



Axeptio's Privacy Policy

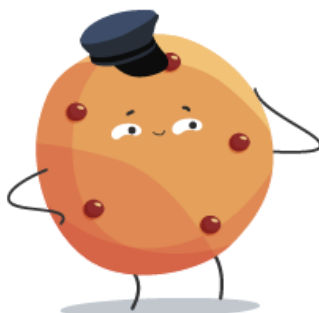
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Do you want to learn more about how we process your data?

- What data we collect and why?
- What we do with it? With whom do we share your data?
- What are your rights and how to exercise them?

Thanks to this Privacy Policy, you will be informed about the data processing of the Company Agilitation, whose head office is located at 15 rue du général Campredon 34000 Montpellier, France, registered in the Montpellier Trade and Companies Register under number 821 947 009.

1. Data Controller



Agilitation is responsible for the processing of personal data that it carries out on its websites and/or for its own needs. These processing operations are described in this Policy.

When a client company of Agilitation installs one of our tools (widget cookies, contractual consent modules etc.) on their website or mobile application, this Company acts as a data controller concerning the resulting data processing. If you want to know more, we invite you to read the privacy policies that they publish on their services. Agilitation then processes its customers' website and mobile application user data as a data processor when providing Axeptio® services.

Agilitation can provide courses or training sessions on behalf of schools and other organizations. These schools and organizations are responsible for the processing of students' personal data, with Agilitation acting as a mere subprocessor.

If you would like to learn more about the processing of your data, we invite you to read the privacy policy provided by these schools and organizations.

2. What data do we collect?



We collect and process the personal data of :

- our websites and services' final users;
- our suppliers and partners ;
- prospects, customers ;
- end-users of our customers' websites and mobile applications;
- applicants for a position within Agilitation.

a. Data collected when you create a customer account or when you contact us

When you create an account or when you subscribe to one of our offers, you will have to provide us with personal data: your name, your contact information (email address, postal address and telephone number) and your banking and professional information (company, business sector).

We also collect your data when you contact us: by sending a contact form, during a phone call or by giving us your contact information or a business card, during a trade show for example.

During telephone or video calls, we may record the conversation in order to train our staff and improve the quality of our services. We will let you know when the recording starts so that you can object to this by informing the operator.

We also collect information from you if you agree to complete our surveys to help us improve our products and services.

b. Automatically collected data - cookies and other tracking tools

When you browse our websites or services, we automatically collect certain information such as:

- the device, the operating system and browser used;
- the IP address and/or user ID;
- the date and time of your navigation;
- the pages you have visited, your browsing history, bugs and errors you may have encountered during your browsing.

As required by applicable regulations, we will ask for your consent to process some of this information collected through cookies and trackers on our websites and services. To find out more, please see the "Cookies" section below.

c. Data we collect from third parties

Your data may be collected from:

- Social network providers (Meta Facebook, Google, LinkedIn) when you create an account on our back-office, using this authentication method;
- Your digital agency, when you entrust them with the management of your website's cookies and they invite you to create a user account on our back-office. Please note that your line manager may also do the same;
- Our marketing and sales partners. For example, when we co-organize a webinar, we may receive data relating to the professional identity of participants.

3. Why and how we process your personal data?

Type of data processing	Purposes	Our legal basis	Data retention period
Management of digital communications and marketing	Purposes : • Managing marketing campaigns (e.g. sending newsletters and other informative content) • Managing our social networking pages • Organizing webinars and taking part in events organized by third parties	• Your consent (Article 6.1.a of the GDPR) or legitimate interest to promote Agilitation's services to any interested business professionals.	3 years from the date your data was collected or from the last contact from the prospect or until withdrawal of consent / objection right
	Purposes : • Sending of automatic emails related to the use of the service (e.g. welcome message, cookie widget configuration, etc.).	• Execution of contractual or pre-contractual measures related to your subscription (article 6.1.b of the GDPR)	Period required to handle the commercial relationship
	Purposes : • Monitoring of audience measurement on Axeptio® sites • Analysis of opening rates and interaction with emails sent	• Legitimate interest in tracking the audience of our sites and improving our marketing communications	13 months for audience measurement

Management of customers/ partners/ suppliers/ after sales services	Purposes :	Execution of contractual or pre-contractual measures (article 6.1.b of the GDPR)	Duration necessary for managing commercial relationship, with some exceptions (e.g. retention for 5 years after the end of the commercial relationship in the event of a dispute)
	- Processing of complaints, requests for information and requests for contact, in particular by telephone and email.	Legal obligation: Articles 15 to 22 of the GDPR (management of the rights)	
	- Exercise of GDPR rights		
	Purposes :		
	- Improve service quality and train our staff	Agilitation's legitimate interest in training our employees and improving our quality of service.	6 months for call recordings
	- Sending out satisfaction surveys and requests for feedback		For surveys, the retention period is for the duration of
	Purposes :	Execution of contractual or pre-contractual measures (article 6.1.b of GDPR)	the commercial relationship or until the right to object is exercised.
	- Management of customer and supplier invoicing (issuing and sending invoices, monitoring payments regarding and reminders, documents collection)	Legal and tax obligations accounting	10 years for storage of payment and billing information
	- Contract management		
	Purposes :		
	- creation and management of user accounts on the backoffice		
	- management of preferences	Execution of contractual or pre-contractual measures (article 6.1.b of the GDPR)	Duration necessary for managing our commercial relationship, with some exceptions
Customer area Management (https://admin.axeptio.eu/)	- modification of the information provided by the customer		
	- Customer training and support to facilitate use of services		
Prospection	Purposes :	Your consent (Article 6.1.a of the GDPR) or legitimate interest to promote Agilitation's services to any interested professionals and ensure the development of commercial activity.	Duration of the commercial relationship, increased by 3 years from the collection of your data or the last contact from the prospect or until withdrawal of consent / objection right
	- announcement of new products and/or services;		
	- promotional communication;		

- Invitations to events (fairs, meetings, webinars, conferences, anniversaries etc.);
- Prospecting for new customers
- Analyze sales campaign performance

Purposes :

- Identify business opportunities within the existing customer network
- Contact former customers to offer them products or services that may meet their current needs.

