

PRIVACY POLICY

www.m-x.eu

Thank you for visiting the **M-extend France** website. Please take the time to read our Privacy Policy ('Policy').

By browsing our website, you acknowledge that you have read and understood this **Policy** and consent to the processing of your personal data and information in accordance with this Policy.

It comprises the following information:

1. Purpose of the privacy policy,
2. Entry into force,
3. Procedures for obtaining consent,
4. Aims of data collection and purposes of data processing,
5. Personal data collected,
6. Processing characteristics
7. Access to and control of personal data,
8. Retention of personal data.
9. Sharing and reasons for sharing personal data with third parties,
10. Use of cookies and similar technology,
11. Other information

1. Purpose of this privacy policy

Respect for privacy and the protection of personal data are essential to us, which is why this **Policy** aims to protect personal data in accordance with the applicable legislation.

In order to ensure this protection, **M-extend France** undertakes not to collect, process or share any information that could identify an individual without the individual's consent, unless this is permitted or required by law, in which case your consent will not be required.

The purpose of the **Policy** is to inform users of why and how **M-extend France**, or anyone acting on its behalf, will collect and use their personal data. It is intended to be written in plain language to ensure that users can provide informed consent.

For the purposes of this **Policy**, 'personal data' means any information about an identifiable individual or any information that allows an individual to be identified. Where possible, we will anonymise this information so that it no longer identifies any individual.

This policy supplements the terms of use, which can be viewed at the following address:

<https://www.m-x.eu/fr/mentions-legales/>

This Privacy Policy complies with French and European law, including:

- the French Data Protection Act, as amended (Loi Informatique et Libertés),
- Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data or '**GDPR**',
- any other applicable national laws or regulations

2. Entry into force

This **Policy** applies as of 1 January 2023.

3. How consent is obtained

We are committed to obtaining **explicit** consent before collecting any personal data from an individual. It can be supplied directly by the person or by their authorised representative. We prefer to obtain consent electronically or in writing (contact form).

If we want to use personal information for additional purposes, we will describe the intended use and ask for consent again.

4. Purposes of data collection and processing

Data is collected in accordance with the purposes set out in this Privacy **Policy**, namely:

- **To design, manufacture and deliver our products and services,**
- **To provide and improve these products and services,**
- **To offer personalised products and services,**
- **To assess the performance of our products and services,**
- **To collect surveys to improve our products and services,**
- **To construct promotional material,**
- **To construct relevant offers,**
- **To report on how to improve the decision-making process,**

5. Personal data collected

M-extend France may collect personal data in various forms, but will only do so by lawful means and only for the necessary purposes disclosed to you, as described in this **Policy**, or as permitted or required by law.

We protect all personal data collected. Among the personal data that may be collected and used, we pay special attention to:

- **Name and contact details.** First and last names, email address, postal address, telephone number and other similar data used to contact you.
- **Demographic data.** Information about you, such as your age, gender, country and language of communication.
- **Professional data.** Type of business, description of your agricultural equipment, etc.
- **Interaction.** Data relating to your use of websites, platforms and tools created.

6. Processing characteristics

M-extend France hereby undertakes that personal data will be:

- a. processed **lawfully, fairly and transparently** as regards the data subject;
- b. collected for **specified, explicit and legitimate purposes** and not further processed in a manner that is incompatible with those purposes.
- c. **adequate, relevant and limited to what is necessary** for the purposes for which it is processed;
- d. **accurate** and, where necessary, **kept up to date**; every reasonable step will be taken to ensure that any personal data that is inaccurate, with regard to the purposes for which it is processed, is promptly erased or rectified;
- e. **kept** in a form that permits data subject identification for one year, renewable depending on the purposes for which it is processed;
- f. processed in such a manner as to ensure **appropriate** personal data **security**, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures;

In particular, **M-extend France**:

- Will take all necessary measures to preserve the integrity, availability and confidentiality of the Personal Data it collects. It will immediately inform Internet users and the CNIL of any breach of personal data privacy.
- Determines and implements the means required to protect Personal Data Processing systems in order to prevent any hacking and to prevent any loss, alteration or disclosure of data to unauthorised persons.

- Has established and regularly updates its personal data processing records which list the technical and operational security measures taken.
- Determines and implements measures to guarantee data confidentiality, in particular by raising employee awareness and recommending best practice in the use of computer equipment.
- Requires its IT service providers to provide sufficient guarantees to ensure personal data security and confidentiality.
- Ensures that IT service providers take all necessary measures to prevent the disclosure or alteration of data, not carry out remote maintenance operations without this being under M-extend France's control and return data at the end of the contract.

7. Procedures for Accessing and Controlling Personal Data

You have the right to request access to your personal data for the purposes of verification and to request a correction in the event of any inaccuracy. If you find that your personal data is inaccurate or if you wish to gain access to your personal data, you can make a request using the contact details provided in this **Policy**.

