

This policy is effective as of 14 November 2022 and was last updated on 14 November 2022.

The Privacy Policy informs you of the conditions for collecting and processing your personal data, when this data is obtained during your visit to our website <https://www.la-cre.me>, in compliance with Regulation (EU) 2016/679 (General Data Protection Regulation) on protection of individuals.

### **1) Data controller :**

The controllers of personal data collected via the Website are:

ALTER K

SARL with a capital of 1 500€

Whose registered office is located at 12 rue d'Enghien, 75010 Paris - France

Registered with the Paris Trade & Companies Register under number 489114975

VAT number FR38489114975

References in this Privacy Policy to "us" shall be deemed to refer to our company ALTER K.

### **2) Personal data collected and purposes of processing your personal data:**

Our data collection is always based on your consent or on a legal obligation, and is always adequate, relevant and limited to what is necessary for the purposes for which it is processed.

We collect the following personal data:

- Your first name/last name and email address when you send us a message by email or accept to receive our Newsletters.
- Other personal information such as mailing address, phone number or any personal data contained in the messages you sent through the "Contact Form" can also be collected, provided that you communicated it voluntarily.

On the basis of your prior consent, we collect and process your personal data for the following purposes:

- Processing the requests and messages you sent via the "Contact Form"
- Managing your subscription to the Newsletters.

### **3) Cookie Policy:**

Subject to your prior consent, browsing the Website may cause the installation of cookies on your computer.

The Website uses cookies whose characteristics you will find below:

- Google Analytics, a web analysis service provided by Google Inc ("Google"), which uses cookies to allow tracking technologies and remarketing services on the Website through the use of first party cookies and third-party cookies, to, among other things, analyze and track your use of the Website, determine the popularity of certain content and better understand online activity.

By browsing the Website, you consent to the collection and use of your information by this third-party vendor. You are encouraged to review their privacy policy and contact them directly for responses to your questions. If you do not want any information to be collected and used by tracking technologies, you can visit the third- party vendor (i.e. the browser add-on for opt-out of Google Analytics).

The Website offers you the option to set up your browser to not accept cookies, but it may make the browsing slower and limit your ability to fully use the Website. **For that purpose, you can withdraw or modify your consent to the use of cookies at any time by clicking the "cookie" icon at the bottom left of the homepage's screen.**

You may also set up your browser to refuse cookies. Depending on which browser you use, you will need to follow the instructions below:

- Internet explorer: Open Internet Explorer and click the Tools button. Click Internet Options and select the Privacy tab. Under Settings, move the slider to the top to block all cookies or to the bottom to allow all cookies, and then click Apply.
- Firefox: Open Firefox and click the Menu button. Click Preferences, select the Privacy and Security Panel and go to the History section. Uncheck "Accept cookies from websites".
- Safari: Open Safari and click Menu on the top right hand corner. Click Settings, click Advanced Settings. In the Confidentiality section, click Preferences. Choose "Block cookies".
- Chrome: Open Chrome. Click Menu on the top right hand corner. Click Settings. In the Confidentiality section, click Cookies. Choose "Block all cookies".

#### **4) Storage of your personal data:**

We retain the personal information that you have provided to us for a limited duration and while maintaining its security.

The data shall be kept for a period which does not exceed the time necessary for the purposes for which it was collected, in particular:

- The data collected through the "Contact Form" is kept for a period not exceeding the time required to answer your requests;
- The data collected for managing your subscription to the Newsletters is kept for a period of 3 (three) years from its collection or from the last time you contacted us. At the end of this period, we will delete your personal data, unless you consent to continue receiving the Newsletters;
- Certain personal data may also be retained for the duration necessary to comply with legal obligations, dispute resolution and/or the application of agreements.

These retention periods do not preclude the exercise of your rights detailed in section 7 of our Privacy Policy.

## 5) Recipients of your personal data:

The collected personal data is intended only for the employees who need to know in our company, in the performance of their duties and within the strict limits of their powers.

We may also share personal data with other people working for and with us, and in particular certain third-parties acting as service providers or subcontractors, within the meaning of the applicable regulations, which can process personal data in order to ensure, improve, protect and promote our activities. We undertake to call only on trusted third-parties with sufficient guarantees as to the implementation of appropriate technical and organizational measures so that the processing meets the requirements of the applicable regulations and guarantees the protection of your rights.

**We only use processing facilities located in the territory of the European Union / European Economic Area and therefore do not transfer personal data outside this area.**

If for specific needs and/or the development of our activities, we have to transfer personal data outside the territory of the European Union / European Economic Area, it will ensure that the recipient either located in a country which the Commission Nationale de l'Informatique et des Libertés (CNIL) has found to provide an adequate level of protection, has adhered to the Privacy Shield, established between the United States and the European Union, or will provide the necessary appropriate guarantees.

## 6) Your rights:

In accordance with the current legislation, we warrant that you keep control over your personal data, how it is collected, used and shared. As part of the protection of your personal data, you have the following rights:

- Right of information and access: you have the right to obtain clear, complete, transparent and intelligible information on how your personal data is used and on your rights, and to know whether or not your personal data is or is not being processed and, when it is, to request access to it;
- Right of rectification: you have the right to request the correction or updating of your personal data when it is inaccurate or incomplete;
- Right to erasure ("right to be forgotten"): you have the right to ask us to permanently delete your personal data under the conditions and limits provided for by the applicable regulations;
- Right of restriction: you have the right to ask us to limit the processing of your personal data under the conditions and limits provided for by the applicable regulations;
- Right to object: you have the right at any time to object to the processing of your personal data under the conditions and limits provided for by the applicable regulations. You can also object to the processing of your personal data for marketing or prospecting purposes;

- Right to portability: You have the right to request and receive a copy of your personal data in electronic format, as well as to transmit this personal data for use by a third-party responsible for processing;
- Right to withdraw your consent: when the processing of your personal data is based on consent, you have the right to withdraw it at any time;
- Right to define post-mortem directives: you can define and communicate us specific directives relating to the retention, erasure and communication of your personal data after your death.

You may exercise all these rights at any time by sending an email to the following address [hello@la-cre.me](mailto:hello@la-cre.me) or by sending a letter to our company's address below:

ALTER K (dba LaCrème)  
12 rue d'Enghien,  
75010 Paris

If you are not satisfied with the way we collect and process your personal data, you can file a complaint with the CNIL by visiting <https://www.cnil.fr/> or by sending a letter to the following address:

3 Place de Fontenoy,  
TSA 80715,  
75334 PARIS CEDEX 07, France.