

Fakespot Firefox Browser Add-On Privacy Notice

Last Updated: June 13, 2024

This Privacy Notice is designed to help you understand how Fakespot by Mozilla Corporation ("Fakespot," "we," "us," or "our") collects, uses, and shares your personal information, and to help you understand and exercise your privacy rights.

1. SCOPE AND UPDATES TO THIS PRIVACY NOTICE

This Privacy Notice applies to personal information processed by us while using the [Fakespot Firefox Browser Add-on](#) (collectively, the "**Service**" or "**Services**").

Changes to our Privacy Notice. We may revise this Privacy Notice from time to time in our sole discretion. If there are any material changes to this Privacy Notice, we will notify you as required by applicable law. Your continued use of the Services after the changes to this Privacy Notice take effect constitutes your acceptance of such changes.

2. PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect depend on how you interact with us, our Services, and the requirements of applicable law. We collect information that you provide to us, information we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below.

Please note that, in the event that you have used Fakespot in the past without an account, any prior data associated with your IP address will not be tied to any new account created.

A. Personal Information You Provide to Us Directly

We may collect personal information that you provide to us:

- **Account Information.** Creating an account is not necessary to use our Services. If you choose to set up an account with us, we will collect personal information in connection with the creation or administration of your account), such as your name, email address and password.
- **Information Related to Your Communications with Us.** We may collect personal information, such as your first and last name, and/or email address when you request

information about Fakespot or our Services, request support, or otherwise communicate with us.

- **Surveys.** We may contact you to participate in surveys. If you decide to participate, we may collect personal information from you in connection with the survey.
- **Interactive Features.** We and others who use our Services may collect personal information that you submit or make available through our interactive features (e.g., social media pages, review analyzer, Fakespot chat).
- **Product Interaction.** If you opt-in to sharing data about your product interactions, we collect information about your platform and internet browser (browser name, browser version) as well as about how you interact with our Services and what features you use within the Services, including Fakespot's sort bar, highlights, review grade, seller ratings, alternative sellers, settings and popups ("Interaction Data").

B. Personal Information Collected Automatically

We may collect personal information automatically when you use our Services:

- **Automatic Collection of Personal Information.** We may collect the following information automatically when you use our Services:
 - **Identifiers.**
 - **User ID:** If you have a Fakespot account, information such as screen name, handle, account ID, or other user- or account-level ID that can be used to identify a particular user or account. This information could be provided via your Fakespot account, Apple ID, Google Account, or other accounts you may use on the Services. User ID also includes your account password, other credentials, security questions, and confirmation codes.
 - **Device ID:** Your device information which includes, but is not limited to, information about your web browser, IP address, time zone, and some of the cookies that are installed on your device.
 - **Usage Data:** Individual URLs, web pages or products that you view, what websites or search terms referred you to the Service, and other information about how you interact with the Service.
 - **Application Search History.** Information about searches you perform in our Services.
 - **Purchase Information.** Your purchase tendencies which we may use to recommend better products and sellers.
 - **Diagnostic Information.** Any other data collected for the purposes of measuring technical diagnostics related to the app.
 - **Location Information.** We may collect your location information, such as geolocation based on your IP address in connection with your use of our Services.
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- **Cookie Policy (and Other Technologies).** Cookies and similar technologies such as pixel tags, web beacons, clear GIFs, JavaScript, and local storage (hereafter, "Cookies")

are small files containing pieces of information that are saved to your computer or device when you visit a website. Fakespot, and third parties that provide content, advertising, and other functionality on our Services, use Cookies to help make our websites work, as well as to collect information on how you use and interact with our websites, such as the pages you visit. Below, we describe in more detail the different types of Cookies we use and how you can control the types of data you agree to us collecting:

