

AplusA Group commitments regarding protection of personal data when browsing our website

Effective as of the 24th of March 2023

AplusA is a company incorporated under the laws of France, registered under number 440 430 569 and whose registered office is located at 159 rue Galliéni, 92100 Boulogne-Billancourt, France. AplusA respects the privacy of visitors to its websites ("Website"). This privacy policy ("Privacy Policy") explains how we collect, use, disclose and protect personal data as defined by the GDPR (General Data Protection Regulation) submitted through the Website ("Personal Data").

This Privacy Policy does not apply to the collection and use of personal data in market research studies that we conduct. In these cases, please refer to [our dedicated privacy policy](#).

1. Personal data we collect and purposes of their processing

Through the Website, AplusA may collect information that can specifically identify you, such as your name, address, telephone number and e-mail address when you voluntarily submit it to us.

We will only use Personal Data as set forth in this Privacy Policy unless you have specifically consented to or opted-in to another use of your Personal Data. We may use and disclose Personal Data for any of the following reasons:

- to respond to requests you may make of us, including to provide services that you have requested and participate in activities that you have joined ;
- to access and/or download documents from our Website ;
- to contact you and/or provide you with general information as well as information about our products and services from time to time ;
- send you marketing communications relating to our business which we think may be of interest to you ;
- to share with agents, contractors or partners of AplusA in connection with services that these individuals or entities perform for, or with, our firm. These agents, contractors or partners are restricted from using Personal Data in any way other than to provide services for AplusA. We may, for example, provide Personal Data to agents, contractors or partners for hosting our databases, for data processing services, or to send you information that you requested, but those parties cannot use your Personal Data for their own purposes unrelated to the work they are doing for us ;
- to respond to duly authorized information requests of competent governmental authorities or where required by law ;
- to investigate suspected fraudulent activity in connection with this Website or violation of another party's rights ;
- in connection with the sale, assignment, or other transfer of the business of this Website to which the information relates, in which case we will require any such buyer to agree to treat Personal Data in accordance with this Privacy Policy.

2. Accuracy of Personal Data

We make reasonable efforts to keep Personal Data in our possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. If you would like to correct, modify or delete your personal data, please contact our Data Protection Officer under [the section “Your rights”](#) below.

3. Legal basis for processing

In accordance with Article 6 of the GDPR, AplusA only collects Personal Data with the freely given, specific and informed prior consent of the visitors of its Website. You can find all of the information related to the processing of your Personal Data in this Privacy Policy. If you want to update your cookies preferences, you can change your settings in [the section “Your cookies preferences”](#) below.

Evidence of this consent will be kept by AplusA for the period necessary for processing, which may vary depending on the purpose for which the Personal Data is processed.

4. Duration of data retention

AplusA guarantees that Personal Data is not kept any longer than is required for the purpose for which it was collected or processed, with the application of a clear system regarding storage periods. You can find more information about the duration of storage of your Personal Data in [our cookies policy](#) below.

5. International transfers of Personal Data

Personal Data submitted through this Website are hosted on our partners servers, which are located in France and in USA.

AplusA is a global organization. Your Personal Data may be transferred to one or more AplusA affiliated companies in other countries and used for the purposes described previously. To facilitate our global operations, we may transfer and access Personal Information from around the world, including the United States. This Privacy Policy shall apply even if we transfer Personal Data to other countries.

AplusA’s legal entities outside the European Union have entered into intra-company data protection agreements using standard contractual clauses prepared by the European Commission. These agreements require the contracting parties to respect the confidentiality of your Personal Data and to handle European Personal Data in accordance with applicable European data protection laws. AplusA’s legal entities outside the European Union are the following:

AplusA – Building 3, Chiswick Park, 566 Chiswick High Road, Londres W4 5YA, United Kingdom
AplusA Bell Falla – 570 Broad Street, Suite 502, Newark, NJ 07102, United States

By using this Website, you consent to the transfer, storage, use and disclosure of your Personal Data among our affiliated companies and non-affiliated service providers, wherever located. AplusA’s service providers are contractually bound to respect the confidentiality of your Personal Data.

