

# **PRIVACY POLICY**

## **Site APPLYMAGE Medical**

### **ARTICLE 1: PREAMBLE**

This privacy policy applies to the website: <https://www.applymage-medical.com/>

Its aim is to inform users of the website about:

- The way in which their personal data is collected and processed. Personal data is defined as any data which could be used to identify a user, such as their first name, surname, age, postal address, e-mail address, location or IP address;
- The users' rights regarding this data;
- Who is responsible for processing the personal data which is collected and processed;
- To whom this data is communicated;
- The website's policy on cookies.

This privacy policy supplements the legal notice and the general terms and conditions of use which users can access at the following address:

### **ARTICLE 2: GENERAL PRINCIPLES REGARDING DATA COLLECTION AND PROCESSING**

Website users' personal data is collected and processed pursuant to the provisions of Article 5 of European Regulation (EU) 2016/679, in compliance with the following principles:

- Lawfulness, fairness and transparency: data may only be collected and processed with the consent of the user who owns it. Whenever personal data is collected, the user will be informed that his/her data is being collected, and for what purposes his/her data is being collected;
- Purpose limitation: data is only collected and processed to respond to one or several objectives set forth in the general terms and conditions of use;
- Minimisation of data collection and processing: only the data needed to meet the site's objectives is collected;
- Retention of data over time: the data is retained for a limited period.
- Integrity and confidentiality of the data collected and processed: the data processing manager undertakes to guarantee the integrity and confidentiality of the data collected.

In order to be legal, and in accordance with the requirements in Article 6 of European Regulation 2016/679, personal data may only be collected and processed if at least one of the conditions below is respected:

- The user has expressly consented to the processing;
- The processing is necessary for the proper performance of a contract;
- The processing meets a legal obligation;

- The processing can be explained by a need related to saving the vital interests of the person concerned or another natural person;
- The processing is necessary for the performance of a task carried out in the public interest or subject to the exercise of public authority;
- The processing and collection of personal data are necessary for the legitimate and private interests of the person in charge of processing it or a third party.

## **ARTICLE 3: PERSONAL DATA COLLECTED AND PROCESSED WHEN BROWSING THE SITE**

- DATA COLLECTED AND PROCESSED AND THE COLLECTION METHOD

The following personal data is collected on the [www.applymage-medical.com](http://www.applymage-medical.com) website:

Surname, first name, status, phone no., e-mail address, IP address, business name and address if applicable.

This data is collected when the user performs the following operation on the site:

Submits a contact request or a request for information from us.

The processing manager will keep all of the data collected in the computer systems of the website and under reasonable security conditions for a period of: 3 years.

Data is collected and processed for the following purposes:

The internet user's location data is collected for statistical studies.

The internet user's details are recorded in response to a contact request, a request for information or a quote request submitted by the user (business relationship).

- TRANSFERRING DATA TO THIRD PARTIES

Some data may be transferred to the following third party:

Google (for statistical analysis of visits via Google Analytics)

- DATA HOSTING

The <https://www.applymage-medical.com/> website is hosted by: Anthemis Hebergement, whose registered office is located at:

Anthemis-Hebergement  
1 rue du 35ème régiment d'aviation  
69500 Bron

The hosting company can be contacted by phoning: +33 (0)4 37 43 18 02

The data collected and processed by the website is exclusively hosted and processed in France.

## **ARTICLE 4: DATA PROCESSING MANAGER AND DATA PROTECTION OFFICER**

- THE DATA PROCESSING MANAGER

The person responsible for processing personal data is: Bénédicte Bailly. He can be contacted as follows:

The data processing manager can be contacted by e-mail at: **contact@plymage.com**

The data processing manager is responsible for determining the purposes and means used for processing personal data.

- THE DATA PROCESSING MANAGER'S OBLIGATIONS

The data processing manager undertakes to protect the personal data collected, to refrain from transferring it to third parties without notifying the user and to respect the purposes for which this data was collected.

The website has an SSL certificate to ensure that the information and data passing through the website are secure.

The aim of an SSL (Secure Socket Layer) certificate is to protect data exchanged between the user and the website.

In addition, the data processing manager undertakes to notify the user if the data is rectified or deleted, unless it generates disproportionate formalities, costs and procedures for him/her.

If the integrity, confidentiality or security of the user's personal data is compromised, the data processing manager undertakes to inform the user by all methods.

- THE DATA PROTECTION OFFICER

The following person has been appointed as data protection officer: Bénédicte Bailly.

The role of the data protection officer (DPO) is to ensure the proper implementation of national and supranational provisions relating to the collection and processing of personal data.

The data protection officer can be contacted as follows:

By e-mail at: **contact@plymage.com**

## ARTICLE 5: USERS' RIGHTS

In accordance with regulations on personal data processing, users have the rights that are listed below.

In order for the data processing manager to grant a request, the user must submit the following information: his/her first name, surname and e-mail address.

