**PRIVACY POLICY**

EBB SAS is a simplified joint-stock company, registered in Bobigny, France, under number B 903 766 830, whose office is located at 147, rue de Rosny, 93100 Montreuil, France (hereinafter “EBB” or “Company”).

EBB is committed to protecting your privacy when you take part in the artistic experience on Ebb website.

EBB takes reasonable steps to protect users’ privacy and to ensure that you are notified of what information you are providing to EBB and how that information will be used.

1. **Creation of an account and sending emails related to the artistic experience.**

The user account requires the processing of personal data.

*Purpose of data processing*

* Provide users with a personal account on the website
* Enable users to access all services (in particular the purchasing service)

*Legal basis*

* Article 6 (a) of the General Data Protection Regulation – GDPR : This data processing is based on consent
* Article 6 (b) of the General Data Protection Regulation – GDPR : This data processing is based on contract

*Categories of data processed*

* Last name (optional), First name (optional), Password, Email

*Data source and people involved*

* The user.

*Necessity of data collection*

* The creation of an account is compulsory in order to ensure continuity of the online experience to be informed of new EBB projects, and to access the purchasing service.

*Recipients of all or part of the data*

* the site editor's staff
* its service providers acting as subcontractors in charge of managing the sending of replies and information e-mails.

*Data retention period*

* The account is automatically deleted in the event of inactivity for one year (i.e. if no request from the account holder is in progress and if the latter has not logged on to his/her account during the past year).

1. **Creation of an Avatar :**

The creation of a personalized Avatar requires the processing of personal data.

*Purpose of data processing*

* Create an avatar
* Allow users to create a personalized Avatar
* View their Avatar as part of the artistic experience
* See their Avatar in digital and audiovisual content
* Enable the creation of derivative products that they can purchase if they wish.

*Legal basis*

* Article 6 (a) of the General Data Protection Regulation – GDPR : This data processing is based on consent
* Article 6 (b) of the General Data Protection Regulation – GDPR : This data processing is based on contract

*Categories of data processed*

* Surname, first name, gender (optional), age, nationality, photographs (several portraits from different angles), miscellaneous personal information relating to preferences and tastes.

*Data source and people involved*

* The user.

*Necessity of data collection*

* Creation of a personalized model and a personalized Avatar for the artistic experience
* The representation of the Avatar within the exhibition framework
* Please note that with the exception of portraits, the User is free not to transmit personal data.

*Categories of recipients of all or part of the data :*

* the site editor's staff

*Data retention period*

* Photographs (several portraits from different angles), various personal information related to preferences and tastes, and all personal data other than that collected for the creation of the Account (see above) are deleted after the creation of the personalized Avatar.
* The personalized Avatar is automatically deleted in the event of inactivity for one year (i.e. if no request from the account holder is pending and if the latter has not logged on to his or her account during the past year).

1. **Representation and reproduction of the Avatar on social networks**

*Purpose of data processing*

* Enable representations of the Avatar to be broadcasted on social networks (Twitter/X, Instagram, TikTok...).

*Legal basis*

* Article 6 (a) of the General Data Protection Regulation - GDPR
* This data processing is based on consent

*Categories of data processed*

* Avatar created from surname, first name, gender (optional), age, nationality, photographs (several portraits from different angles), various personal information linked to preferences and tastes.

*Data source et person involved*

* The user

*Necessity of data collection*

* Communication linked to the artistic project on social networks
* Please note that with the exception of portraits, the User is free not to transmit personal data

*Categories of recipients of all or part of the data:*

* the site editor's staff
* social networks (Twitter/X, Instagram, TikTok...)

*Data retention period*

* The retention period for publications including a representation of an Avatar is stipulated by the social networks:
* For Twitter/X: https://x.com/fr/privacy/previous/version\_14
* For InstagramMeta: https://privacycenter.instagram.com/policy/?entry\_point=ig\_help\_center\_data\_policy\_redirect
* For TikTok: https://www.tiktok.com/legal/page/eea/privacy-policy/fr
* Please note that the Company undertakes to delete the publication representing a User's Avatar from the social networks concerned in the event of a request from the User.
* Please note that photographs (several portraits from different angles), various personal information related to preferences and tastes, and all personal data other than those also collected for the creation of the Account (see above) are deleted after the creation of the personalized Avatar.
* It should also be noted that the personalized Avatar is automatically deleted in the event of inactivity for a period of one year (i.e. if no request from the account holder is pending and if the latter has not logged on to his/her account during the past year).

1. **Delivery of a printed or digital content / product:**

Delivery requires the processing of personal data.

*Purpose of data processing*

To enable users to order prints or digital contents online.

*Legal basis*

* Article 6 (b) of the General Data Protection Regulation - RGPD
* This data processing is based on the contract

*Categories of data processed*

* Surname, first name, postal address, email, telephone number (optional)

*Data source and people involved*

* The user wishing to own a printed version or digital version of the content or product created during the artistic experience.

*Necessity of data collection*

* Contract management, this data is required to verify the terms of sale and to deliver the physical medium of the print or derivative product.

*Categories of recipients of all or part of the data:*

* the site editor's staff
* third-party delivery partners

*Data retention period*

* Data is deleted at the end of the contractual relationship.

**Cookies**

The website may use cookies.

A cookie is a computer file which does not directly identify the person concerned, but which records on his or her computer and/or equipment information relating to the pages consulted, the date and time of consultation, and the information entered and retained to prevent any subsequent entry.

Browsing the Platform may lead to the installation of cookies on the equipment of the person concerned.

The purpose of cookies may be to:

* + Facilitate your visit to the Site;
  + Share content on social networks;
  + Evaluate the Site's audience;
  + To compile statistics on the use of the Platform.

The person concerned may oppose the recording of cookies by setting up his/her browser. Data collected via cookies is kept for a period of 12 months from the date of collection.

By logging in, you accept, on your behalf and on behalf of other persons who use any Service with your Account, the following conditions and privacy policy.

**Internal cookies necessary for website operation.**

These cookies enable the site to function optimally. You can refuse them and delete them using your browser settings, but your user experience may be degraded.

Cookie name Purpose Retention period :

jwt Token authentication 7 days

For any information or claim regarding your rights in the processing of personal data, please contact us by post at the following address:

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