

PERSONAL DATA PROTECTION POLICY

APIMOVE is a Société par Actions Simplifiée (simplified joint stock company), registered in the Lyon Trade and Companies Register under number 899 529 671, with its registered office at 66, Boulevard Niels BOHR- 69100 VILLEURBANNE (FRANCE), represented by COMPAGNIE DES BIZ in his capacity as Chairman, itself represented by Éric DUPLANIL in his capacity as Manager, duly authorized for the purposes hereof (hereinafter the “Company” or “APIMOVE”).

The term “**APIMOVE**” hereinafter used refers to the Company as well as to any affiliated company, subsidiary and/or branch, French and/or foreign, as well as their successors and/or any company coming into their rights with regard to the present.

APIMOVE is the publisher of the website <http://www.apimove.com> (hereinafter the “**APIMOVE** Site”).

APIMOVE is the creator and publisher of an innovative technological solution entitled “TYREMOTION” by **APIMOVE**, which uses a photograph of a vehicle wheel to obtain various vehicle characteristics (including make, model and version) and the associated tire fitment (including dimensions, pressures and technical specifications) (hereinafter referred to as “the Diagnostic”). To do this, the **APIMOVE** Service uses various data sets (including vehicle and tire data, by car make and model, and by market) combined with a vehicle image recognition algorithm (vehicle wheel and body). This data is collected in a database, systematized and made available to the customer in a variety of ways. The information returned is accompanied by a percentage confidence index measuring the reliability of this data (hereinafter referred to as the “**APIMOVE** Solution” or “Solution”).

This Solution is marketed by **APIMOVE** to professionals only (hereinafter “the Customer”).

The **APIMOVE** Solution is marketed in the form of a web application accessible either via a connection API, or via a customized web interface for the Customer called “Scan & Contact” (hereinafter “**APIMOVE** Services”).

API Access enables the Customer to enter its own customers' requests and information into **APIMOVE** Services in order to obtain the Diagnosis provided by the **APIMOVE** Solution (hereinafter referred to as the “API”).

Scan & Contact Access enables the Customer to offer its own customers a QR code directing them to the Customer's dedicated interface, where they can enter the information required for the Diagnostic themselves. This personalized Customer interface also enables the Customer to access the information that its own customers have entered on the interface (hereinafter “Scan & Contact”).

In this context, **APIMOVE** manages the personal data of its customers, prospects and employees, and may also need to access certain personal data of its customers' customers in order to carry out the diagnostics covered by its Services. For this reason, **APIMOVE** has drawn up this Data Protection Policy in compliance with applicable regulations.

Article I. GENERAL CONDITIONS FOR THE PROTECTION OF YOUR PERSONAL DATA

APIMOVE manages your Personal Data in compliance with the applicable legal provisions and in particular the French Data Protection Act n°78-17 of January 6, 1978 in its current version and the EU Regulation 2016/679 known as “GDPR” (hereinafter together “The Applicable Regulation”).

The legal terms used here with their first letter capitalized refer to their definition within the meaning of the GDPR and in particular the following:

Personal Data: any information relating to an identified or identifiable natural person; an “identifiable natural person” is deemed to be a natural person who can be identified, directly or indirectly, in particular by reference to

an identifier, such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity (hereinafter “PD” or “Personal Data”).

Controller: the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing; where the purposes and means of such processing are determined by Union law or by the law of a Member State, the Controller may be designated or the specific criteria applicable to his designation may be laid down by Union law or by the law of a Member State.

Processor: the natural or legal person, public authority, department or other body that processes personal data on behalf of the Controller.

Processing: any operation or set of operations which may or may not be performed using automated processes and applied to personal data or sets of data, such as collection, recording, organization, structuring, storage, adaptation or modification, extraction, consultation, use, communication by transmission, dissemination or otherwise making available, alignment or combination, limitation, deletion or destruction.

If you have any questions about your Personal Data and/or wish to exercise your rights concerning them, please contact the person in charge of Personal Data at **APIMOVE** at the following address: **APIMOVE** - Données Personnelles- 66, Boulevard Niels BOHR- 69100 VILLEURBANNE (FRANCE), or by email: contact@apimove.com.

APIMOVE is responsible for processing the Personal Data of its own customers, prospects and employees.

APIMOVE may also manage, as a Subcontractor, Personal Data concerning you communicated by its Customers.

The Personal Data concerned are solely identification and location data (surname, first name and email address).

Each Processing operation for which **APIMOVE** is the Data Controller has its own purpose as described below.

Failure to provide the Personal Data required by **APIMOVE** Services may prevent the provision of the **APIMOVE** Service.

Processing for which **APIMOVE** is responsible is, as far as possible, carried out with the consent of the individual, otherwise in application of another applicable legal basis and, in any case, for the strict necessities of the purpose pursued only.

APIMOVE protects your Personal Data with physical and technological measures to guarantee its security, confidentiality, integrity and availability, in accordance with applicable regulations.

