



# Verified Reviews

by  Skeepers

## General Terms of Use

### I - Scope of the General Terms of Use

The company, Skeepers, owner of the <https://en.verified-veriews.com/> domain name and



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trademark, cares about issues relating to the respect and protection of online privacy.

SKEEPERS acts as a trusted third party to collect and disseminate identified Customer Reviews linked to a consumer experience, ensuring that the collected content complies with French law when it comes to publishing, rejecting or deleting this content (Moderating role). SKEEPERS thus ensures that the published reviews and ratings are reliable.

In this context, and in accordance with the applicable legislation, we would like to inform Consumers and Internet users about the terms and conditions relating to the use of our services and our Website.

### II - Content of the General Terms of Use

#### 1) Definitions

In the body of these General Terms of Use, each of the following terms has the meaning given by its definition.

❖ **Verified Reviews Certification:** a web page indexed by Google and/or other Search Engines, specific to each Customer, on which all Customer Reviews regarding the Customer are displayed. This page can be accessed by clicking the Widget or the URL of the web page referenced by the Search Engine.

❖ **Skeepers:** S.A.S SKEEPERS, registered with the Trade and Companies Register of Marseille under the number 879 038 990, with a share capital of 11,480,257 euros, having its registered office at 18-20 Avenue Robert Schuman CS 40494 13002 Marseille; owner of the



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<https://en.verified-veriews.com/> domain name and trademark, and provider of the IT solution for the collection of customer Reviews.



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- ❖ **Customer reviews:** general term which encompasses "Product reviews" and "Brand reviews".
- ❖ **Product Reviews:** rating, assessment or comment given by a Consumer on the quality of a Product purchased from a Customer.
- ❖ **Brand review:** rating, assessment or comment given by a Consumer on the overall quality of their experience.
- ❖ **Back Office:** web interface reserved for Customers to access the various functionalities developed by Skeepers to implement its Solution (especially receiving Consumer reviews, responding to their reviews, access to statistics, Widgets, etc.) The Customer must connect to their personal account entitled "Customer area", created at the time of registration, using a login (URL of their website) and a password chosen by them.
- ❖ **Consumer Database:** all Personal Data and information relating to Consumers, transmitted by the Customer to Skeepers, as part of the use of the Solution.
- ❖ **AdWords campaign:** advertising system of the Google Search Engine, which displays ads or advertising banners, targeted according to the keywords typed in by the Internet user or according to their browsing behavior. This page can be accessed by clicking the Widget or the URL of the web page referenced by the Search Engine.
- ❖ **Customer:** natural or legal person using the services of Verified Reviews to obtain customer reviews resulting from a purchased product, an experience as a user or any other action that may give rise to a Customer review request.
- ❖ **Order or Purchase:** Order, Purchase or use of a Product made by a Consumer within a Customer's store or on its website.
- ❖ **T&C or General Terms of Use:** terms applicable to any person connecting to the Skeepers website and/or using the Skeepers services.
- ❖ **GCS or General Conditions of Service:** conditions applicable to any person subscribing to an offer from Skeepers.
- ❖ **Consumer:** natural person who acts for purposes that do not fall within the scope of their commercial, industrial, artisanal or liberal activity, requested by Skeepers, or by its Customers, to leave a Review.
- ❖ **Personal data:** any information relating to a natural person capable of being identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data, an online identifier, or to one or more factors specific to



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their physical, physiological, genetic, psychological, economic, cultural or social identity.

- ❖ **Form:** web page which the Consumer can access by clicking on the hypertext link sent to them by email or SMS after each Order or Purchase, and which the Consumer can complete in order to submit a Customer Review.
- ❖ **Formula :** price offer proposed by Verified Reviews and accepted by the Customer.
- ❖ **Internet:** set of interconnected computer and telecommunication networks, on a global scale, allowing access to content by Consumers, via servers.
- ❖ **Internet User:** a person using the internet network to access various content made available to the public.
- ❖ **Moderation:** filtering, analysis or process carried out automatically or by human means in order to accept or reject a Customer Review.
- ❖ **Search Engine:** website for finding resources associated with any words on the Internet.
- ❖ **Product:** Product or service sold or offered free of charge by a Customer to the Consumer on their Website or in store.
- ❖ **Site:** Website from which SKEEPERS offers its Solution and which is accessible from the following domain name: <https://en.verified-views.com/>.
- ❖ **Solution:** services and software solution to generate, administer and verify reliability and make customer Reviews visible.
- ❖ **Widgets:** images created by Verified Reviews displaying the average rating obtained from Brand Reviews or Product Reviews.

## 2) Legal notices

The website <https://en.verified-views.com/> is published by Skeepers SAS, registered with the Trade and Companies Register of Marseille under the number 879 038 990, with a share capital of 11,480,257 euros, having its registered office at 18-20 Avenue Robert Schuman CS 40494 13002 Marseille and whose individual VAT identification number is FR01879038990.

The publication director of the website <https://en.verified-views.com/> is Angélica REYES

The website <https://en.verified-views.com/> is hosted by OVH.



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## 3) Purpose of the General Terms of Use

The purpose of these General Terms of Use is to define the terms and conditions under which SKEEPERS collects Customer Reviews. The conditions for processing the Personal Data of any Internet user connecting to the Site <https://en.verified-reviews.com/> as well as Consumers and Customers are described in the Privacy Policy accessible from the link: <https://www.verified-reviews.com/en/privacy-policy/>

## 4) Acceptance of the General Terms of Use

All persons are hereby informed that access to the Site <https://en.verified-reviews.com/> its consultation and use are subject to the unreserved acceptance of these General Terms of Use.

