

APIMOOV Privacy Policy

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This Privacy Policy explains how we use your personal data (your "**Information**").

It applies to Information we collect about you when:

- you are a Customer of APIMOOV (see our "**Privacy Policy for Customers**")
- you are a User of our Application (see our "**Privacy Policy for Users**")
- you are a Prospect of APIMOOV (see our "**Privacy Policy for Prospects**")
- you are an Internet user and visit our Site (see our "**Cookies Policy**").

Finally, it contains information applicable to all of our Policies (see our "**Information applicable to all of our Policies**" section).

This Privacy Policy became effective on **17 October 2022**.

We may change this Privacy Policy at any time if we change the way we treat your Information. We will notify you by the means most appropriate to our relationship with you (such as sending an email, posting a notice on our Site or Application).

1. Basic information

1.1. Who are we?

APIMOOV is a simplified joint stock company (SAS) (Share capital: €50,000) whose registered office is located at 8 T Rue Pasteur in Saint Cyr au Mont d'or (69450), and whose SIREN number is 908043524 (hereinafter referred to as "**APIMOOV**").

1.2. How can you contact us?

If you have any questions about the protection of your personal data, you can contact us by one of the following means

- **By email** : contact@apimoov.fr
- **By post**: APIMOOV, 8 T Rue Pasteur, 69450 Saint Cyr au Mont d'or

1.3. Definitions

When we use capitalized terms in our Privacy Policy, we refer to the definitions below:

"**Application**" means our mobile application APIMOOV allowing access to our Services.

"**Online Shop**" means the online sales area of our Site where you can subscribe to our Services.

"**Customer**" means you if we have already entered into a commercial agreement with you.

"**Information**" means personal data about you, whether that information directly or indirectly identifies you.

"**We**", "**us**", "**our**" and "**APIMOOV**" refer to our company APIMOOV as identified in the **About Us** section.

"**Privacy Policy**" means this document in its entirety.

"**Policy**" means any of the policies in our Privacy Policy that apply to a particular category of individuals.

"Prospect" means you if you have expressed a commercial interest in our company or if we have identified you as potentially interested in our company.

"Services" means all the services we can provide to you.

"Site" means our website accessible at <http://www.apimoov.fr>.

"User" means you when you use our Application.

2. Privacy Policy for Customers

This Policy explains the processing we do with your Information when you are a Customer of APIMOV.

2.1. What information do we collect about our Customers?

When you are a Customer, we may use different categories of Information about you, which you may provide to us yourself or which we may collect indirectly.

Category of information collected	Description of the Information that may be collected
Identity	Company name and SIREN number (only for companies), surname and first name and title, address (billing address, delivery address), telephone number, email, fax number, date of birth, customer code that we assign internally.
Employment status	Occupation, professional category & Name of employer
Settlement / Payment	Payment, terms and conditions of payment (discounts, advance payments, rebates), information on payment methods: Bank transfer (RIB number) & Credit card (credit card number, expiry date, name of the holder, visual cryptogram)
Transaction	Transaction number, details of the purchase (service or subscription)
Follow-up of the commercial relationship	Requests for documentation or tests, services and subscriptions subscribed to, orders, invoices and payment terms and deadlines, history of purchases made, correspondence with you, after-sales service, exchanges and comments between you and our customer relations manager
Unpaid bills	Identity data, payment incident concerned (date of the unpaid amount, invoice concerned, amount of the unpaid amount, possible reason), payment methods used
Review	Opinions on services or content, date of the opinion, rating and content of the opinion
Registration to our communication events	Name, first name, contact details (email, address, telephone), possibly your employer and job title for professional events.

2.2. Why do we use Customer Information and for how long?

When you are a Customer, We may use your Information for a number of reasons:

- we need it to perform our contractual obligations (**Performance of a contract**)
- we may need it to meet our legal obligations (**Compliance with the law**)
- we may have legitimate interests in using your Information (**Our legitimate interest**)
- we may do so after obtaining your consent (**Consent**). You may withdraw your consent at any time.

Below you will find the purposes for which we process your Information (the purposes of our processing) and the periods for which we retain your Information:

