

Privacy and Personal Data Protection Policy
TBS - LeFAC

Introduction

In the context of its activity, TBS, a company incorporated under French law and registered in the Versailles Trade and Companies Register under number 414 135 384, the registered office of which is located at 5 Parc des Fontenelles, 78870 Bailly, processes personal data in the LeFAC (Le Fichier des Acteurs de la Communication) database, the database of communication stakeholders.

LeFAC lists the marketing and communication decision-makers from the main advertisers and advertising agencies present in France, the Benelux, Germany, Switzerland, Italy and Spain, hereinafter referred to as "decision-makers". It is made available to TBS' Clients on a subscription basis in the legitimate interest of clients who wish to have a commercial prospecting and marketing database on their market. TBS selects its clients to ensure that their communication only takes place in a BtoB context to the contacts listed in the LeFAC database. TBS' clients therefore exclusively consist of Advertising Agencies, Media Agencies, Communications Agencies, Events Agencies, Marketing Agencies, Digital Agencies and BtoB Marketing Providers.

Four types of data processing are involved:

- 1) The personal data of decision-makers featuring in the LeFAC database, produced by TBS
- 2) The personal data of its Clients/Users or the personal data of the Clients/Prospects of its Clients/Users, produced by the Client of the LeFAC.Aloha service
- 3) The personal data of the user of the LeFAC and LeFAC.Aloha services
- 4) The personal data of the people targeted by TBS for the purposes of commercial prospecting and marketing purposes, identified as Prospects later in the document

These provisions present our personal data protection policy, which constitutes the TBS Group's commitment to respecting the privacy and the protection of the personal data that are collected and processed when using TBS' LeFAC and LeFAC.Aloha services in accordance with the conditions referred to in the General Terms and Conditions of Use and Sale of TBS' services

This policy may be amended in accordance with legal and regulatory changes, in particular those to the French Data Protection Act of 6 January 1978, as amended, relating to information technology, data files and civil liberties, and to the "GDPR" (General Data Protection Regulation) as they currently exist and as they may be amended, and to any other rule, law, recommendation or regulation of the French data protection authority or any competent European supervisory authority.

These Privacy Rules are intended to give you an indication of what information TBS collects and why, and how to update, manage, export and delete it.

Controller - Data Protection Officer (DPO).

TBS has appointed Ms Odile Dussart, lawyer and member of the Draguignan Bar residing at 95 Avenue Victor Hugo, 83700 Saint-Raphaël (France) as Data Protection Officer (DPO).

The controller is Nicolas Daniel (ndaniel@tbscobalt.com)

Data produced by TBS relating to decision-makers

Description of processing

TBS collects non-sensitive business data relating to decision-makers from the main advertisers and advertising agencies in France, the Benelux, Germany, Switzerland, Italy and Spain

Data Collected

The personal data collected may include the following:

- Salutation, first name, surname
- Position
- Title
- Company
- Business email address
- Direct business telephone number
- Business postal address
- Professional background
- Photo

Purposes of the collection of personal data

TBS collects and uses the personal data of decision-makers for the purposes of its business and in particular for the following purposes:

- Monitoring the organisation chart of marketing and communication decision-makers in the French companies listed in LeFAC
- Writing the weekly LeFAC.Info newsletter
- Serving TBS' Clients that subscribe to the LeFAC database consultation portal

TBS ensures that the personal data of decision-makers are updated throughout the processing so that they do not become obsolete.

Subject to the applicable local legislation, by providing his/her business email address, the decision-maker expressly authorises TBS to use it and other relevant personal data from among those mentioned in the previous paragraph to send him/her commercial or marketing messages.

TBS may also use the decision-maker's business email address for administrative or other non-marketing purposes (e.g. to offer him/her access to his/her personal data in order to update it).

These purposes have been brought to the attention of TBS' Data Protection Officer, who has incorporated them into her register.

Data retention:

TBS only retains the personal data of decision-makers for the time needed for the operations for which they were collected and in compliance with current regulations.

Restricted access to personal data

As part of an access management policy, only duly authorised recipients may access the information required for their activity. Indeed, TBS defines the access and confidentiality rules applicable to the personal data processed. Access rights are granted corresponding to the position of the User and are updated in the event of a change of role. This internal document, which is annexed to our internal regulations, is available on request by letter to the TBS controller.

Data collection process

The data collection process is based on the following elements PRIVACY AND PROTECTION POLICY

Source of data collected

- Direct collection from decision-makers or their assistant by telephone while respecting the principle of prior notification in the context of BtoB use of personal data
- Use of public data
 - Press releases issued when a management position is taken up or there is a change to the organisation chart
 - Information displayed on the pages of company websites

Qualification of the data collected

- Initial qualification
All data collected are verified by telephone, directly with the decision-maker, or otherwise with a contact person (assistant, communications department of the company, where appropriate)
Each decision-maker then receives the weekly LeFAC.Info newsletter in which a reminder of the prior notification is provided. This newsletter contains links enabling the decision-maker to unsubscribe from the newsletter and/or to exercise his/her right of access, right of rectification and right to be forgotten, with which TBS will comply within the maximum period of one month from the date of receipt of the request.
- Regular qualification
At least 2 times per year, TBS verifies that the personal data collected are not obsolete.
This verification takes the form of a telephone call regarding the decision-maker's business contact details, enabling a change in his/her professional situation to be identified and the data to be updated accordingly.