- **Necessary Cookies:** These technologies are required to support essential website features, such as logging into a secure area of a website or adding items to an online shopping basket, and cannot be turned off. We use Necessary Cookies only to provide essential website features, such as allowing you access to our Services, logging in using your account, and identifying irregular website behavior, preventing fraudulent activity, as well as improving security. Without these technologies, essential website features may not function.
- **Analytics Cookies:** These technologies collect information about how people use websites, such as pages visited, links clicked on, and which other websites visits originated from. We may use Analytics Cookies and other third-party tools to process analytics information on our Services, such as allowing us to better understand how our digital Services are used and to continually improve and personalize our Services. Some of our analytics providers include:
 - **Google Analytics.** For more information about how Google uses your personal information (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your information, please click [here](#).
- **Preference Cookies:** These technologies are used to remember choices you have made during a previous visit to a website. Examples might include which language you prefer reading in, or which color theme is your favorite. We use Preference Cookies to honor your preferences and improve your experience when visiting our websites. They are not used for analytics purposes. Preference Cookies support features in a similar way to Necessary Cookies, however a website can still operate without them.
- **Advertising- or Targeting-Related:** We may use first party or third-party Advertising Cookies to deliver content, including ads relevant to your interests, on our Services or on third-party digital properties.
- **Social Media Platforms:** Our Services may contain social media buttons, such as Facebook, Twitter, and LinkedIn, which might include widgets such as the “share this” button or other interactive mini programs). These features may collect personal information such as your IP address and which page you are visiting on our Services, and may set a cookie to enable the feature to function properly. Your interactions with these platforms are governed by the privacy policy of the company providing it.

C. Personal Information Collected from Other Sources

Third-Party Services and Sources. We may obtain personal information about you from other sources, including through third-party services and organizations; our joint-ventures and promotional and strategic partners; personal information suppliers; distributors and other

vendors; marketing mailing lists; other users submitting personal information about you, such as to invite you to participate in an offering, make recommendations, or share content; publicly available sources. For example, if you access our Services through a third-party application, we may collect personal information about you from that third-party application that you have made available via your privacy settings.

3. OUR LAWFUL BASIS FOR PROCESSING

For purposes of the EU or UK General Data Protection Regulation, Fakespot's processing of your personal information may be supported by the following lawful bases:

- **Performance of a Contract.** Fakespot may need to process your personal information to perform our contract with you.
- **Legitimate Interest.** Fakespot may process your personal information to further our legitimate interests but only where our interests are not overridden by your interests or fundamental rights and freedoms.
- **Consent.** In some cases, Fakespot may also rely on your consent to process your personal information.
- **Compliance with Legal Obligations.** Fakespot may process your personal information to comply with our legal obligations.

4. HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for a variety of business purposes and legal bases, including to provide our Services, for administrative purposes, and to market our products and Services, as described below.

A. Provide Our Services

We use your personal information to fulfill our contract with you and provide our Services, such as:

- Managing your information and accounts, including storing your product analyses and search history on the Services;
- Providing access to certain areas, functionalities, and features of our Services;
- Answering requests for customer or technical support and communicating with you about your account, activities on our Services, and policy changes;
- Sharing personal information with third parties as needed to provide the Services; and
- Processing your financial information and other payment methods for products or Services purchased.

B. Administrative Purposes

We have a legitimate interest in using your personal information for various administrative purposes, such as:

- Product and services research and development (including marketing research);
- Maintaining network and information security;
- Detecting security incidents and protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity;
- Measuring interest and engagement in our Services;
- Improving, optimizing, upgrading, or enhancing our Services
- Ensuring internal quality control and safety;
- Authenticating and verifying individual identities, including requests to exercise your rights under this Privacy Notice;
- Debugging to identify and repair errors with our Services;
- Auditing relating to interactions, transactions, and other compliance activities;
- Enforcing our agreements and policies; and
- Carrying out activities that are required to comply with our legal obligations.

C. With Your Consent

We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

D. Other Purposes

We also use your personal information for other purposes as requested by you or as permitted by applicable law.

E. Creating De-Identified and/or Aggregated Information.

We may use personal information to create de-identified and/or aggregated information, such as demographic information, information about how you use the Services, information about the device from which you access our Services, or other analyses we create. If we create or receive de-identified information, we will not attempt to reidentify such information, unless permitted or required by applicable laws. We may use, disclose, and retain de-identified or aggregated information as permitted by applicable laws including, but not limited to, for research, analysis, analytics.

5. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We disclose your personal information to third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

A. Disclosures to Provide our Services

The categories of third parties with whom we may share your personal information are described below. We will only do so when those entities are contractually obligated to handle the information in ways that are approved by us.