Purposes :

As part of the continuous improvement of our products and services, we may :

- Conduct satisfaction surveys and polls ;
- Conduct interviews with clients or prospects ;
- Phone surveys with former customers to understand the causes of discontent and adapt our products or sales approach.
- Collecting browsing data on customer area to improve our products, services and user experience
- Assess the operation and performance of services on our customers' websites and applications

6 months from survey closing date

Studies on product and service quality

Agilitation's legitimate interest (continuous improvement of its products & services and/or commercial strategies) or Your consent

Navigation data is kept for 2 months from the date of collection.

Management of recruitment campaigns

Purposes :

- Receipt and processing of applications

Legitimate interest of Agilitation in filling positions (article 6.1.f of the GDPR)

2 years from the last contact with the unsuccessful candidate

-Assessing the application and checking of professional references.

4. Who is the recipient of the personal data collected?



Agilitation does not sell your personal data to third parties. We may share data for the sole purpose of our activities:

- Internally, with the departments authorized to carry out these missions;
- With suppliers and subcontractors. Agilitation has them sign contracts that include clauses that ensure a high level of data protection, of confidentiality and of security. These clauses comply with regulatory standards and they reflect the latest in policy and judicial norms.
- With partners whom we invite when we organize an event or who invite us to an external event (webinar, speaking engagement, etc.).

Your data may be communicated to the competent public authorities at their request, in compliance with the regulations, in particular in order to search for the perpetrators of offences.

5. Is your personal data transferred outside the European Union?



Agilitation works with subcontractors and suppliers under conditions that may lead to this type of data transfer.

We implement all necessary technical, organizational and legal measures to ensure that these transfers are safe (in particular we may sign data protection agreements, standard contractual clauses). We evaluate our subcontractors. They may also apply adequacy decisions in accordance with Article 45 of the GDPR.

6. What are your rights and how to exercise them?



In accordance with articles 15 to 22 of the GDPR, you have the following rights:

- right of access (article 15 of the GDPR)
- right of rectification (article 16 of the GDPR)
- right to erasure (article 17 of the GDPR)
- right to limitation of processing (article 18 of the GDPR)
- right to notification of rectification, erasure, limitation of processing (Article 19 of the GDPR)
- right to data portability (article 20 of the GDPR)
- right to object and the right to withdraw consent where appropriate (article 21 of the GDPR)
- right not to be profiled (article 22 of the GDPR)

You can exercise these rights:

- By clicking on the unsubscribe links available at the bottom of newsletters and marketing emails if you no longer wish to receive them;
- If you are a customer, [by logging into your administration area and contacting our support](#);
- By letting your interviewer know if you do not agree to take part in our satisfaction surveys;
- Otherwise, by email at dpo@axeptio.eu

You may be asked to provide us with a proof of identity if necessary in order to ensure that the request is made by the legitimate owner of the data concerned.

You also have the right to file a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL).

7. Cookies



The website and our services may automatically collect standard information such as all types of personalized information that allows the site to identify its visitors (for example: an IP address or token identifier, a connection identifier, browsing data or the characteristics of the terminal used).

You can learn all about the cookies and tracking tools we use.

- What cookies are set;
- By whom they are placed;

- What we do with the data we collect;
- In case of third party cookies, what is the privacy policy of the provider.

You can also choose whether or not to allow them by activating our widget to do so. We retain your cookie preferences for up to 6 months. If you browse our site after this 6-month period, we will ask for your consent again.

Proof of your consent is kept for 5 years in order to demonstrate our compliance in the event of an audit or request on your part.

In particular, We use Contentsquare on our website to create a better digital experience for our visitors' and to optimize our services and your interactions with them. Contentsquare is an Experience Analytics and Monitoring tool that helps us better understand our visitors' online experiences and visualize how our visitors interact with our website to identify issues and friction points by reconstructing individual visitor sessions (Session Replay). To provide these services, Contentsquare uses first-party cookies and other technologies to process personal data of our visitors' behavior and their devices on our behalf. This may include data like online identifiers (e.g. device's IP address, user ID), technical data (e.g. device type and screen size, browser information), geographic location (country only) and behavioral data (interactions with our website such as clicks, taps, scrolls, accessibility needs). We keep this information for a maximum of one year.

Contentsquare may reuse this personal data to develop and improve its tools and services. For more information about Contentsquare and its privacy practices, please visit Contentsquare's [privacy policies \(Privacy at Contentsquare\)](#).

8. Changes to this Privacy Policy

Agilitation may change this Policy from time to time, in order to comply with any regulatory, legal or technical developments.

We invite you to consult this page regularly to take note of any changes or updates.