

1. Scope of application

Ykone attaches the utmost importance and care to protecting the privacy of individuals and personal data, and to complying with the relevant legal provisions. This privacy policy applies to Ykone's website (<https://ykone.com/>) and to the processing of personal data carried out by Ykone as data controller.

For more information on the processing carried out by Ykone when using the Campaign platform, please consult the following policies:

- **Campaign Privacy Policy - Influencers**
- **Campaign Privacy Policy - Users**

The European Regulation on the Protection of Personal Data (GDPR) stipulates that personal data must be processed lawfully, fairly, and transparently. The purpose of this privacy policy (hereinafter referred to as the "*Policy*") is to provide you with simple and transparent information on the processing of your personal data as you browse the Ykone's website and your subscription to the Ykone services.

2. Data Controller

As part of its activities, Ykone collects and uses personal data relating to you, as individuals (hereinafter referred to as the "*data subject*").

For the vast majority of processing operations, Ykone determines the means and purposes in its capacity as data controller within the meaning of the regulations on personal data, and in particular EU Regulation 2016/679 on the protection of individuals regarding the processing of personal data and on the free movement of such data.

If you have any questions or complaints about Ykone's compliance with this Policy, our Data Protection Officer (DPO) is available to answer all your requests, in particular to exercise your rights under the amended French Data Protection Act of 6 January 1978 and the GDPR, relating to your personal data. You can contact the Data Protection Officer by e-mail at the following address: data@ykone.com.

3. Subcontractor

As part of its activities, and in particular the organisation of advertising campaigns, Ykone collects and uses personal data on behalf of the data controller, its client.

For the processing operations relating to this activity, Ykone acts exclusively as a processor within the meaning of the regulations on personal data, and in particular EU Regulation 2016/679 on the protection of individuals regarding the processing of personal data and on the free movement of such data.

4. What data do we collect and how?

As part of our various activities, you provide us with a certain amount of information about yourself, some of which may identify you personally ("*personal data*"). This is particularly the case when you browse our website, when you use our Campaign platform or when you apply for a job with us...

The nature of the personal data collected about you varies depending on your relation with Ykone, which principally concern:

- **Identification data:** This includes any information that would enable us to identify you, such as your surname, first name, telephone number, postal or e-mail address, as well as any information provided by you as part of your contact request and, where applicable, the content of the message, as well as any information communicated subsequently during your exchanges with Ykone.
- **Personal data:** family situation, number of children.
- **Professional data:** job, function, location, skills.
- **Connection data:** This is all the information we require to access your personal account, such as your password and other information required for authentication and access to an account, or your browsing data, such as your IP address or the history of your activity on our platforms.
- **Financial data:** this corresponds to bank details, a bank account number, resources, salary.

Ykone ensures that the collection of your Personal Data is relevant, adequate, not excessive, and strictly necessary for its activities.

You are informed that certain information is essential in order to benefit from our services (for example, when you fill in a collection form, this information is indicated by an asterisk). If you do not provide this information, we will not be able to offer you the services concerned.

5. Why do we collect your personal data and how?

We collect your personal data for a number of purposes based on different legal grounds.

As part of your **browsing on our website**, Ykone processes your data as **data controller** as follows:

Objectives	Personal data collected	Legal basis for processing	Retention period
Subject to your consent, we process this data for the purposes of: - carry out statistical audience analyses - analyse your activity on our website.	- Browsing data (IP address, browser used, operating system used, etc.)	Agreement	Retention of data collected via cookies is subject to the duration of the cookies in question. For more details, please consult our cookie policy.
We process this data in order to: - Secure our website	- Browsing data (IP address, browser used, operating system used, etc.)	Legitimate interest	Retention of data collected via cookies is subject to the duration of the cookies in question. For more details, please consult our cookie policy.