By accessing it, the Internet user expresses this full and complete acceptance, without reservation or modification of any kind.

Similarly, the Internet user is informed that by submitting a Customer Review, they acknowledge having read these General Terms and Conditions and accept them in full without reservation.

Any user who has produced a review, which would be of clear interest for other Skepers solutions, will be integrated into the "Skepers Community" user base and may, if they meet the eligibility requirements for other products, be offered other UGC campaigns that correspond to their interests.

## 5) Process for collecting, moderating and publishing Reviews (Verified Reviews transparency charter)

All information relating to the collection, moderation, and publication of reviews is available in the Verified Reviews transparency charter:

<https://en.verified-reviews.yeswedev.fr/transparency-charter/>

## 6) Legal nature of the Customer Reviews issued by the Consumer

Skepers undertakes not to indefinitely retain the Personal Data of Consumers issuing a Customer Review via its solution.

To this end, Skepers anonymizes Customer Reviews eighteen (18) months after they are posted. By accepting these General Terms of Use, the Consumer accepts this measure, aimed at protecting their personal data.



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As a result, the Consumer acknowledges that in this capacity, when they issue a Customer Review, their sole intention is to faithfully describe a consumer experience. Thus, the Consumer issuing their Review via the Skeepers solution has no intention of creating an intellectual work, protectable by copyright. In any event, the Consumer is aware that the author's moral rights may not be applied because they consent, in their own interest, to the anonymization of their Review eighteen (18) months after the Review was issued.

The Customer Review issued by the Consumer is similar to a testimonial, always relating to an actual consumer experience, and is purely for the information of future Consumers.

Thus, Skeepers and its Customers may freely use, reproduce, publish, make available and translate the content of Customer Reviews throughout the world and in any media whatsoever.

At the same time, Skeepers and its Customers have the right to use the pseudonym used by the Consumer in connection with the content of the Customer Review for a period of eighteen (18) months.

Finally, by accepting these General Terms of Use, the Consumer acknowledges and accepts that the Reviews that will be published are neither confidential nor private.

## 7) Commercial partnerships

Skeepers has concluded a partnership with Google. In particular, this enables the Customer's rating to be displayed automatically next to the URL link of their Website when they run an AdWords Campaign, if they have achieved an average and minimum rating of 3.5 out of 5.

In general, Skeepers reserves the right to enter into agreements with commercial companies, and in particular search engines such as Google or Bing, in order to display Customer Reviews or to index its Verified Reviews certificate. Reviews will always be submitted anonymously.

The Consumer is expressly informed that only the partners decide and control the inclusion of the evaluation including the stars and the number of Reviews collected.

Skeepers cannot be held responsible for the conditions and deadlines relating to the posting of Customer Reviews, and more particularly, in the event of a failure to post or an incorrect posting; with partners having their own posting rules.

Skeepers is only required to ensure the accurate transmission of Reviews, comments and ratings collected by its Solution.

## 8) Processing of personal data



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Skeepers has always been particularly concerned about issues related to confidentiality and the protection of the personal data of its Consumers and Customers.

As part of its Verified Reviews Solution, Skeepers acts as a trusted third party to collect and distribute Customer Reviews related to a consumer experience, and to ensure that the content collected complies with French law and the ISO 20488 standard, which Skeepers undertakes to respect in order to preserve the reliability of published Customer Reviews.

This certification, which is similar to other certifications awarded by other bodies, both inside and outside the European Union, is a guarantee of quality, as it is internationally recognized for the processing it provides.

The execution of these impartial and fully traceable processes in compliance with the ISO 20488 standard results in the collection and processing of Personal Data, for which Skeepers ensures the highest possible level of protection, and which is in compliance with the European and French regulations applicable to it.

These include, in particular, Law No. 2004-575 of June 21, 2004 on confidence in the digital economy, Law No. 78-17 of January 6, 1978 relating to information technology, data files and civil liberties, as amended by Law No. 2018-493 of June 20, 2018 and Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 known as the General Data Protection Regulation (GDPR).

Since its entry into force on May 25, 2018, the GDPR has harmonized the legislation of member states regarding the protection of personal data to ensure a high level of protection and to give European residents control of their personal data.

Consumers thus benefit from various rights concerning their personal data.

In order to exercise these rights and to find out more about how Skeepers processes Personal Data, please consult our [Privacy Policy](#).

## 9) Intellectual property

All Intellectual Property Rights relating to the structure and content of the Website <https://en.verified-veriews.com/>, such as images, sounds, videos, photographs, logos, brands, graphic, textual, and visual elements, tools, software, documents, data, etc., are the exclusive property of SKEEPERS.

All these rights are made available free of charge to users of the Site <https://en.verified-veriews.com/> but only as part of the normal use of the Site in accordance with practices and customs relating to the Internet.



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Each user is prohibited from copying, modifying, reproducing, publishing, creating a derivative work or using the Intellectual Property Rights described above in any manner whatsoever without the express written permission from the SKEEPERS Company; whether such use is for commercial or non-commercial purposes.

Any non-compliant use of these Rights will result in an infringement of Copyright and will constitute the offense of counterfeiting. The user may thus be held civilly and criminally liable.

## **10) Applicable law and competent court**

Subject to any national provisions that would be more favorable to the Consumer, these General Terms of Use are governed by French law.

Any dispute relating to the interpretation, execution or validity of this contract will be subject to the exclusive jurisdiction of the courts of the place where the defendant in the action is domiciled.

If the defendant is SKEEPERS, the courts of Marseille shall have exclusive jurisdiction.

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