APIMOVE shares your Personal Data with its employees and subordinates and any professional partners strictly necessary to achieve the purpose of each Processing described below. These partners are mainly:

- AMAZON WEB SERVICES: hosting services.
- HUBSPOT: customer request management services. CRM
- Google Analytics and Hotjar: web audience measurement.

Some of these recipients are located outside the European Union, notably in the USA. Transfers in this context are carried out in compliance with the applicable legal framework.

APIMOVE contractually ensures that these recipients guarantee the same level of protection for your Personal Data as **APIMOVE**.

With respect to your Personal Data, you have the right to ask **APIMOVE** for access, rectification, deletion, limitation and portability of your Personal Data in accordance with the terms and conditions laid down by the applicable regulations.

You also have the right to object at any time to the use of your Personal Data for commercial prospecting purposes.

To exercise one or more of these rights, you must contact the person in charge of Personal Data at **APIMOVE** in writing, using the contact details given above.

You also have the right to lodge a complaint with a supervisory authority, such as the CNIL. For further information: www.cnil.fr.

Article II. SPECIAL CONDITIONS FOR THE PROTECTION OF YOUR PERSONAL DATA IN EACH OF THE FOLLOWING CASES

(a) When you fill in the “Contact” page on the Site.

The Personal Data you provide are processed by **APIMOVE** on the legal basis of Article 6 §1 f) of the GDPR in the legitimate interest of usefully processing any question/comment addressed to it, and solely in order to respond to this question and/or comment stated in the “message” field on this page.

In this context, your Personal Data will be kept by **APIMOVE** for the time required to process your request/message. It will then be deleted within a maximum of THIRTY (30) days.

(b) When you agree, on an optional basis, to receive newsletters and/or commercial offers from APIMOVE.

When you tick any of the following optional boxes:

I would like to receive newsletters from **APIMOVE**. My data will be used in accordance with **APIMOVE**'s Data Protection Policy for THREE (3) years following my last contact with **APIMOVE** or until I object to such use before this period.

AND/OR

I would like to receive commercial offers from **APIMOVE**. My data will be used in accordance with **APIMOVE**'s Data Protection Policy for THREE (3) years following my last contact with **APIMOVE** or until I object to such use before this period.

you expressly consent to your Personal Data being processed by **APIMOVE** for commercial prospecting purposes.

The Personal Data you fill in by checking either of these boxes are processed by **APIMOVE** on the legal basis of your consent (Article 6 §1 a of the GDPR) for the purpose of sending you:

- In the 1st case, information about **APIMOVE**'s activities;

and/or

- In the 2nd case, commercial offers related to **APIMOVE**'s activity.

This Personal Data will be kept for THREE (3) years following your last contact with **APIMOVE** or until you object to one and/or the other of these uses by clicking on the corresponding link appearing in **APIMOVE**'s mailings, or by sending a simple written request to the person in charge of Personal Data at **APIMOVE** at the above address.

Withdrawal of your consent will not affect the lawfulness of Processing prior to the date of such withdrawal.

On the other hand, it will prevent **APIMOVE** from fulfilling the purpose(s) mentioned above.

(c) When you subscribe to an APIMOVE Service and create a Customer Account

Lorsque vous achetez un ou plusieurs Services **APIMOVE**, vous devez créer un compte personnel sur le Site **APIMOVE**. Les Données Personnelles que vous renseignez sont traitées par **APIMOVE** sur la base légale de l'article 6 §1 b) et c) du GDPR, pour répondre à ses obligations précontractuelles ou contractuelles à votre égard dans le cadre de la fourniture des Services **APIMOVE** compris dans votre abonnement et satisfaire les obligations légales de **APIMOVE**.

When you purchase one or more **APIMOVE** Services, you must create a personal account on the **APIMOVE** Site. The Personal Data you provide is processed by **APIMOVE** on the legal basis of Article 6 §1 b) and c) of the GDPR, to meet its pre-contractual or contractual obligations to you in connection with the provision of the **APIMOVE** Services included in your subscription and to meet **APIMOVE**'s legal obligations.

This Personal Data is kept by **APIMOVE** for the duration of your subscription and for FIVE (5) years thereafter.

(d) When you contact APIMOVE Customer service

The Personal Data you communicate when you contact **APIMOVE**'s after-sales service are processed by **APIMOVE** on the legal bases of Article 6 §1 b) of the GDPR in fulfilment of its contractual obligations and Article 6§1 c) of the GDPR in fulfilment of its legal obligations, in particular with regard to consumer law, and solely in order to respond to your questions/complaints related to your use of **APIMOVE**'s services ;

This Personal Data is kept by **APIMOVE** for the time it takes to process your request/message. It will then be deleted within a maximum of THIRTY (30) days.

(e) When APIMOVE's Customers transmit your Personal Data to APIMOVE in order to obtain a Diagnosis.

In this case, **APIMOVE** is not the Data Controller as in the 3 above-mentioned cases, but a Sub-Contractor within the meaning of the Applicable Regulations. The Personal Data is processed by **APIMOVE** on the basis of the GCSU agreed between the Customer and **APIMOVE**, in compliance with the requirements of the Applicable Regulations in the case of a processor.