Purpose	Legal basis	Shelf life
Management of our commercial relationship (subscription management, after-sales service)	Contract	Throughout the duration of our contractual relationship
Management of our legal, accounting and tax obligations in the context of our contractual relationship	Compliance with the law	Retention in archive form for the legal retention period to which we are bound (e.g. up to 10 years for our accounting obligations)
Management of payments made on our Online Shop	Contract	Time to validate the online payment
Retention of credit card information in the context of a subscription with tacit renewal	Contract	Until the contract is terminated or the last payment due date
Anti-fraud management	APIMOOV's legitimate interest in detecting potential fraud that may be committed by Customers on the Online Shop.	6 months
Management of unpaid invoices (Identification of unpaid invoices and exclusion of any future transaction in case of unpaid invoices)	Contract	At the latest 48 hours after the outstanding amount has been settled
Claims and litigation management	APIMOOV's legitimate interest in establishing proof of a right or the proper performance of our contractual obligations	For the duration of the statute of limitations applicable to our business relationship (e.g. up to 5 years for civil statute of limitations)
Management of customer reviews published on our Site	APIMOOV's legitimate interest in setting up a feedback system enabling its customers to evaluate their purchases	Publication of notices for 10 years.
Security of the Online Shop (prevention and detection of computer attacks)	APIMOOV's legitimate interest in detecting malicious behaviour in order to preserve the security of its Online Shop, as well as the availability, integrity and confidentiality of the data it contains (including personal data).	6 months
Sending transactional emails to the Customer related to the operation of the Online Shop	Contract	Throughout the contractual relationship
Sending transactional emails to the Customer related to the operation of the Online Shop	Contract	Throughout the contractual relationship

Purpose	Legal basis	Shelf life
Sending out our newsletter	Consent	For 3 years after our last contact with you or until we withdraw your consent
Sending out our white papers	Consent	For 3 years after our last contact with you or until we withdraw your consent
Organisation of our communication events (management of registrations, communication in relation to the event you have registered for)	Legitimate interest	Up to 30 days after the last event you registered for.
Organisation of our webinars	Legitimate interest	Up to 30 days after the last event you registered for.
Prospecting in relation to services similar to those already purchased by you	APIMOV's legitimate interest	Up to 3 years from our last contact with you. You have the right to object to receiving our commercial prospecting
Management of an opposition list	APIMOOV's legitimate interest in no longer sending prospecting to its customers who have objected to it	For 3 years after exercising your right to object

2.3. Who do we share Customer Information with?

2.3.1. To our teams

Your Information may be communicated to all our teams who need it to carry out their missions in the context of the commercial management of our customers. *For example: our Sales team to contract with you, our Support/After Sales team to deal with your questions or complaints, etc.*

2.3.2. To our data processors

We use different technical providers for different reasons:

Identity of the data processor	Reasons for outsourcing
Mailjet	Mailing newsletter
Freshdesk	Customer management tool
OVH	Server hosting
IT service providers	Development and maintenance of our services
Auth0	Secure authentication system

2.3.3. To administrative or judicial authorities

We may be required to disclose some of your Information to administrative or judicial authorities when we receive a court order.

2.4. Where do we store Customer Information?

Our main computer servers are geographically located within the European Union.

Some of our technical subcontractors may host some of your Information outside the European Union. Where this is the case, we will first ensure that our subcontractors take adequate safeguards in accordance with the General Data Protection Regulation (GDPR).

Below is a list of the data transfers outside the European Union that may be made and the appropriate safeguards that we take:

Identity of the recipient	Adequate safeguards taken
Mailjet by Mailgun	European Commission's standard contractual clauses
Freshdesk	European Commission's standard contractual clauses
Auth0	European Commission's standard contractual clauses

3. Privacy Policy for Users

This Policy explains the processing we carry out with your Information when you are a User of the APIMOV Application.

3.1. What information do we collect about our Users?

When you are a User, We may use different categories of Information about you, which you may provide to Us yourself or which We may collect indirectly (via the Application).

Category of information collected	Description of the Information that may be collected
User ID information	Username, password, email, user rights and privileges, role
Personal account	Username, password and email associated with the account
GPS coordinates (Apiarys)	GPS coordinates of the hives visited
Information entered on the Application	Voice, audio recording, text transcription.
Technical support	Exchange with you (questions asked and answered, reporting of anomalies, opening of tickets)
Login data when creating content	Identifier used, IP address, date and time and type of content created on the Site.
Usage metadata	This metadata relates to your actions on our Site, such as the features you use most, the types of files you download, your interactions with other Users, etc.
Information about your device	This information concerns the type of device you use to access our Platform (computer, tablet, mobile), the type of operating system and internet browser used, the resolution of your screen.

3.2. Why do we use our Users' Information and for how long?

When you use the Application, We may use your Information for a number of purposes:

- we need it to perform our contractual obligations (**Performance of a contract**)
- we may have legitimate interests in using your Information (**Our legitimate interest**)
- we can do it because the law obliges us to do it (**Respect for the law**)
- we may do so after obtaining your consent (**Consent**). You may withdraw your consent at any time.