Right of access to and of rectification of data

TBS takes the steps necessary to ensure for decision-makers access to and the rectification, limitation, portability and erasure of personal data concerning them upon request. Data may be rectified, completed, updated, locked or erased when inaccurate, incomplete, ambiguous, obsolete or when their collection, use, communication or retention is prohibited.

In accordance with the French Data Protection Act no. 78-17 of 6 January 1978, as amended, decision-makers have a right to access, rectify and object to information concerning them by contacting: info@lefac.com. (+ controller)

Transfers of data collected on decision-makers

The personal data collected on decision-makers are not transferred outside the European Union. All data are processed by TBS employees located within the European Union. TBS does not use the services of any subcontractors to process personal data.

Data provided by the User/TBS' Client

Description of processing:

In the context of the use of the LeFAC.Aloha service, the User/TBS' Client may be required to enrich his, her or its personal database, hosted on TBS' servers with non-sensitive personal data.

Non-sensitive Data Collected

The personal data enriched by the User/Client may include the following:

- Salutation, first name, surname
- Position
- Title
- Company
- Business email address
- Direct business telephone number
- Mobile phone number
- History of the relationship between the User/Client and the decision-maker

Ownership of data provided by the User/Client

The User, who holds the intellectual property rights to the data, retains full and exclusive ownership of the data passed on to TBS. TBS undertakes not to transfer or rent data provided by Users/Clients.

Purposes of the collection of personal data

The data passed on by the User/Client are used in the legitimate interest of the client for the management of its own commercial prospecting and marketing.

Retention of the data provided by the User/Client

TBS only retains personal data passed on by the User/Client only for the time needed for the operations for which they were collected and in compliance with current regulations. Thus, personal data are retained for a maximum period of 6 months from the end of the service contract with the User/Client.

Right of access to and of rectification of data provided by the User/Client

The disclosure to third parties of personal data provided by the User/Client may only occur in the following cases:

- with the authorisation of the User/Client certifying that the holder of the personal data has himself/herself/itself authorised that disclosure; (with documentary proof of the identity of the originator, duly authorised by his/her/its Management where appropriate)
- at the request of the legally competent authorities, by judicial requisition, or in the context of judicial litigation

Data transfers

TBS refrains from transferring any data provided by the User/Client, except in the express case where the latter exercises his/her/its right to data portability and gives written instructions to TBS in that respect.

Liability clause for personal data provided by the User/Client

The User/Client is responsible for the processing of his/her/its personal data within the meaning of Law no. 78-17 of 6 January 1978 on information technology, data files and civil liberties as amended by the Law of 6 August 2004 and the provisions of the GDPR in this area

The User/Client guarantees to TBS that he/she/it complies with legal provisions regarding the collection and processing of personal data, and particularly and non-exhaustively that:

- personal data have been collected and processed in compliance with the provisions of the above-mentioned Law;
- where appropriate, the data holder has authorised collection and processing;
- he/she/it allows the holders of processed data to exercise their individual right of access, rectification and erasure of their personal information;

- he/she/it undertakes to ensure that information is rectified, completed, clarified, updated or erased if it is inaccurate, incomplete, ambiguous, obsolete or if the holders wish to prohibit its collection, use, communication or retention.

Data concerning the User of TBS/LeFAC Services

Description of processing:

In the context of the use of the LeFAC Services, TBS may need to use data concerning Users of its services.

This concerns the client users of TBS services that are required to be identified by name at TBS if only for TBS to be able to verify their rights to use TBS services.

Data Collected

Data collected on the User may include the following:

Non-sensitive personal data relating to the User

- Salutation, first name, surname
- Business email address
- Direct business telephone number
- Position
- Company

Other data collected

- Login history
- Usage history

Ownership of data concerning the User

TBS undertakes not to transfer or rent data concerning Users/Clients.

Purposes of the collection of data concerning the User

Data collected on the User may be used to

- Carry out measurements of the usage of TBS Services (login statistics, rate of use of the different functionalities of the different services, etc.) for the purpose of improving the services
- Carry out analyses on a Client or a User (number of logins, volume and typology of records consulted, details of the functionalities used or not used), for the purpose of monitoring the proper use and proper appropriation of the LeFAC Services
- Carry out communication actions (letter, email, telephone call) for marketing and commercial purposes on changes to services subscribed to and on services not subscribed to, with invitations to events organised or sponsored by TBS and more generally on TBS news

Retention of data collected on the User

TBS only retains the data concerning the User for the time needed for the operations for which it was collected and in compliance with current regulations. Thus, the User's data are retained for a period of 12 months from the end of the TBS service for its Client.

Right of access to and of rectification of data

The User may, for legitimate reasons, object to the processing of the data concerning him/her. These requests will be processed within a maximum period of 30 days.

