

PERSONAL DATA AND COOKIES CHARTER

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The company LAGARDERE GLOBAL ADVERTISING, simplified joint-stock company with capital stock of 40,000,00 euros, registered at the Paris Trade and Companies Registry under the number 350 277 059, with the headquarters located at 2 rue des Cévennes 75015 Paris France (hereafter the “**Publisher**”), is the publisher of the following web and mobile sites (the “**Sites**”):

elle-fr-longines-yvy.com
elle-us-longines-yvy.com
elle-de-longines-yvy.com
elle-uk-longines-yvy.com
elle-nl-longines-yvy.com
elle-au-longines-yvy.com

Any person having access to the Sites, regardless of their status (private individual or professional), location, methods of connection to the Sites, object and purpose of their access to the Site and/or use of the Services is a user (hereinafter “**User**” or “**You**”).

I. PERSONAL DATA CHARTER

The purpose of this personal data charter (the “**Charter**”) is to inform the User of the Sites of the reasons and terms for processing his personal data (the “**Personal Data**” or “**Data**”) on the Sites. The Personal Data are information which enable to identify the User directly or indirectly.

The Charter is an integral part of the Terms and Conditions of Use of the Site available by clicking [here](#). For any information relating to cookies, the User is invited to consult the Cookies Charter below.

1. ACCEPTANCE OF THE PERSONAL DATA CHARTER

The Publisher may modify the Charter at any time in order to comply with any regulatory, jurisprudential, editorial or technical developments.

Before browsing, we suggest that you refer to the latest version of the Charter. You can find out if there has been any alteration since your last consultation by checking the date on the top of the page.

2. PRELIMINARY INFORMATION

The processing of the Personal Data is carried out in accordance with applicable regulations, and in particular the European Regulation “GDPR” (no. 2016-679 relative to the protection of physical persons with regards to the processing of data of a personal nature and the free flow of this data) and the “Information and Freedom” law, (law no.78-17 of 6th January 1978 relative to IT, files and freedom, amended, and any regulation that completes or substitutes these regulations (hereinafter “**Rules on Information and Freedom**”).

The Publisher is responsible for the processing of your Data on the Sites, as specified below. Processing implies the use of a piece of Data (e.g., consultation, collection, etc.). However, the Publisher is not responsible for all the processing of your Data. Service providers, customers of the Publisher or third parties may be solely responsible for certain processing as specified below.

3. PROCESSING FOR WHICH THE PUBLISHER IS RESPONSIBLE

When the User browses the Site, Data is likely to be indirectly collected and processed in order to enable access to certain Site services (hereinafter the “Services”) for the purposes of administration and business management.

a) Which Personal Data is indirectly collected on the Site?

Generally speaking, it concerns Personal Data from Cookies or other similar technologies. For further information on Cookies and their settings, the User is invited to consult the Cookies Charter available below or [here](#) to access the settings module.

This concerns more especially the Data relative to browsing meaning the Data collected during the browsing of the Site on behalf of the Publisher. The Publisher collects two types of browsing data:

- Connection Data such as the date, the time of connection and/or browsing, the type of browser, the browser language, the IP address.
- Geo-tracking Data referring to the data collected upon activation of geo-tracking systems when you connect to the Site. This geo-tracking service uses Data, such as GPS signals, device sensors, WiFi access points and cell tower identifiers, to calculate or estimate your precise position.

b) Why do we collect your Personal Data?

The purpose of Data and information from Cookies, whose storing to your device is subject to authorization, are indicated in the information banner present upon first connection and described in greater detail in the Cookies Charter below.

Generally speaking, the purposes and retention periods differ according to the Services. The purposes and retention periods may be as follows, it being specified that only the Data necessary for each of these purposes are collected. The purposes pursued by the Publisher and the corresponding retention periods are :

Purpose	Retention period	Legal basis
Analytical management of the activity (audience measurement, etc.)	13 months from the deposit of the cookie	Legitimate benefit

Personal Data may be collected for other purposes for some special or temporary services. Wherever necessary, information on said processing will be specified in a special document upon collection of this Personal Data.

Your Personal Data will not be kept by the Publisher beyond the duration strictly necessary for the purposes pursued as stated in the present Charter and this in accordance with the Data-processing Regulation and Freedoms and the applicable laws.

Your Data will be deleted or definitively anonymized when the retention periods expire.

Upon expiration of the retention periods for the main purpose of the processing, the Data may be archived and kept for the duration of the legal prescription in order to defend our rights or for the duration of the retention period imposed by the law.

Archiving implies that the Data will no longer be available online but will be extracted and stored on an autonomous and secure medium.

c) Who are the recipients of the Personal Data collected?

The Database created upon subscription to Services is strictly confidential. The Publisher undertakes to take all the necessary precautions, organizational measures and use all the appropriate techniques to preserve the security, integrity and confidentiality of Data and in particular, prevent it from being deformed, damaged or

accessed by unauthorized third-parties.