Below you will find the purposes for which we process your Information (the purposes of our processing) and the periods for which we retain your Information:

Purpose	Legal basis	Shelf life
Management of your user account and provision of services associated with your user account	Contract	For the duration of your subscription
Provision of technical assistance to the User	Legitimate interest in providing technical assistance to Users experiencing difficulties in using the Application	Throughout the contractual relationship

Purpose	Legal basis	Shelf life
Retention of connection data when publishing content	Legal obligation (Decree of 24 March 2006, CPCE, art. L. 34-1)	12 months
Security of the Application and our servers (prevention and detection of computer attacks)	Legitimate interest in detecting malicious behaviour malicious behaviour in order to preserve the security of its Platform, as well as the availability, integrity and confidentiality of the data (including personal data).	6 months
Sending transactional emails to the Customer related to the operation of the Application and our services	Performance of a contract	Throughout the contractual relationship
Carry out satisfaction surveys or request opinions from Users	Legitimate interest in carrying out satisfaction surveys satisfaction surveys aimed at collecting the impressions of its Users	For 5 years
Management of an opposition list	Legitimate interest in not sending any more canvassing to its customers who have objected to it	For 3 years after exercising your right to object
Application usage statistics	Consent	25 months maximum

3.1. Who do we share User Information with?

3.1.1. To our teams

Your Information may be communicated to all our teams who need it to carry out their missions in the framework of the commercial management of our prospects. *For example: our technical team to help you use the Application, etc.*

3.1.2. To our data processors

We use different technical providers for different reasons:

Identity of the data processor	Reasons for outsourcing
Freshdesk	Lead management tool
OVH	Server hosting
IT service providers	Development and maintenance of our services
Auth0	Ultra-secure authentication system

3.2. Where do we store our Users' Information?

Our main computer servers are geographically located within the European Union.

Some of our technical subcontractors may host some of your Information outside the European Union. Where this is the case, we will first ensure that our subcontractors take adequate safeguards in accordance with the General Data Protection Regulation (GDPR).

Below is a list of the data transfers outside the European Union that may be made and the appropriate safeguards that we take:

Identity of the recipient	Adequate safeguards taken
Mailjet by Mailgun	European Commission's standard contractual clauses

4. Privacy Policy for Prospects

This Policy explains the processing we do with your Information when you are a Prospect of APIMOOV.

4.1. What information do we collect about our Prospects?

When you are a Prospect, we may use different categories of Information about you, which you may provide to us yourself or which we may collect indirectly (for example, from publicly available sources).

Category of information collected	Description of the Information that may be collected
Identity	Company name and SIREN number (only for companies), surname and first name and title, postal address, telephone number, email, fax number.
Employment status	Name of employer & position held
Follow-up of the prospecting relationship	Canvassing carried out by APIMOOV, requests for documentation or tests received from the Prospect, direct solicitations received from the Prospect, correspondence with you, making appointments for demonstrations, etc.
Registration to our communication events	Name, first name, contact details (email, address, telephone), possibly your employer and job title for professional events.

4.2. Why do we use our Prospects' Information and for how long?

When you are a Prospect, we may use your Information for a number of reasons:

- we may have legitimate interests in using your Information (***Our legitimate interest***)
- we may do so after obtaining your consent (***Consent***). You may withdraw your consent at any time.

Below you will find the purposes for which we process your Information (the purposes of our processing) and the periods for which we retain your Information:

Purpose	Legal basis	Shelf life
Management of our prospecting relationship (follow-up of our requests, replies to your requests, making appointments, etc.)	APIMOOV's legitimate interest in developing its commercial activity	Up to 3 years from the last contact with you.
Management of our prospecting relationship (follow-up of our requests, replies to your requests, making appointments, etc.)	APIMOOV's legitimate interest in developing its commercial activity	Up to 3 years from the last contact with you.
Sending out our newsletter	Consent	For 3 years after our last contact with you or until we withdraw your consent

Purpose	Legal basis	Shelf life
Sending out our white papers	Consent	For 3 years after our last contact with you or until we withdraw your consent
Organisation of our communication events (management of registrations, communication in relation to the event you have registered for)	Legitimate interest	Up to 15 days after the last event you registered for.
Organisation of our webinars	Legitimate interest	Up to 15 days after the last event you registered for.
E-mail canvassing of professionals for offers related to the prospect's profession	APIMOOV's legitimate interest in sending its commercial offers to prospects who may be interested.	For 3 years from the date of our first canvassing or our last exchange with you. You can object to our canvassing.
E-mail marketing to consumers	Consent	For 3 years after our last contact with you or until we withdraw your consent
Telephone canvassing	APIMOOV's legitimate interest in sending its commercial offers to prospects who may be interested.	For 3 years from the date of our first canvassing or our last exchange with you. You can object to our canvassing.
Management of an opposition list	APIMOOV's legitimate interest in no longer sending prospecting to persons who have objected to it	For 3 years after exercising your right to object

4.3. To whom do we disclose our Prospects' Information?

4.3.1. To our teams

Your Information may be communicated to all our teams who need it to carry out their missions in the context of the commercial management of our prospects. *For example: our Sales team to send you commercial solicitations, to respond to your requests for documentation, etc.*

4.3.2. To our data processors

We use different technical providers for different reasons:

Identity of the data processor	Reasons for outsourcing
Freshdesk	Helpdesk tool
Mailjet by Mailgun	Mailing newsletter
OVH	Server hosting
IT service providers	Development and maintenance of our services
Auth0	Securing access to data

4.4. Where do we store our Prospects' Information?

Our main computer servers are geographically located within the European Union.