Data transfers

Data provided by the User/Client may not be transferred to any potential subcontractor of TBS.

Data concerning LeFAC Service Prospects

Description of processing:

To promote and market its LeFAC services, TBS may need to use data concerning potential users of its services, i.e. prospects.

Data collected

Data collected on prospects may include the following:

Non-sensitive personal data relating to the User

- Salutation, first name, surname
- Business email address
- Direct business telephone number
- Position
- Company

Other data collected

- History of exchanges between the prospect and TBS

Data transfers

The data collected by TBS on its Prospects may be transferred to subcontracting companies that TBS may use in the performance of its services. TBS ensures that its subcontractors process your data in compliance with the applicable legislation and endeavours to obtain from its subcontractors a privacy and data protection policy that is at least equivalent to its own. The contact details of these subcontractors may be provided on request

Ownership of data concerning the Prospect

TBS undertakes not to transfer or rent data concerning prospects.

Purposes of the collection of data concerning the Prospect

Data collected on prospects may be used to

- Carry out direct prospecting actions by the sales department
- Carry out commercial prospecting campaigns (email or letter) by the marketing department

Retention of data collected on the Prospect

TBS only retains the data concerning the Prospect for the time needed for the operations for which they were collected and in compliance with current regulations. Thus, the Prospect's data are retained for a period of 36 months from the last contact between the Prospect and TBS.

After that period, they are retained for exclusively statistical purposes and will not be used in any way whatsoever.

Right of access to and of rectification of data

The Prospect may, for legitimate reasons, object to the processing of the data concerning him/her. These requests will be processed within a maximum period of 30 days.

In accordance with the French Data Protection Act no. 78-17 of 6 January 1978, as amended, Prospects may exercise their right to access, rectify and object to information concerning them by contacting: info@lefac.com.
ndaniel@tbscobalt.com

Data Collected

Data collected on prospects may include the following:

Non-sensitive personal data relating to the User

- Salutation, first name, surname
- Business email address
- Direct business telephone number
- Position
- Company

Other data collected

- History of exchanges between the prospect and TBS

Ownership of data concerning the Prospect

TBS undertakes not to transfer or rent data concerning prospects.

Purposes of the collection of data concerning the Prospect

Data collected on prospects may be used to

- Carry out direct prospecting actions by the sales department
- Carry out commercial prospecting campaigns (email or letter) by the marketing department

Retention of data collected on the Prospect

TBS only retains the data concerning the Prospect for the time needed for the operations for which they were collected and in compliance with current regulations. Thus, the Prospect's data are retained for a period of 36 months from the last contact between the Prospect and TBS.

After that period, they are retained for exclusively statistical purposes and will not be used in any way whatsoever.

Right of access to and of rectification of data

The Prospect may, for legitimate reasons, object to the processing of the data concerning him/her. These requests will be processed within a maximum period of 30 days.

In accordance with the French Data Protection Act no. 78-17 of 6 January 1978, as amended, Prospects may exercise their right to access, rectify and object to information concerning them by contacting: info@lefac.com.
ndaniel@tbscobalt.com

Security of personal data

TBS places the utmost importance on the security of your Data and takes all appropriate measures to limit the risks of their loss, damage or misuse.

To this end, TBS ensures the security of the personal data of decision-makers/Users/Clients/Prospects by putting in place data protection reinforced by the use of physical and logical security tools.

TBS has taken all necessary precautions to preserve the security of personal data and, in particular, to prevent them from being distorted or damaged, and from being accessed by unauthorised third parties.

These security measures include the following:

- Organisational measures
 - Opening of access to TBS employees when they are hired and revoking it when they leave the company. Access integrates the management of rights limiting access to data according to the employee's profile.
 - External security audit carried out regularly by an expert contractor
 - Inactivation of obsolete data over time
 - Setting up of secure servers for data exchanges
- Logical security measures
 - Backup on a dedicated server
 - Access to business applications controlled by password login with rights management based on profiles
 - Logging bulk data manipulations
 - Logging all data consulted by Clients
 - Advanced authorisation management
 - Securing of workstations (access to workstations after authentication by login / password) and database access (authentication via dedicated login / password)
 - Restriction of access to business tools limited to company premises
 - Daily updating of workstations and anti-virus software on all workstations
 - Connections to application tools are TLS or SSH encrypted.
- Physical security measures
 - Each employee accesses the premises with a personalised badge and within defined time slots
 - Sensitive equipment is locked in a dedicated server room to which only authorised persons have access
 - Building guarded night and day

Data are stored on secure servers and are processed electronically in order to provide the service subscribed to by the Client and to improve the LeFAC services. The hosting servers on which TBS processes and stores the databases of its Clients/Users are located exclusively within the European Union.

Dissemination of the data confidentiality policy

The privacy and data protection policy is disseminated:

- internally to employees annexed to the company's internal regulations and on the "Public \ Practical Life \ Internal Regulations" server
- externally at www.lefac.com
- within the General Terms and Conditions of Sale

This policy will be renewed with each new DPO appointment and, otherwise, every three years. Validation by Ms Odile Dussart as Data Protection Officer

Date of last update: 24/05/2018