6. Your rights:

Under the applicable law, you have the following rights:

- **Access to Personal Data:** We will make available to you the Personal Data about you in our custody or control that we have collected, used or disclosed, upon your written request, to the extent required and/or permitted by law.
- **Rectification of your Personal Data:** If you think that your Personal Data is inaccurate, you can ask for their rectification.
- **Erasure of your Personal Data:** If you believe that AplusA no longer requires to process your Personal Data, you can ask for their erasure from our databases.
- **Restriction of the processing of your Personal Data:** If you believe that the processing of your Personal Data is either inaccurate or unlawful, you can ask for the restriction of this processing. AplusA will then only store this data and no longer process them in any other way without your consent.
- **Opposition to the processing of your Personal Data:** If you previously consented to the processing of your Personal Data by AplusA, you have the right to object, on grounds relating to your particular situation, at any time this processing of your data.
- **Portability of your Personal Data:** You can ask to receive your Personal Data in a structured, commonly used and machine-readable format.
- **Deciding of the processing of your Personal Data after your death:** At any times, you or a person you designated can inform AplusA of your decision about the processing of your Personal Data after your death, whether this is the erasure, the conservation or the communication of these data.

To exercise any of these rights related to the Personal Data that we may hold about you, we require that you submit your request in writing to dpo@aplusaresearch.com. When we receive an access request from an individual, we will attempt to fulfil the requested information within 30 days.

7. Cookies policy

7.1. What are cookies and other similar technologies?

Cookies are text files that are downloaded to your device when you visit a website. They allow a website to recognize a user's device and to customize this website to the user's preferences.

The term cookie actually describes a range of technologies, including:

- pixel tags (transparent graphic images placed on a web page or in an email, which indicate that a page or email has been viewed),
- mobile device identifiers (e.g. to display the mobile version of a website), and
- web storage used in desktop software or mobile devices.

We'll use the term cookie throughout this Privacy Policy to cover all of these technologies, but we'll make sure we provide you with clear details about them all so that you can make informed choices about your cookie preferences.

Please note that third parties may also use cookies, over which AplusA has no control. You can control these cookies, including deleting or blocking them, via the settings of your browser. However, if you

use your browser settings to block all cookies (including required cookies) parts of our Website may not work.

7.2. What are the cookies used by AplusA and why?

Cookie Type	Purpose
Necessary Cookies	<p>These cookies are essential in order to enable you to use the features of our Website. They allow a secured connection and a faster loading of our websites.</p> <p>Storage duration: These cookies are stored for the duration of your session. They are erased once you close your browser.</p>
Statistic and Analytical Cookies	<p>These cookies collect information about how visitors browse our Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies collect anonymous information on the pages visited. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our services perform.</p> <p>Storage duration: These cookies are stored for two years before erasure.</p> <p>Web analytics that use cookies to gather data to enhance the performance of a website fall into this category. For example, they may be used for testing designs and ensuring a consistent look and feel is maintained for the user. This category does not include cookies used for behavioural/targeted advertising networks.</p> <p>Storage duration: These cookies are stored for one day.</p>
Marketing Cookies	<p>These cookies allow us to optimize our Website to your preferences and to make advertising more relevant to you, and allow some functions related to social networks to function (e.g. the Twitter buttons to share content). One of these cookies is used by AplusA's partner, Hubspot, and are thus transferred to the USA.</p> <p>Storage duration: These cookies are stored for the duration of your session. They are erased once you close your browser.</p>

7.3. Your cookies preferences

You can personalize your cookies preferences whilst browsing [by using this link](#) or at any moment whilst browsing through our Website with the 'Change cookies settings' icon at the bottom left of our Website.

When you are browsing our Website, AplusA uses cookies and similar technologies to collect user data for the following purposes:

- **Necessary Cookies:** Cookies that are necessary for our Website to function.
- **Statistic and Analytical Cookies:** Cookies that allow us, through anonymous statistics, to improve our Website.
- **Marketing Cookies:** Cookies that allow us to optimize our Website to your preferences and to make advertising more relevant to you.

8. Changes to this Privacy Policy

According to the evolution of the applicable law, we may update our privacy practices and this Privacy Policy at any time. For this reason, we encourage you to refer to this Privacy Policy on an ongoing basis. This Privacy Policy is current as of the "last revised" date which appears at the top of this page. We will treat Personal Data in a manner consistent with the Privacy Policy under which it was collected, unless we have your consent to treat it differently. By using this Website following any Privacy Policy change, you freely and specifically give us your consent to collect, use, transfer and disclose your Personal Data in the manner specified in such then-current Privacy Policy.