The data processing manager is required to respond to the user within 30 (thirty) days maximum.

- OVERVIEW OF USERS' RIGHTS IN TERMS OF DATA COLLECTION AND PROCESSING
  - *Access, rectification and erasure rights*

Users may take note of, update, modify or request the deletion of the data which relates to them by following the procedure below:

Users should send a request by e-mail to the data processing manager, specifying the subject of their request (contact address: **contact@applymage.com**)

- *Data portability right*

Users have the right to request the portability of their personal data, held by the site, to another site, by following the procedure outlined below:

Users should send a request for portability of their personal data to the data processing manager at the following e-mail address: **contact@applymage.com**

- *Right to restrict and object to data processing*

Users have the right to request the restriction of or to object to the processing of their data by the site without the site being able to refuse this, unless it can demonstrate legitimate and compelling reasons that may prevail over the users' interests, rights and freedoms.

To request the restriction of the processing of their data or to object to the processing of their data, users must follow the procedure below:

Users should send a request to restrict the processing of their personal data to the data processing manager at the following e-mail address: **contact@applymage.com**

- *Right not to be the subject of a decision based exclusively on an automated process*

In accordance with the provisions of EU Regulation 2016/679, users have the right not to be the subject of a decision based exclusively on an automated process if the decision produces legal effects on them or affects them significantly in a similar way.

- *Right to determine how data is used after death*

Users are reminded that they may organise how their data collected and processed is used if they die, in accordance with French Law no. 2016-1321 of 7 October 2016.

- *Right to contact the relevant inspection authority*

If the data processing manager decides not to respond to a user's request, and the user wishes to contest this decision, or if the user believes that one of the aforementioned rights has been infringed, he/she is entitled to contact the National Commission for Information Technology and Civil Liberties (*Commission Nationale de l'Informatique et des Libertés*, CNIL, <https://www.cnil.fr>) or any competent judge.

- **PERSONAL DATA OF MINORS**

Pursuant to the provisions of Article 8 of European Regulation 2016/679 and the Data Protection Act, only minors aged 15 years and over may consent to the processing of their personal data.

If the user is a minor aged under 15 years, the agreement of a legal representative will be required for their personal data to be collected and processed.

The site's publisher reserves the right to verify by any means that the user is over 15 years of age, or that he/she has obtained the consent of a legal representative before browsing the site.

## ARTICLE 6: USE OF COOKIES

This website may use "cookies".

A cookie is a small file (less than 4 KB) which the site stores on the user's hard drive, containing information about the user's browsing habits.

These files allow it to process statistics and traffic information, facilitate navigation and improve the service for the user's convenience.

To use cookie files involving the saving and analysis of personal data, the user's consent is necessarily requested.

This user consent is considered valid for a maximum of 13 (thirteen) months. At the end of this period, the site will once again request the user's authorisation to save cookie files on his/her hard drive.

- *Users' opposition to the site's use of cookies*

Users are hereby informed that they may object to the storage of these cookies by configuring their browser software accordingly.

For information, at the following addresses users can find instructions on how to configure their browser software to object to the storage of cookies:

- **Chrome:** <https://support.google.com/accounts/answer/61416?hl=en>
- **Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences?redirect=no>
- **Safari:** <https://www.apple.com/legal/privacy/en-ww/>
- **Internet Explorer:** <https://support.microsoft.com/en-us/windows/delete-and-manage-cookies>
- **Opera:** <http://www.opera.com/help/tutorials/security/cookies/>

If users decide to deactivate cookies, they may continue browsing the site. However, the website publisher cannot be held liable for any dysfunction of the site caused by this change in settings.

- *Description of the cookies used by the site*

The website publisher draws the users' attention to the fact that the following cookies are used when browsing the site:

Cookie: Google Analytics, purpose: audience tracking

Cookie: PHPSESSID, purpose: unique identifier to manage exchanges between internet users and the application server

When browsing the website, users are hereby informed that third-party cookies may be stored on their computer.

This involves the following third-party in particular:

Google

Users should be aware that these websites have their own privacy policies and general terms and conditions of use which may differ from those of this site. The website publisher invites users to view these websites' privacy policies and general terms and conditions of use.

## **ARTICLE 7: CONDITIONS FOR AMENDING THE PRIVACY POLICY**

This privacy policy may be accessed at all times at the address specified below:

The website publisher reserves the right to amend it to ensure compliance with the legislation in force.

As such, users are invited to check this privacy policy on a regular basis to keep abreast of the latest amendments made to it.

However, if substantial changes are made to this policy, users will be informed in the following way:

By e-mail to the address submitted by the internet user during a contact request.

Users are hereby notified that the most recent amendment to this privacy policy took place on: 21/01/2021.

## **ARTICLE 8: USER ACCEPTANCE OF THE PRIVACY POLICY**

By browsing the website, the user certifies that he/she has read and understood this privacy policy and accepts the conditions, especially regarding the collection and processing of his/her personal data as well as the use of cookies.

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