- **Service Providers.** We may share your personal information with our third-party service providers and vendors that assist us with the provision of our Services. This includes service providers and vendors that provide us with IT support, hosting, payment processing, customer service, and related services.
- **Business Partners.** We may share your personal information with business partners to provide you with a product or service you have requested. We may also share your personal information with business partners with whom we jointly offer products or services.
- **Fakespot Affiliated Companies.** We may share your personal information with our corporate affiliated companies, such as our parent company or subsidiaries.
- **Advertising Partners.** We may share your personal information with third-party advertising partners. These third-party advertising partners may set Cookies and other tracking tools on our Services to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as “interest-based advertising,” “personalized advertising,” or “targeted advertising.”
- **APIs/SDKs.** We may use third-party application program interfaces ("**APIs**") and software development kits ("**SDKs**") as part of the functionality of our Services. For more information about our use of APIs and SDKs, please contact us as set forth in “Contact Us” below.

B. Disclosures to Protect Us or Others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others’ rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, your information may be passed as part of such a transaction, as permitted by law and/or contract.

6. YOUR PRIVACY CHOICES AND RIGHTS

Your Privacy Choices. The privacy choices you may have about your personal information are determined by applicable law and are described below.

- **Promotional Messaging.** If you receive promotional emails from us you can opt-out or unsubscribe from these messages by clicking the unsubscribe link found at the bottom of the email and following the instructions.
- **Cookies and Personalized Advertising.** You may stop or restrict the placement of Cookies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, our Services may not work properly.

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#).

Please note you must separately opt out in each browser and on each device.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

- **Confirm Whether We Are Processing Your Personal Information** (the right to know);
- **Request Access to and Portability of Your Personal Information**, including: (i) obtaining access to or a copy of your personal information; and (ii) receiving an electronic copy of personal information that you have provided to us, or asking us to send that information to another company in a structured, commonly used, and machine readable format (also known as the “right of data portability”);
- **Request Correction** of your personal information where it is inaccurate or incomplete. In some cases, we may provide self-service tools that enable you to update your personal information;
- **Request Deletion** of your personal information;
- **Request to Opt-Out of Certain Processing Activities** including, as applicable, if we process your personal information for “targeted advertising” (as “targeted advertising” is defined by applicable privacy laws), if we “sell” your personal information (as “sell” is defined by applicable privacy laws), or if we engage in “profiling” in furtherance of certain “decisions that produce legal or similarly significant effects” concerning you (as such terms are defined by applicable privacy laws);
- **Request Restriction of or Object to** our processing of your personal information where the processing of your personal information is based on our legitimate interest or for direct marketing purposes;
- **Withdraw your Consent** to our processing of your personal information that is based on your consent. Please note that your withdrawal will only take effect for future processing, and will not affect the lawfulness of processing before the withdrawal; and
- **Appeal Our Decision** to decline to process your request. If applicable laws grant you an appeal right, and you would like to appeal our decision with respect to your request, you may do so by informing us of this and providing us with information supporting your appeal.

If your personal information is subject to the applicable data protection laws of the European Economic Area, Switzerland, or the United Kingdom, you have the right to lodge a complaint with the competent supervisory authority if you believe our processing of your personal information violates applicable law.

- [EEA Data Protection Authorities \(DPAs\)](#)
- [Swiss Federal Data Protection and Information Commissioner \(FDPIC\)](#)
- [UK Information Commissioner's Office \(ICO\)](#)

If you would like to exercise any of these rights, please contact us by email at contact@fakespot.com with the subject line "Privacy Rights Request" and please provide your specific request within the body of the email so we can efficiently accommodate your request. If you have any other questions regarding personal data or our privacy practices, please contact us at dpo@mozilla.com, or you can contact our DPO by mail at:

Bird & Bird DPO Services SRL
Avenue Louise 235 b 1
1050 Brussels
Belgium

We will process such requests in accordance with applicable data protection laws.

7. INTERNATIONAL TRANSFERS of PERSONAL INFORMATION

All personal information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live.

If we transfer personal information which originates in the European Economic Area, Switzerland, and/or the United Kingdom to a country that has not been found to provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the [EU Standard Contractual Clauses](#). For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

8. RETENTION OF PERSONAL INFORMATION

We store the personal information we collect as described in this Privacy Notice for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

To determine the appropriate retention period for personal information, we may consider applicable legal requirements, the amount, nature, and sensitivity of the personal information,

certain risk factors, the purposes for which we process your personal information, and whether we can achieve those purposes through other means.

9. SUPPLEMENTAL NOTICE FOR CALIFORNIA, COLORADO, CONNECTICUT, UTAH, and VIRGINIA RESIDENTS

This Supplemental Notice for California, Colorado, Connecticut, Utah and Virginia Residents supplements our Privacy Notice and only applies to our processing of personal information that is subject to the applicable State privacy laws.