In accordance with the French Data Protection Act, as amended, and the General Data Protection Regulation, Internet users have the following rights:

- A right of **access** under the terms set out in Article 15 of the GDPR;
- A right to **rectification** under the terms set out in Article 16 GDPR;
- A right to **deletion** on one of the grounds and under the terms set out in Article 17 of the GDPR
- A right to **restriction** of processing within the framework of the terms set out in Article 18 of the GDPR;
- A right to data **portability** under the terms set out in Article 20 of the GDPR;
- A right to **object** within the framework of the terms set out in Articles 6 and 21 of the GDPR;

To exercise one or more of these rights, you can send your request to:

DPO M-extend France

Yannick ROUAUD

19 Rue de Rennes, 35 690 Acigné, France

By email: rgpd@m-extend.com

By telephone: +33 (0)2 99 62 52 60

To the best of our ability, we will provide you with timely access to your personal data. However, for security reasons, we may need to verify your identity.

Furthermore, if legal restrictions apply, we will inform you of the reason why we cannot give you access to your personal data.

Finally, the data subject may, if necessary, file a complaint with the CNIL by post or by telephone. For more information: <https://www.cnil.fr>.

If your request concerns data appearing on third party web pages or platforms, please contact these third parties directly.

8. Retention of personal data

M-extend France keeps the data collected for different periods of time, depending on its nature and its usefulness in offering our products and services. During the retention period, **M-extend France** takes physical and technical measures to ensure the security of data containing personal data.

Personal data is stored in France and the servers contain other data collected by **M-extend France**.

Personal data is not intended to be stored in another country; should this be the case, the personal data will be subject to the local laws of the countries or regions in which the data is collected or stored, and the government authorities and law enforcement authorities of such countries or regions may have access to it.

Once the retention period has expired, the personal data is destroyed. Only statistics or reports containing depersonalised and anonymised data may be kept for extended periods consistent with the associated purpose.

9. Sharing and reasons for sharing personal data with third parties

We do not share your personal data with companies, organisations or individuals outside **M-extend France**, with the exception of our suppliers and authorised partners who need access to the information for the purposes listed in this policy and within the limits of this policy, as well as in the following cases:

- With your consent.
- For storage on servers hosted outside the company , in which case personal data may transit through third-party jurisdictions. Please note that we only use the services of reputable companies with privacy policies that correspond to those contained in these paragraphs.
- For external processing purposes: we transfer personal data to other trusted companies or persons which/who process it on our behalf, on our instruction, in accordance with this privacy policy, with a level of data security at least equivalent to our own and in compliance with any other appropriate security and confidentiality measures.
- For legal reasons: we transmit personal data outside our company if access to it is necessary to comply with the applicable laws and regulations.

In all cases:

- Either the third-party recipient falls within the scope of the GDPR
- Or the country of the third party has been the subject of an adequacy decision by the European Commission (Article 45 of the GDPR)
- Or because the same guarantees as those imposed by the GDPR will have been required and obtained by **M-extend France** from the third party concerned.

M-extend France will not sell or rent your personal data to any third party.

10. Use of cookies and similar technology,

M-extend France may use cookies, web beacons, invisible tracking pixels, log files or other technology to collect certain personal data about visitors to our websites and about the recipients of our newsletters, invitations and other communications. Cookies are pieces of information sent by the server to the browser when visiting a website and which make it possible to uniquely identify the connection. This data may include information, such as your Internet Protocol (IP) address, browser type, browser version, our website pages you visit, the time and date of your visit, the time taken to visit the website and any other statistics.

Functional cookies are used to remember choices you make during your visits in order to make your subsequent visits run more smoothly and facilitate your online browsing experience.

Analytical cookies are used to improve the design and functionality of our website by collecting data on the content you access when using our website.

Targeting cookies collect data about how you use the website and your preferences; this enables us to target the information you prefer when you browse our website.

It is important to know that enabling the cookies option may, depending on the configuration chosen, allow other servers to install cookies on your system. You can set your browser to notify you when you receive a cookie, giving you the opportunity to decide whether or not to accept it.

Please note that our website may contain links or references to third party websites. This policy ceases to apply when you leave our website and **M-extend France** is not liable for the collection or processing of personal data by these third parties or via these external sources.

11. More information

This Privacy **Policy** may be amended to maintain compliance with legislation and to take account of any changes to our data collection process. We recommend that our users check our policy from time to time to ensure that they are aware of any updates. We always state the date on which the latest changes were made and the archived versions are available to read. If the changes are significant, we will post a prominent notice on our website (including, for certain services, an email notification).

If you have any questions, comments or complaints about this policy, you can contact the person responsible for ensuring compliance with this privacy policy:

Date of last update: 20/07/2023

YANNICK ROUAUD

M-extend France

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Email: rgpd@m-extend.com