Recipients of Personal Data for the purposes sought by the Publisher: in order to achieve the purposes of processing that they pursue, the Publisher needs accredited persons to be able to process the Data. As such the accredited services of the Publisher and its sub-contracted service providers are recipients bound to confidentiality, and authorized to access the Data collected within the framework of use of the Service.

Data transferred to authorities and / or public bodies: pursuant to the regulations in effect, Data may be transferred to the competent authorities upon request and in particular to public bodies, exclusively in response to legal obligations, court officers, ministerial officers and organisms assigned to carry out debt recovery, as well as within the context of searches for perpetrators of offenses committed over the Internet.

d) What are your rights and how to exercise them?

Pursuant to the Rules on Information and Freedom and within its limits, you have a right of access, rectification, deletion and in particular, a right to request the deletion of Data if it was collected when you were a minor, of opposition, limitation and portability of Data that concerns you.

When the processing of Data is carried out on the basis of your **consent**, you may withdraw that consent at any time.

When the processing is based on the **legitimate benefit** of the Publisher or of a third-party, you may oppose processing at any time, for reasons relating to your specific situation.

You have the opportunity to define instructions relative to the use of your Personal Data after your death.

The exercise of these rights may take place at any time with the Publisher at the following address: donneespersonnelles@lagardere.com.

Personal Data that will be communicated within the context of your exercising your right of access and of portability, will be done privately and confidentially.

When you send a request to exercise a right, you must identify yourself by any means. If there is any doubt about your identity, we may ask you for additional information that appears necessary, including a photocopy of an identity document bearing the signature of the person concerned.

You may also file a complaint with the CNIL at the following address: 3 Place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07.

e) Security

The Publisher takes the appropriate measures in technical and organisational terms to prohibit unauthorised access to, or divulging of, your Data to unauthorised persons.

In the event of a request for deletion, the Publisher will respond within the legal period in order to proceed with the deletion of Data but shall not be held responsible for any residual traces that may potentially be found over the Internet.

f) Children

The Publisher obtains the consent of the parents or the holders of parental authority and/or the child according to his age, under the conditions provided by the Data-processing and Freedoms Regulation.

4. PROCESSING FOR WHICH THE PUBLISHER IS NOT THE CONTROLLER

Some of your Data collected on the Sites may be used on behalf of third-party partners. In addition, third-party partners may process Cookie Data on their own behalf. These third parties are then responsible for the processing carried out and your rights are in principle exercised with them.

Generally, such transfer to third parties is only made with your prior consent, unless another legal basis is more appropriate.

When these third parties are responsible for the processing of your Data, you are informed of this in the specific mentions or contractual documents (collection forms, confidentiality policy of the third party partner or client, etc., Cookie section of the Charter).

5. TRANSLATION

This English version of the Charter is for purely informational purpose. Should any contradiction arise between the provisions of the English and French version, the latter shall prevail.

II. COOKIES CHARTER

The purpose of this cookie charter (hereafter the “**Charter**”) is to inform you of the reasons and terms for processing information relative to your browsing of the Sites, likely to be recorded in files called “cookies” or similar tools (hereinafter “**Cookies**”).

The Charter is an integral part of the Terms and Conditions of Use of the Site available by clicking [here](#). For any information relating to Personal Data, the User is invited to consult the Personal Data Charter above.

1. ACCEPTANCE OF THE COOKIES CHARTER

The Publisher may modify the Charter at any time in order to comply with any regulatory, jurisprudential, editorial or technical developments.

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2. WHAT IS A “COOKIE”?

A Cookie or any similar tracker is a tracker likely to be saved to your device (computer, tablet or smartphone) and / or when you consult a service with browsing software, via the Sites.

A Cookie allows its issuer, during its period of validity, to recognize the device in question each time the device accesses digital content bearing Cookies from the same issuer, and depending on the type of Cookie, to collect additional, indirectly identifying information, on your behavior within the services.

In the event that the computer is used by several individuals, for example in the same family with the same browser, the Cookie is assigned to the browsing information of all the individuals having used the device, without distinction.

There are different types of cookies:

- session cookies that disappear as soon as you leave our Sites;
- permanent cookies that remain on your terminal until their lifetime expires or until you delete them using your browser's functions.

You are informed that, during your visits to our Site, other types of trackers than cookies may be used such as:

- identifiers generated by a software or an operating system or hardware identifier (mac address, unique hardware identifier, advertising identifier).
- invisible pixels, a web beacon is a tiny graphic image, invisible to the user, on a web page or in an email.

Pixels can recognize certain types of information, such as when a pixel is used in an e-mail, the time and date of the e-mail consultation. When placed on a web page, it may also provide a description of the page on which it is placed or collect technical information about your terminal equipment.

Pixels are used to:

- analyze the navigation on the Sites
- measure the visits of a page
- measure the impact of an emailing campaign
- know the behavior of users to better target them with advertising.
- to measure the amount generated by advertisements.

All of these technologies are referred to as "cookies" in the rest of this document, except where each technique is referred to.

3. WHO USES COOKIES?

Cookies may be set by us or by our partners or third parties.

