



Privacy Policy

1. Identification

Holder: Avent Media

T.I.N: FR9049210450000034

Registered office: 44 avenue George Pompidou, 92300 Levallois Perret.

Email: gdpr@avent-media.fr

Data Protection Officer (DPO): The User may contact the DPO via email at gdpr@avent-media.fr or via letter marked for the attention of the "Data Protection Officer" and addressed to the registered office of Avent Media.

2. Information and Consent

The present Privacy Policy defines and informs you of the way in which Avent Media obtains, processes and protects the information you transmit to us through:

Our sites:

We collect information through the sites, for example when you wish to benefit from our offers, receive samples, request a free trial or demonstration, contact us, subscribe to a newsletter, or register to use our sites.

Offline:

We collect information from you offline, for example when you attend one of our events, during phone calls with sales representatives, or when you contact an Avent Media representative.

From other sources:

In order to enhance our ability to provide marketing services, offers, and services tailored to your needs, we obtain information about you from other sources, such as public databases, joint marketing partners, social media platforms, and third parties.

Your browser or device:

Certain information is collected by most browsers or automatically through your device, such as the MAC (Media Access Control) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, and the name and version of the Sites (such as the Applications) you are using.



Please note that this privacy policy may be amended or supplemented at any time by Avent Media, in particular to comply with any legislative, regulatory, jurisprudential or technological developments.

3. Types of information collected by Avent Media

The processed “Personal Data” is information that, directly or indirectly, identifies you or another individual and may include:

Identification data: first name, last name.

Contact data: postal address, mobile phone, email address.

User identification codes or passwords.

Personal characteristics data: date of birth, gender, citizenship.

Preferences data.

Geolocation data including the IP address.

In the event that the User provides third-party data, they declare that they have obtained the third party’s consent and undertake to provide the interested party, the data owner, with the information contained in this Privacy Policy, exonerating Avent Media from any liability in this regard. However, Avent Media may carry out the necessary verifications to verify this fact, by adopting the appropriate due diligence measures, in accordance with the data protection regulations.

4. Retention period of your Personal Data by Avent Media

We will retain your Personal Data for the period necessary to achieve the original objective of the collection, as well as to pursue our legitimate business interests, comply with our legal obligations, resolve disputes and enforce applicable agreements. This period cannot, in any case, exceed 12 months.

5. Processing of your Personal Data

In accordance with the User’s requests, the Personal Data obtained will be processed by Avent Media for the following purposes:

To respond to your inquiries and meet your requirements, for example to send you offers and news, as well as information regarding our products and services.

To send you information regarding the Sites and changes to our terms, conditions, and policies.



To send you marketing communications, in particular via email and SMS, in accordance with your preferences and applicable law, that we believe may be of interest to you.

To personalise your experience on the Sites by presenting offers and products tailored to your needs.

For our business purposes, such as data analysis, audits, monitoring and preventing fraud, developing new products, improving or modifying our Sites and services, identifying usage trends, determining the effectiveness of our promotional campaigns, and operating and expanding our business activities.

As we deem necessary or appropriate:

- (a) under applicable law, including laws outside your jurisdiction;
- (b) to comply with the requirements of a legal process;
- (c) to respond to requests from public and governmental authorities, including public and governmental authorities outside your jurisdiction;
- (d) to enforce our terms and conditions;
- (e) to protect our business or that of our Affiliates;
- (f) to protect our rights, confidentiality, security or property, and/or that of our Affiliates, you or third parties;
- (g) to allow us to exercise the remedies provided by law or to limit the damages that we may sustain.

6. Justification for processing your Personal Data

Our legal basis for processing Personal Data is the User's consent. The data processing necessary to meet the aforementioned purposes requires the User's consent to be carried out and will not be undertaken without prior permission.

Our legal basis for processing Personal Data in certain circumstances will also depend on our need to obtain Personal Data to enter into a contract or execute a contract with you.

In some cases, we may also have a legal obligation to collect Personal Data from you. If we ask you to provide Personal Data to comply with a legal obligation or to enter into a contract with you, we will specify this at the appropriate time and advise you whether the provision of your Personal Data is mandatory or not (as well as possible consequences if you do not provide these data).

7. Recipients of your Personal Data

Third-Party Business Partners: Avent Media partners with various companies and works closely with them to market or sell products or services. We may disclose Personal Data to



our partners for the purposes described above. Some of our third-party business partners co-sponsor events and other offers with Avent Media. We may disclose Personal Data to these co-sponsors when you sign up for events or offers to allow our partners to send you marketing communications and information that may be of interest to you, as permitted under applicable law.

Protection of Avent Media and others:

We disclose Personal Data, as we deem necessary and appropriate, to rating agencies and other companies and organisations.

8. Protection of your Personal Data

Avent Media takes data security very seriously and strives to protect the Other information you provide, to prevent loss, misuse, and unauthorised access or disclosure. These measures take into account the sensitivity of the Other information we collect, process and store, and the current state of technology.

We have implemented appropriate organisational, technical and administrative measures to ensure the security of Personal Data and prevent alteration, loss, unauthorised processing or access, given the state of technology, the nature of the data stored and the risks to which they are exposed.

For more information about the current practices and policies regarding the security and confidentiality of Services, please refer to our Security Policy.

9. Access to information, correction, modification and deletion

If you would like to access, correct, modify, delete or limit the use or disclosure of Personal Data about you that have been collected and stored by Avent Media, or have them transferred to another organisation, please inform us at gdpr@avent-media.fr so that we can consider your request and respond to it in accordance with applicable law.

You can choose not to receive marketing messages from Avent Media by unsubscribing via the unsubscribe or opt-out link in an email, or unsubscribe by sending an e-mail to gdpr@avent-media.fr. We will comply with your request(s) as soon as possible. We will respond within 30 days.

Protecting your privacy is important to us. If you have any questions, concerns or complaints regarding the way we collect and process your information as a data controller, please contact our Data Protection Officer by e-mail at gdpr@avent-media.fr or by mail at Avent Media - 44 avenue Georges Pompidou, 92300 Levallois Perret.



10. Your rights

Natural persons living in the European Economic Area have certain legal rights with regard to their Personal Data. Subject to any exceptions provided by law, you may have the right to request access to information, as well as to update, delete or correct this information.

To the extent that the processing of your Personal Data is subject to the General Data Protection Regulation, Avent Media relies on its legitimate interests, described above, to process your data. Avent Media may also process Other information that constitutes your Personal Data for direct marketing purposes, and you have the right to object to Avent Media's use of your Personal Data for this purpose at any time.

11. Changes to this Privacy Policy

Avent Media reserves the right to modify this Privacy Policy: laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business. Changes will be posted on this page and we encourage you to review our Privacy Policy so that you are updated on any changes. If we make any changes that substantially alter your privacy rights, Avent Media will notify you by email. If you do not agree with the changes to this Privacy Policy, you must contact Avent Media and request the deletion of your Personal Data.