Such residents can find more detailed information regarding their personal data, and whether Fakespot has disclosed, sold, or shared their personal data below:

Category of Personal Information Collected by Fakespot:

- **Identifiers** (e.g., name, postal address, zip code, email address, account name, payment card numbers, or other similar identifiers, IP address, device IDs, or other similar identifiers):
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers
 - **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** N/A
- **Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)):**
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers
 - **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** N/A
- **Protected classification characteristics under California or federal law:**
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers
 - **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** N/A
- **Commercial information** (e.g., records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies):
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers
 - **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** Advertising partners and Service providers
- **Internet or other electronic network activity:** (e.g., browsing history, search history, information regarding an individual's interaction with an internet website, application, or advertisement, and online viewing activities):
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers

- **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** Advertising partners and Service providers
- **Personal information that reveals a consumer’s account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account:**
 - **Category of Third Parties to Whom Personal Information is Disclosed for a Business Purpose:** Service Providers
 - **Category of Third Parties to Whom Personal Information is Sold and/or Shared:** N/A

The categories of sources from which we collect personal information and our business and commercial purposes for using and disclosing personal information are set forth in “[Personal Information We Collect](#),” “[How We Use Your Personal Information](#),” and “[How We Disclose Your Personal Information](#)” above, respectively. We will retain personal information in accordance with the time periods set forth in “[Retention of Personal Information](#).”

We “sell” and “share” your personal information to provide you with “cross-context behavioral advertising” about Fakespot’s products and services.

Additional Disclosures:

Opting Out of “Sales” of Personal Information and/or “Sharing” for Cross-Context Behavioral Advertising under the CCPA. California residents have the right to opt out of the “sale” of personal information and the “sharing” of personal information for “cross-context behavioral advertising.” California residents may exercise these rights by contacting Fakespot at contact@fakespot.com.

Disclosure Regarding Individuals Under the Age of 16. Fakespot does not have actual knowledge of any “sale” of personal information of minors under 16 years of age. Fakespot does not have actual knowledge of any “sharing” of personal information of minors under 16 years of age for “cross-context behavioral advertising.”

Disclosure Regarding Sensitive Personal Information. Fakespot only uses and discloses sensitive personal information for the following purposes:

- To perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services
- To prevent, detect, and investigate security incidents that compromise the availability, authenticity, integrity, and or confidentiality of stored or transmitted personal information.
- To resist malicious, deceptive, fraudulent, or illegal actions directed at Fakespot and to prosecute those responsible for those actions.
- To ensure the physical safety of natural persons.
- To verify or maintain the quality or safety of a product, service, or device that is owned, manufactured, manufactured for, or controlled by Fakespot, and to improve, upgrade, or

enhance the service or device that is owned, manufactured by, manufactured for, or controlled by Fakespot.

Non-Discrimination. California residents have the right not to receive discriminatory treatment by us for the exercise of their rights conferred by the CCPA.

Authorized Agent. Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. To authorize an agent, provide written authorization signed by you and your designated agent using the information found in [“Contact Us”](#) below and ask us for additional instructions.

10. CHILDREN’S INFORMATION

You must be at least 13 years old (or the minimum age without needing parental consent required by your country, provincial, or local law). Our Service is not directed at anyone under the age of 13 (or the minimum age without needing parental consent required by your country, provincial, or local law). If we obtain knowledge that you are under the age of 13 (or the minimum age without needing parental consent required by your country, provincial, or local law), we will stop providing you the Service, including deleting your account if you have one, and deleting your personal information. Please contact us at contact@fakespot.com if you believe we might have any information from or about a child under 13 (or the minimum age without needing parental consent required by your country, provincial, or local law).

11. OTHER PROVISIONS

Marketing Affiliates. Fakespot partners with third-party businesses through affiliate marketing programs (collectively **“Marketing Affiliates”**) to offer you product and seller alternatives through our Services. As a result, Fakespot may earn commission from its Marketing Affiliates from some of your interactions with our Services including, but not limited to, clicking on links to third-party websites, clicking on advertising links, or purchasing an item. Fakespot does not share or sell any of your personal information generated on our Services to our Marketing Affiliates.

12. CONTACT US

If you have any questions about our privacy practices or this Privacy Notice, or to exercise your rights as detailed in this Privacy Notice, please contact us at:

Bird & Bird DPO Services SRL
Avenue Louise 235 b 1
1050 Brussels
Belgium
dpo@mozilla.com

