

MODERATION POLICY FOR CUSTOMER REVIEWS

www.my-blend.com, effective October 24rd, 2023.

This Policy applies to the use of the “Ratings & Reviews” service (“Service”) provided by the company CUSTOMER REVIEWS LTD on behalf of the company myBlend on the website <https://my-blend.com/> (“Website”). This Service offers you the possibility to share your opinion and your experience on myBlend products and to consult the reviews published by other users. The posting of a review on the product description implies the prior acceptance of this Moderation Policy, via a checkbox in the form allowing you to post a Review.

myBlend reserves the right to modify this Policy at any time without prior notice. Any modification will be published on this page. We invite you to refer to this page regularly.

Article 1. Purpose of the rating & reviews service

1.1. The Service, which is made available on our Website, allows every user who visits the Site (“User”) to leave his/her opinion, suggestions and/or possible recommendations (“Reviews”) on the myBlend products and to give them a rating, which is represented by a number of stars. The stars appearing on the Website next to the products correspond to the average of the ratings expressed for this product. They are therefore likely to change constantly.

1.2. The Reviews published by the Service Users correspond to individual feedback and express their personal opinions on myBlend products.

Article 2. Conditions of use of the rating & reviews service

2.1. The content of a Review is the responsibility of the User who posts the Review. Therefore, myBlend cannot be held responsible for the contents of the Reviews left by the Users. The User undertakes to post only Reviews about myBlend products that he/she has actually and personally used following a purchase.

2.2. A Review must include a title, a comment (which is not being limited by a number of characters) and a rating expressed as a number of stars, which may vary from one to five stars.

2.3. The User undertakes not to post Reviews which are contrary to public order, good morals or current legislation, which are likely to infringe the third parties rights or which are unintelligible or inappropriate, such as :

- content of a defamatory, insulting, obscene, racist or offensive nature or which mention illegal activities of any kind ;
- content of a denigrating or malicious nature ;

- content of a violent or pornographic nature, or which is likely to infringe the respect for the human being or his dignity, equality between women and men or the protection of children and adolescents ;
- messages encouraging the perpetration of crimes and offences, violence, discrimination or racial hatred ;
- the usurpation of a name, e-mail or company name ;
- the total or partial reproduction of content protected by an intellectual property right and for which the User does not have rights, as well as messages infringing a registered trademark ;
- messages that are illegible and/or incomprehensible to the moderator (empty comments, incomprehensible sequence of letters, etc.).

2.4. Users are prohibited from using the Service for propaganda, prospection, solicitation or proselytising, for professional, commercial or political purposes (such as advertisements, references to others brands' products, commercial offers or Internet websites, etc.).

2.5. Reviews must not be contrary to this Moderation Policy and must not harm the reputation of myBlend.

Users wishing to express their questions or comments concerning logistical problems encountered during their order or possible intolerances linked to the application of a product are invited to contact myBlend Customer Service directly via the [contact form](#).

Article 3. Conditions for moderating reviews

3.1 The a priori control and moderation are carried out immediately by myBlend and are aimed to identify any suspicious content regarding the conditions laid down in articles 2.2 to 2.5 of this Policy.

3.2 myBlend may decide to reject a Review when it violates the conditions set out in this Policy. On the other hand, the Reviews are not subject to any modification (including in the event of grammatical or spelling errors) and are not deleted on the basis that they are negative.

3.3 If a Review is rejected, the User will be notified by email. Reviews cannot be modified after publication but the User may at any time request their deletion or report a doubt about their authenticity by contacting Customer Services via the [contact form](#).

3.4. The Reviews published will be visible on the Website for the duration of the marketing of the relevant product.

3.5. Reviews are presented by product from the most recent to the oldest.

Article 4. Intellectual property

The User is the sole author and/or owner of all the rights relating to the Review, or has an authorisation and/or a licence on the Review that he/she posts on the Website.

By submitting a Review, the User grants myBlend a free licence, with the right to sub-licence

to any person of its choice, non-exclusive and worldwide, to represent by any means, to reproduce by any means and on any medium (press, publishing, printed/digital displays, POS advertising, myBlend websites, social networks, media, etc.), to translate, adapt, modify, publish, distribute, copy, transform, create derivative works, use and exploit in association with the myBlend brand all or part of the Review's content, in particular for internal/external communication, public relations, retrospective, commercial, promotional and advertising purposes, for the entire duration of the relevant product's marketing, within the limit of ten (10) years.

The User guarantees that he/she has all the rights and authorisations necessary for the quiet enjoyment by myBlend of the rights granted to him/her.

Article 5. Personal data

The personal data collected within the framework of the Service (name, first name, e-mail address) are processed by CUSTOMER REVIEWS LTD on behalf of myBlend in order to publish the Review and to carry out customer relationship management operations.

The personal data are retained for as long as it is necessary to fulfil the purpose for which it was collected, in accordance with the applicable laws. Failure to reply to an optional field shall have no consequence on the request's processing.

The User has a right of access, rectification, deletion and portability of his personal data, as well as a right of opposition and limitation of the processing that he/she can exercise by contacting the Customer Service via the [contact form](#).

For more information, the User is prompted to refer to the personal data protection policies of [myBlend](#) and [CUSTOMER REVIEWS LTD](#).