As part of the **organisation of advertising campaigns**, Ykone processes personal data as follows, as a **sub-contractor**:

Objectives	Personal data collected	Legal basis for processing	Retention period
We process this data in order to: - Organize and coordinate advertising campaigns on behalf of your clients (project setup, travel organization, influencer schedule management...)	- Identity - Personal life - Professional life	Contract	Retention of data relating to orders placed for a period of 5 years from the end of the commercial relation.
We process this data in order to: - Contact the influencers with the view to the signature of a contract; - Establish quotes or order forms.	- Identity - Personal life - Professional life	Legitimate interest	Retention of data relating to orders placed for a period of 5 years from the end of the commercial relation.

As part of the management of its **operational activities**, Ykone processes personal data as follows in its capacity as **data controller**:

Objectives	Personal data collected	Legal basis for processing	Retention period
We process this data in order to: - Manage the contractual relations with the suppliers/providers; - Manage the contractual relations with the partners; - Manage the contractual relations with the influencers; - Manage the relations with the clients.	- Identity - Personal life - Professional life - Economic information	Contract	Retention for the duration of the contractual relation and 5 years after the end of the relation.
We process this data in order to: - Manage our clients' invoicing.	- Identity - Professional life	Legal obligation	Retention of accounting records and supporting documents for ten years in accordance with applicable regulations (Article L123-22 paragraph 2 of the French Commercial Code)

<p>We process this data in order to:</p> <ul style="list-style-type: none"> - Conduct B2B prospecting operations. 	<ul style="list-style-type: none"> - Identity - Professional life 	<p>Legitimate interest</p>	<p>Retention 3 years from the last contact with the prospect or until deregistration (via the unsubscribe link) in accordance with CNIL recommendations</p>
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As part of its **recruitment operations**, Ykone processes personal data as follows in its capacity as **data controller**:

Objectives	Personal data collected	Legal basis for processing	Retention period
<p>We process this data in order to manage the recruitment of candidates and to contact you if a vacancy arises that matches your profile.</p>	<ul style="list-style-type: none"> - Identity - Personal life - Professional life - Economic Information 	<p>Execution of pre-contractual measures</p>	<p>If the candidate is selected, retention for the duration of the contractual relation and 5 years after the end of the relation. If the candidate is not selected, no data retention.</p>

6. Do we share your personal data?

Your data is only passed on to Ykone's internal departments when it is strictly necessary for the purposes described above.

For certain processing purposes, we may also share your personal data with our service providers, whom we use to carry out a range of operations and tasks on our behalf (hosting, mailing, analytics service providers, etc.).

However, this sharing of personal data is only carried out when it is strictly necessary for the performance of our services/missions with you. In addition, they are only given the information they need to carry out the service. They are also asked not to use personal data for purposes other than those originally intended. We make every effort to ensure that such third parties maintain the confidentiality and security of your personal data.

Finally, your personal data may also be transferred to legal or regulatory authorities, in order to comply with our obligations with regard to the competent authorities.

In the latter two cases, as with service providers, only strictly necessary personal data is provided, and we do our utmost to ensure that it remains completely confidential and secure.

We do not sell your personal data.

7. Is your data transferred to third country?

Ykone endeavours to keep personal data in France, or at least within the European Economic Area (EEA). However, it is possible that the data we collect may be transferred to other countries, for example if some of our service providers are located outside the European Union.

In the event of a transfer of this type, we guarantee that the transfer is made:

- either to a country providing an adequate level of protection, i.e., a level of protection equivalent to that required by European regulations.
- or that it is governed by standard contractual clauses.
- or that it is governed by internal company rules.

8. How long do we keep your data?

We keep your personal data only for as long as is necessary to fulfil the purpose for which we hold the data, to meet your needs or to comply with our legal obligations (see 5. "*Why we collect your personal data and how*").

Data retention periods vary according to several factors, such as:

- Needs related to Ykone's activities.
- Contractual requirements.
- Legal obligations.
- Recommendations from the supervisory authorities.

9. How do we guarantee the security of your data?

Ykone undertakes to protect the personal data we collect or process against loss, destruction, alteration, unauthorised access, or disclosure.

We implement all appropriate technical and organisational measures, depending on the nature of the data and the risks involved in the processing thereof, to protect the security and confidentiality of your personal data.

