PRIVACY NOTICE ADDENDUM: YITH

Last Modified: September 24, 2026

1. ABOUT THIS ADDENDUM

This addendum applies to personal information processed in connection with the YITH brand, including the yithemes.com website, the YITH account area, the purchase of YITH plugins, extensions and themes, license activation and software updates, the YITH help center and support, the YITH newsletter and the YITH affiliate program (together, the "YITH Services").

It supplements the Newfold Privacy Notice, which applies in full to the YITH Services, together with the jurisdiction specific addenda listed in the Privacy Notice. Where this addendum and the Privacy Notice differ, this addendum applies to the YITH Services. This addendum and the Privacy Notice replace the privacy policy previously published for yithemes.com.

2. WHO IS RESPONSIBLE FOR YOUR INFORMATION

YITH is the controller only of the account information we hold about our own customers and the people who contact us. That means your account and registration details, purchase, billing and tax records, license and activation records, support communications, affiliate program records, marketing preferences, and information about visitors to yithemes.com. For that information, the controller is:

Your Inspiration Solutions S.L.U.
Calle San Francisco 63
38001 Santa Cruz de Tenerife
Spain
Tax identification number B76726470

Your Inspiration Solutions S.L.U. ("YITH," "we," "us" or "our" in this addendum) is a member of the Newfold Digital corporate family. Newfold Digital, Inc. provides shared services to YITH, including hosting, customer support tooling and security, and acts as a processor for YITH when it does so.

Because YITH is established in the European Union, the representative in the European Union named in the European Economic Area and Switzerland addendum does not act for YITH. That appointment covers Newfold companies that are not established in the European Union.

3. WHEN YITH ACTS AS YOUR PROCESSOR

For any other personal information we process on your behalf, you are the controller and YITH acts as your processor. This includes any personal information about your own customers, users or contacts that we can see or handle when you give our support team access to your website, or that you send to us so that we can help you. We process that information only on your instructions and under the Newfold Data Processing Addendum for Customers, which forms part of your agreement with us and is available at https://newfold.scene7.com/is/content/NewfoldDigital/newfold/privacy%2Dcenter/Newfold%2DDPA%2Dfor%2DCustomers%2D16June2026.pdf.

The Data Processing Addendum sets out the subject matter, duration, nature and purpose of the processing, our confidentiality and security commitments, our use of subprocessors and the transfer safeguards that apply.

4. SOFTWARE YOU INSTALL ON YOUR OWN WEBSITE

Most YITH products are software you install on your own WordPress website. The Privacy Notice explains what information that software sends us when you activate a license, when it checks your license and when it downloads an update, and explains that we do not have access to the information your website collects about your own customers, except where you give our support team access to your site, in which case section 3 applies.

Our free plugins and themes distributed through WordPress.org do not send information to YITH, except where a plugin page on WordPress.org says otherwise.

Some YITH plugins let you connect your website to third party services, such as payment gateways, text message gateways, shipping, maps and calendar services. You connect those services with your own account, and the third party processes information under its own terms. Where a YITH plugin is included in a hosting plan from another Newfold brand, the information described in the Privacy Notice for that brand also applies.

5. WHY WE USE YOUR INFORMATION AND OUR LEGAL BASES

We tell you at the point of collection which information is required to provide the YITH Services and which is optional. We rely on the following legal bases under the General Data Protection Regulation:

Purpose	**Legal basis**
Creating and managing your account, selling you YITH products, activating and checking licenses, delivering updates and providing support	Performance of our contract with you
Issuing invoices, calculating tax and keeping accounting records	Compliance with our legal obligations
Keeping the YITH Services secure, preventing fraud, spam and unlicensed use, and protecting yithemes.com from automated traffic	Our legitimate interests in protecting our business, our customers and our software
Analytics, advertising and remarketing cookies and similar technologies on yithemes.com	Your consent
Sending you marketing email about YITH products	Your consent or, where the law permits, our legitimate interest in telling existing customers about similar YITH products
Running the affiliate program, attributing referrals and paying commission	Performance of our contract with you, and your consent for the referral cookie where required
Accessing your website when you ask our support team for help, and handling any information about your own customers	Not applicable: we act as your processor on your instructions under the Data Processing Addendum for Customers (section 3)

6. COOKIES AND YOUR CHOICES ON YITHEMES.COM

We use cookies and similar technologies on yithemes.com. Cookies that are not strictly necessary are off until you accept them, and you can change your choices at any time through the cookie settings link at the foot of each page. Choices on yithemes.com are managed through the Newfold consent platform described in the Newfold Cookie Notice.

7. MARKETING

We send marketing email only with your consent or, where the law allows, to existing customers about YITH products similar to those they have bought. Every marketing email includes a link to unsubscribe. We do not share your contact details with other Newfold brands for their own marketing unless you have agreed to that separately.

8. WHO WE SHARE YOUR INFORMATION WITH

We share personal information with other members of the Newfold corporate family and with the service providers listed under YITH on our third party data page at newfold.com/privacy-center/third-party-data, on the terms described in the Privacy Notice.

9. INTERNATIONAL TRANSFERS

YITH is based in the European Union and our team works in Spain & Italy. Some of our service providers and other members of the Newfold corporate family process personal information in the United States, India and the Philippines. Where personal information is transferred outside the European Economic Area, we rely on an adequacy decision of the European Commission where one applies, such as the decision covering Argentina, and otherwise on the standard contractual clauses approved by the European Commission, together with any supplementary measures needed. You can request a copy of the relevant safeguards from the contact details below.

10. HOW LONG WE KEEP YOUR INFORMATION

The seven year outer limit in the Privacy Notice applies to the YITH Services, except where Spanish law requires us to keep records for longer.

11. YOUR RIGHTS

You have the rights described in the Privacy Notice and in the addendum for your jurisdiction. If you are in the European Economic Area, these include the rights of access, rectification, erasure, restriction, portability and objection, and the right to withdraw consent at any time. We respond within one month of receiving your request, which we may extend by two further months for complex requests, and we will tell you if we do. We do not charge for responding. Where we correct or delete information, we will tell the recipients to whom we disclosed it, unless that is impossible or involves disproportionate effort.

You can make a request through the Newfold Privacy Center at newfold.com/privacy-center or by email to privacy@newfold.com.

You also have the right to complain to a data protection authority. For the YITH Services, the lead authority is the Agencia Española de Protección de Datos, C/ Jorge Juan 6, 28001 Madrid, Spain, www.aepd.es. You may also complain to the authority in the country where you live or work.

12. CONTACT US

For questions about this addendum or how YITH handles personal information, contact the Newfold Data Protection Officer at privacy@newfold.com.