the “Application”) published by TP Invest and management BV, a simplified joint stock company whose registered office is located at Stationplein 8K 6221 BT Maastricht, NL, registered in the Netherlands under number NL8641182788B01 (‘Treez’ or “We”). attaches particular importance to the protection of the personal data of its Users and Content Creators (“You”).

The purpose of this privacy policy is to inform you, in a transparent manner, of the conditions under which we collect, use, share and protect your data.

Capitalized terms not defined in this Privacy Policy are defined in the General Terms of Use for Users and/or the General Terms of Services for Content Creators.

### 1. DATA CONTROLLER

The data controller is TREEZ.

### 2. PERSONAL DATA COLLECTED

When using the Application, we collect the following data:

- Identification data: surname, first name, pseudonym, e-mail address, date of birth, parental consent if applicable, telephone number (optional);
- Browsing data: activity logs, connection times, pages viewed, interactions with content;
- User behavioral profiling data: preferences, rewards obtained, content viewed, engagement rates, connection times, etc;
- Geolocation data (if authorized) ;
- Data relating to the postal address of Users ;
- Data relating to connected social networks ;
- Data related to Treezs and User Rewards received via the Application.

### 3. PURPOSES OF PROCESSING AND LEGAL BASIS

TREEZ implements the following data processing operations, the legal bases of which are indicated below:

Goals	Legal basis
Marketing communications to Users	Consent
Service analysis and improvement (aggregate data) for Users and Content Creators	Legitimate interest

<b>Personalized recommendations for users and content creators</b>	Consent or legitimate interest depending on the level of personalization
<b>Sponsored advertising for Users</b>	Consent
<b>Sending Rewards to Users</b>	Contract
<b>Internal employee training (anonymized data)</b>	Legitimate interest

Where your personal data is processed on the basis of consent, You may withdraw it at any time by contacting us at the email address shown at the end of this Policy or directly from the Application settings.

#### 4. DATA RETENTION PERIODS

<b>Goals</b>	<b>Shelf life</b>
<b>Sales prospecting (marketing)</b>	3 years after the person's last active contact
<b>Service analysis and improvement</b>	Raw data: 6 to 12 months Aggregated data: unlimited if anonymized
<b>Personalized recommendations</b>	Duration of contractual relationship + 3 years maximum

#### 5. DATA RECIPIENTS

Your data is accessible only to authorized members of our teams and to our technical subcontractors. In particular :

- with service providers who work on our behalf, subject to contracts that restrict the use of your information and require its protection;
- with our commercial partners if you have consented, for example, brands sponsoring Rewards ;
- if necessary to meet legal requirements, protect the rights, property or safety of TREEZ, our users, or the public.

Transfers outside the European Union may occur. In such cases, we ensure that these transfers are governed by the European Commission's standard contractual clauses.

#### 6. YOUR RIGHTS

In accordance with the RGPD, you have the following rights over your data: the right of access, the right of rectification, the right to erasure, the right to portability, the right to limit processing, the right to object and the right to withdraw your consent at any time.

You can exercise these rights by contacting us at the following address: [privacy@treezapp.com](mailto:privacy@treezapp.com)

You also have the right to lodge a complaint with the CNIL.

## **7. SPECIAL FEATURES FOR UNDERAGE USERS**

In accordance with Article 8 RGPD, TREEZ does not authorize the use of the Application by minors under the age of 15 without prior parental consent.

No data for commercial purposes will be processed for minors without parental consent .

## **8. DATA SECURITY**

We implement technical and organizational measures that comply with data protection regulations to ensure the confidentiality, integrity and availability of your data (secure connection, access logging, limited access).

## **9. COOKIES AND TRACKERS**

The Application does not use cookies directly, but may integrate third-party tracers (Calendly, Facebook, TikTok, etc.).

## **10. SPONSORED ADVERTISING AND TRANSPARENCY**

Some Rewards or Content displayed in the Application may be sponsored. TREEZ commits to :

- Clearly identify any sponsored content;
- To obtain the User's consent to any targeted advertising;
- Allow the User to object at any time to the processing of Your data for commercial purposes.

## **11. MODIFICATIONS TO THE POLICY**

We may update this policy from time to time. You will be informed of any substantial changes. The date of the update appears at the top of the document.

## LEGAL INFORMATION

### 1. PUBLISHER

The TREEZ application (the "**Application**") is published by Treez, a simplified joint stock company.

VAT number : NL8641182788B01

E-mail address: [contact@treezapp.com](mailto:contact@treezapp.com)

Telephone: +33 7 56 82 04 40

Publication manager: Antonio Wilson

### 2. ACCOMMODATION

The Application is hosted by :

AMAZON WEB SERVICES EMEA SARL - 38 avenue John F. Kennedy L-1855 Luxembourg - RCS Luxembourg : B-101.830

Tel.: +352 2789 0057

Website: <https://aws.amazon.com/fr>

The servers used are located within the European Union (AWS EU region - Ireland or Germany).

### 3. INTELLECTUAL PROPERTY

All elements accessible on the Application (texts, images, graphics, logos, icons, sounds, software, etc.) are protected by intellectual property rights and remain the exclusive property of TREEZ or its partners.

Any reproduction, representation, modification, publication, adaptation of all or part of the elements of the Site, whatever the means or process used, is forbidden, except with the prior written authorization of TREEZ.

### 4. RESPONSIBILITY

TREEZ makes every effort to ensure that the information published on the Application is accurate and up-to-date. However, it cannot be held responsible for any errors or omissions, technical malfunctions, or any direct or indirect damage that may result from accessing or using the Application.

### 5. USE OF PERSONAL DATA

To consult the privacy policy relating to the processing of your personal data by TREEZ, please consult our privacy policy.

### 6. DSA (DIGITAL SERVICES ACT) CONTACT POINT

In accordance with Regulation (EU) 2022/2065, the so-called "Digital Services Act" (DSA), TREEZ has designated the following point of contact for all communication with users and competent authorities:

Name: Antonio Wilson

E-mail address: [contact@treezapp.com](mailto:contact@treezapp.com)

Languages of communication: French, English