These measures may include practices such as limited access to Personal Data by Ykone's employees by virtue of their functions, contractual guarantees in the event of recourse to an external service provider, impact studies on the privacy of individuals, regular reviews of Ykone's information system practices and procedures, physical and/or logical security measures (secure access, authentication process, back-up copies, anti-virus software, firewall, etc.).

10. Which cookies do we use on our site?

10.1 What is a cookie?

Cookies are computer files that are automatically deposited on the hard drive of your computer, tablet, or mobile phone when you browse our website. They are managed by your web browser (Internet Explorer, Firefox, Safari, or Google Chrome).

10.2 Are cookies deposited when you browse our platforms?

10.3 When you first visit our platforms, a banner will inform you of the presence of these cookies and invite you to indicate your choice. Cookies requiring your consent in accordance with the regulations are only placed if you accept them. You can inform yourself at any time and configure your cookies to accept or refuse them by viewing the Cookie Policy at the bottom of each page of the Website <https://ykone.com/> or by setting your browser.

10.4 What data is collected through cookies?

Cookies can be used to collect all personal data relating to a terminal at a given time, in particular:

- One or more technical identifiers to identify your Internet box.
- The date, time, and duration of a terminal's connection to a website.
- The Internet address of the page from which the terminal accessing the Website originates.
- The type of terminal operating system (e.g., Windows, MacOS, Linux, Unix, etc.);
- The type and version of browser software used by the terminal (Internet Explorer, etc.), Firefox, Safari, Chrome, Opera, etc.);
- The brand and model of the mobile device or tablet;
- Possible download errors;
- The language of the browser software used by the terminal;
- The characteristics of the content consulted and shared (name of the exhibition, Website).

11. What are your rights?

You may exercise the following rights in relation to the personal data we collect/process:

- **A right of access** (Article 15 of the GDPR): you have the right to request access to the personal data we hold concerning you, and you may request a copy of that data ([Read more](#)).
- **A right of rectification**: you can request rectification of any inaccurate data concerning you.
- **A right of deletion** (Article 17 of the GDPR): you can request the deletion of your personal data in certain circumstances ([Read more](#));
- **A right to portability** (Article 20 of the GDPR): under certain conditions, you can receive all the personal data concerning you that you have provided to us, in a structured format. You also have the right to request that we transfer it, as far as possible, to another controller. ([Read more](#));
- **A right to object** to processing on the grounds of legitimate interests (Article 21 of the RGPD)– ([Read more](#));

- **The right to withdraw consent** at any time (Article 7-3 of the *GDPR* – [Read more](#));
- **A right to restrict processing** (Article 18 of the *GDPR*): you have the right to restrict the processing of your personal data if:
 - o You contest the accuracy of your personal data, until we verify its accuracy.
 - o The processing is unlawful, but you do not want us to delete your data.
 - o We no longer require your personal data for the purposes of processing, but you need it in order to initiate, assert or defend against legal claims.

Where such personal data is subject to such restrictions, we will only process your data with your consent, or for the purposes of bringing, enforcing or defending against legal claims. ([Read more](#))

- **A right to define the use of your personal data after your death** and to choose whether or not we pass on your data to a third party that you have previously designated (*Law for a Digital Republic*). – [Read more](#)).

You can exercise all these rights by contacting the Ykone’s Data Protection Officer (DPO), at the following address: data@ykone.com.

When you send us a request to exercise a right, we ask you to specify as far as possible the scope of the request, the type of right being exercised, the personal data processing concerned and any other useful information to facilitate the processing of your request.

In addition, if there is reasonable doubt about your identity, you may be asked to provide proof of identity.

If, after contacting us and following the processing of your request, you consider that your rights with regard to your personal data have not been respected, you may submit a complaint to the *Commission Nationale de l'Informatique et des Libertés* (French Data Protection Authority) ([CNIL](#)).

12. How to contact us?

You can contact us by e-mail at the following address data@ykone.com

13. Updating of this Policy

This policy may be regularly updated to take account of changes in regulations relating to personal data.

Date last updated 07/03/2023.