In the case where cookies are deposited by us via our Sites, these cookies are referred to as "first-party cookies".

When cookies are deposited by third parties such as our partners from a domain other than our Sites, these cookies are referred to as "third party cookies".

By clicking [here](#) you can access the list of all the partners who use cookies on our Sites.

4. WHY ARE COOKIES PLACED ON THE PUBLISHER'S WEBSITES?

a) Strictly necessary cookies

The sole purpose of these cookies is to enable or facilitate electronic communication or are strictly necessary for the provision of an online communication service at your express request. These cookies cannot be deactivated and are not subject to the collection of your consent. They are cookies that allow:

- to measure and analyze the audience (cookies not subject to consent)
- view or listen to content on the Sites (video, audio, interactive content ...)
- to adapt the presentation of the Sites to the display preferences of your consultation terminal (language used, display resolution, operating system used, etc.)
- to implement security measures.

b) Audience and traffic analysis cookies

These cookies allow, via different tools to analyze the uses on the Sites, to identify visitors, to analyze interactions on the Sites and to improve the user experience as well as to optimize their ergonomics, their navigation and their contents.

c) Advertising cookies: targeted advertising

Like other free ad-supported publishers, we implement ways to improve the relevance of ads. To do this, we or our partners collect, match and analyze information, often unique identifiers (pseudonyms), from your browsing activities on the Sites (online activities, visits, page views, links).

We participate in and use exchange services based on the marketing identifiers (pseudonyms) contained in cookies ("cookie matching") with third parties, advertising agencies or analysis services. These cookie exchanges allow the clients of partners offering these cookie exchange services to enrich user profiles based on data that we hold for advertising targeting purposes.

This processing does not allow us to identify you directly. On the other hand, only advertisements concerning news, products or services likely to interest you and of which you would not necessarily have been aware otherwise will be displayed on the pages visited.

If you reject all targeted advertising cookies, you will continue to receive advertising, but it will be standard advertising, not related to your perceived preferences and therefore less likely to be of interest to you.

Finally, third parties are likely to deposit cookies allowing to fight against advertising fraud, for their own account.

5. HOW TO MANAGE THEM?

We use several cookies when using the Sites. Some cookies are necessary for navigation on the Sites and are deposited without your consent. You cannot set them.

Others are deposited only after having obtained your consent.

The list of the purposes of the cookies allowing you to know which ones are subject to your consent or not is specified in the information banner displayed when you first access the Sites and on the parameter setting module accessible [here](#).

6. CONSENT ON COOKIES

When you first visit our Sites, you will be offered the option of accepting or refusing the use of our cookies and third-party cookies.

It is also possible to set your choices in a granular way, via the option "Set cookies".

You also have the option of leaving the cookie consent box by clicking "Continue without accepting".

When you accept the deposit of cookies, a consent cookie is set.

If you do not want cookies to be installed or read on your terminal, a refusal cookie will be deposited on your equipment, so that we can record the information that you have opposed the use of cookies

The refusal or consent to the deposit of cookies is based on the deposit of a cookie that allows us to know that you refuse or accept them. Therefore, if you delete all the cookies stored on your equipment, we will no longer know which consent or refusal you have given and it will be like resetting them.

The next time you visit or load a page of the Sites you will be asked to set your cookie preferences again.

The choice you make is valid for a period of 6 months from the expression of your choice. However, if we refer to new partners, we will re-display the module for setting your choices so that you can consent or refuse the deposit of cookies by these new partners.

You can change your choices at any time by clicking [here](#).

7. EXERCISING YOUR CHOICES

Some Cookies are issued and operated by third party partners of the Publisher for purposes that these third parties determine.

You will find more information on the purposes of the cookies deposited by third parties, by reading the privacy policies of these partners that you will find linked in the module of parameter setting of the Cookies.

8. OTHER WAYS TO EXERCISE YOUR CHOICES

In addition to the cookie management module on our Sites [here](#) displayed when you first connect to the Sites,

you can manage and modify the use of cookies at any via the inter-professional opposition platforms:

VIA GOOGLE ANALYTICS: The use of Google Analytics implies a transfer of collected Data from Google Analytics' Cookies outside the European Union to the United States. Google is a member of the program called *Privacy Shield*, which has been recognized by the European Commission as offering an adequate level of protection to data of a personal nature transferred by a European entity to businesses in the United States. You can access its cookie management tool here <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

VIA THE BROWSER SETTINGS: For Cookie preferences, the settings for each browser are different. They are described in your browser's help menu, which will tell you how to edit your cookie preferences.

- For Internet Explorer™: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- For Safari™: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- For Chrome™: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>
- For Firefox™: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

9. DURATION OF VALIDITY

The cookies deposited via our Sites have a validity period of 13 months from their deposit.

Your consent or refusal is valid for 6 months unless you change your mind before this term.

The statistical data resulting from the use of cookies are kept for 25 months.

10. TRANSLATION

This English version of the Charter is for purely informational purpose. Should any contradiction arise between the provisions of the English and French version, the latter shall prevail.