APIMOVE then processes the Personal Data in the name and on behalf of the Customer, on the legal basis of Article 6 §1 b) of the GDPR, to meet its pre-contractual or contractual obligations towards its Customers for the purposes of providing them with the **APIMOVE** Services enabling the Diagnostics to be carried out.

This Personal Data is kept by **APIMOVE** for the time necessary to provide the **APIMOVE** Service and is deleted after each Diagnosis within ONE (1) year.

Article III. COOKIES

APIMOVE uses cookies which may contain certain Personal Data.

➤ *What is a cookie?*

A cookie is a piece of information placed on your terminal (computer, tablet, smartphone, etc.) by our site's servers. It contains several pieces of information, such as the name of the server that placed it, an identifier in the form of a unique number, and possibly an expiry date.

➤ *The role of cookies on our website*

Necessary cookies: These cookies enable the basic functions of our Site and Service to function normally, such as navigation or access to service areas. They are necessarily active and do not require your consent. [List of necessary cookies](#)

Functionality cookies: These cookies enable us to store information about your use of our Site and Service, such as your preferred language or the region in which you are located, and thus improve and personalize our services. If you do not accept these cookies, some or all of these features may not function properly. [List of functionality cookies](#)

Audience measurement cookies: These cookies enable us to determine the flow of visits and the sources of traffic, in order to measure and improve the performance of our Site and Service. All information collected by these cookies is anonymized. [List of audience measurement cookies](#)


Social network and sharing cookies: These cookies enable you to share pages and content with third-party social networks. [List of social network cookies](#)

Each of these networks has its own cookie policy, for which we are in no way responsible. We invite you to consult them.

Advertising cookies: These cookies are used to profile your interests and offer you relevant advertising.

However, if you refuse these cookies, the ads will still be visible, but they will no longer take your interests into account.

WordPress		Fonctionnel	^
<p>Utilitaires</p> <p>Nous utilisons WordPress pour le développement du site web. Lire la suite</p>		<p>Partage de données</p> <p>Ces données ne sont pas partagées avec des tierces parties.</p>	
Nom	Expiration	Fonction	
wpEmojiSettingsSupports	session	Stocker les informations du navigateur	
Google Analytics		Statistiques	^
<p>Utilitaires</p> <p>Nous utilisons Google Analytics pour les statistiques du site web. Lire la suite</p>		<p>Partage de données</p> <p>Pour plus d'informations, veuillez lire la déclaration de confidentialité Google Analytics.</p>	
Nom	Expiration	Fonction	
_ga	2 ans	Compter et suivre les pages visitées	
ga*	1 an	Compter et suivre les pages visitées	
WPML		Fonctionnel	^
<p>Utilitaires</p> <p>Nous utilisons WPML pour la gestion des paramètres régionaux. Lire la suite</p>		<p>Partage de données</p> <p>Ces données ne sont pas partagées avec des tierces parties.</p>	
Nom	Expiration	Fonction	
wp-wpml_current_language	1 jour	Stocker les réglages de langue	

Complianz		Fonctionnel 
<p>Nous utilisons Complianz pour la gestion du consentement aux cookies. Lire la suite</p>		<p>Ces données ne sont pas partagées avec des tierces parties. Pour plus d'informations, veuillez lire la déclaration de confidentialité Complianz.</p>
Nom	Expiration	Fonction
cmlz_functional	365 jours	Stocker les préférences de consentement aux cookies
cmlz_statistics	365 jours	Stocker les préférences de consentement aux cookies
cmlz_preferences	365 jours	Stocker les préférences de consentement aux cookies
cmlz_marketing	365 jours	Stocker les préférences de consentement aux cookies

➤ **Your consent prior to the installation of any cookie (except necessary cookies)**

With the exception of necessary cookies, the placement of cookies on your terminal is subject to your consent, which you can modify at any time, category by category, by clicking [here](#).

We inform you that refusing or setting cookies may alter your browsing experience on our site, as well as your access to some of our services.

➤ **Your browser's default settings**

Each Internet browser also allows you to set your preferences with regard to cookies.

Please consult your browser's help menu for details.

Here are some direct links to the most popular browsers:

- For Internet Explorer: <https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-delete-manage-cookies>
- For Safari: <https://support.apple.com/fr-fr/HT201265>
- For Chrome: <https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en>
- For Firefox: <https://support.mozilla.org/fr/kb/activer-desactiver-cookies-preferences?redirectlocale=fr&redirectslug=Activer+and+d%C3%A9sactiver+the+cookies>
- For Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

➤ **How long cookies are used**

Cookies are stored on our server for a maximum of THIRTEEN (13) months. At the end of this period, if we still need cookies, we will ask for your consent again.

➤ **For more information about cookies**

For more information on cookies, please visit www.cnil.fr. In addition, the website youronlinechoices.com, proposed by digital advertising professionals grouped together within the European association EDAA, offers you the possibility of accepting or refusing cookies from the many companies registered on this platform at the following address: <http://www.youronlinechoices.com/fr/controler-ses-cookies/>