Some of our technical subcontractors may host some of your Information outside the European Union. Where this is the case, we will first ensure that our subcontractors take adequate safeguards in accordance with the General Data Protection Regulation (GDPR).

Below is a list of the data transfers outside the European Union that may be made and the appropriate safeguards that we take:

Identity of the recipient	Adequate safeguards taken
Freshdesk	European Commission's standard contractual clauses
Mailjet by Mailgun	European Commission's standard contractual clauses
Auth0	European Commission's standard contractual clauses

5. Cookie Policy

5.1. Preamble

When you visit our site as an Internet user, we may deposit or read cookies or other data on your terminal.

Our Cookie Policy also applies to our Customers and Users when they log on to our Online Shop or Application.

5.2. What is a cookie?

A cookie is a small file placed or read on your terminal (computer, tablet, smartphone).

They enable us to store information on your terminal in connection with your browsing on our Site.

Reading and placing cookies generally requires your consent; however, some so-called technical cookies may be placed without your consent.

5.3. Who sets the cookies?

APIMOOV may place cookies on your terminal.

5.4. What kind of cookies do you use?

We use different types of cookies:

5.4.1. Technical cookies

We use technical cookies necessary for the operation of our Site:

- we deposit a cookie on your terminal to remember your choice (acceptance, refusal) concerning the deposit of cookies
- we set cookies to securely authenticate you when you log in to our online shop
- we deposit cookies to remember the contents of your shopping cart
- we set cookies to remember your interface customization preferences (e.g. site language, text size)

These cookies do not require your prior consent due to their technical nature.

Name of the cookie	Purpose	Lifetime of the cookie
cmplz_marketing cmplz_banner-status cmplz_statistics	To remember your cookie preferences	1 an / 1 year
cmplz_functional cmplz_preferences cmplz_policy_id cmplz_consented_services	To save your choices about cookies.	

5.4.2. Cookies for audience measurement

We use audience measurement cookies in order to establish statistics on the number of visitors to our Site and statistics on the use of our Online Shop or our Application.

Name of the cookie	Purpose	Lifetime of the cookie
_pk_ses* _pk_id.* _pk.ref*	Matomo cookies for measuring the audience of our website	13 months

5.4.3. Social network cookies and platforms

We use cookies to enable you to share content on social networks and platforms on our Site.

Name of the cookie	Purpose	Lifetime of the cookie
PREF, SOCS, YSC, CONSENT, __Secure-YEC	Youtube cookies	

5.5. How can I withdraw my consent?

You can withdraw your consent at any time by setting it on our cookie manager accessible by clicking on the Cookies icon located on the right-bottom corner on our Site.

6. Information applicable to all our Policies

6.1. What are your rights?

The Personal Data Protection Regulations give you several rights:

Right of access	You can ask us to access all the Information we hold about you.
Right of rectification	You can ask us to correct your Information if it is inaccurate.
Right to object	You can ask us to stop using your Information where we do so because of a legitimate interest. You may also ask us to stop receiving commercial marketing.
Right to withdraw your consent	Where any of our processing is based on your prior consent, you may withdraw your consent at any time. We will then stop using your Information for that processing.
Right to erasure	You can ask us to erase your Information and stop using it.
Right to Limitation	You may ask us to temporarily stop using your Information but require us to temporarily retain it.
Right to portability	You may ask us to provide you with an export of your Information in a reusable format and, where possible, ask us to transfer it to another organisation for reuse.
Right to not to be subject to an automated individual decision	You have the right not to be subject to a decision based solely on automated processing that produces legal effects concerning you or significantly affects you

Right to set instructions regarding your data in the event of your death	You have the right to set, update or revoke instructions regarding the retention, deletion or disclosure of your Information after your death.
Right to lodge a complaint	You may lodge a complaint with the authority responsible for protecting personal data (in France, the CNIL, www.cnil.fr) if you believe that your rights have not been respected.

6.2. How to exercise your rights?

To exercise your rights, please contact us using the details in the "***How can you contact us ?***" section.

We will do our best to provide you with a response within one month.

The rights you can exercise are defined by the GDPR and depend on the legal basis of our processing. There may therefore be occasions when we cannot accept a request to exercise rights because the right claimed cannot be exercised. If this is the case, we will inform you.

We may also ask you for proof of identity to ensure that it is you who is exercising your rights and where we have no other means of ensuring this. You should only send us proof of identity if we ask for it.