

Confidentiality Charter

→ What is the purpose of this charter?

At Youlovewords, the protection of your personal data is a priority!

The purpose of this policy is to inform you about how we process your personal data.

Rest assured, in the collection and management of your data, we comply with the French law of 1978 known as "Information Technology and Freedoms", and now with the (new and very fashionable) European regulation of April 27, 2016 (hereafter: the "**GDPR**").

→ What qualifies as personal data?

During your use of the website <https://www.youlovewords.com/> (hereafter: the "**Site**"), we may ask you to communicate personal data about you for the use of our services.

The term "**personal data**" refers to any data that identifies you as an individual.

→ What kind of personal data does Youlovewords collect?

Within the framework of our activity, we are bound to collect a certain amount of information concerning you, and in particular:

- **For users:** your name, first name, company name, phone number and mobile number, professional email address, url of the company's website, sector of activity, department in which you work, hierarchical level, company structure, password, video and written testimonials, and any other information you decide to share with us.
- **For freelancers/talent:** your name, first name, surname, billing number, VAT number, elements related to billing (RIB), login, password, portfolio, presentation text, email password, portfolio, presentation text, e-mail address, telephone number, language, identification card identification card proving registration in the register of trades or an excerpt from the registration in the Trade and Companies Register and dated less than 3 (three) months (excerpt K or Kbis), or equivalent for a foreign company, certificate of provision of social declarations from the social security organization in charge of collecting the social contributions and fees contributions, a statement on honor by virtue of which the Freelancer certifies that he/she has filed with the tax authorities, on the date of the certificate, all the



mandatory tax filings, and if there are employees that the work will be performed with employees in compliance with the Labor Code and any other information that you decide to communicate to us.

This data may be collected when you browse the Site or when you use our Services.

→ Who is the data controller?

WeLoveWords
SAS - RCS Paris : 511 575 425
13, rue de l'Arsenal - 75004 Paris
dataprivacy@youlovewords.com
Tel.: 01.70.26.07.57

Us!

1 / Use of your personal data

On what bases are your data collected and used?



Contract

This collection is necessary to perform the contract entered into when you use our Services on our Site.



Legitimate interest

When you voluntarily provide us with personal personal information, we collect it in order to better respond to your requests for information on our Site.



Consent

Consisting of the collection and storage of your personal data through the use of cookies (Google Analytics, Hubspot) used on the Site.

For what purpose(s) are your data collected and used?



To establish a file of users, subscribers and prospects.



To develop the business and and commercial statistics of our Site.



To measure the number of visits to the Site, the number of pages viewed and the activity of Users.



To manage your access to and use of certain services available on the Site and its use.

To personalize responses to your information requests and allow you to download our resources online.

To manage user reviews of the services or content on the Site.

To send information or marketing materials.

NB: You can always refuse to provide us with your data, in which case we will inform you of the possible consequences of this refusal when such data is mandatory.

2 / Recipients of data collected

The following will have access to your personal data:

- (i) Our team (marketing, sales and production)
- (ii) The services in charge of data control (auditor in particular),
- (iii) Our sub-contractors,

Not to mention (less fun) public bodies, clerks of the courts (bailiffs, notaries, etc.), ministerial officers and agencies in charge of debt collection.

Please note that your personal data will never be transferred, rented or exchanged in connection with third parties.

3 / Duration personal data is held

Data is held for the duration of your registration on our Site, and for a period of:

- Three (3) years from the date of your de-registration for data that may be used for prospecting purposes. At the end of this period of three (3) years, we may contact you again to find out if you wish to continue to receive commercial solicitations.
- A minimum of three (3) years from the time you exercise your right to object to the collection of information allowing us to take your right into account.



- Five (5) years from the date of your de-registration in order to comply with legal and regulatory obligations, as well as to establish proof of a right or a contract..
- Thirteen (13) months for the cookies referred to in Article 6.

4 / Security

No need to worry! We (and our sub-contractors) have taken all the necessary precautions, as well as appropriate organizational and technical measures to preserve the security, integrity and confidentiality of your personal data.

5 / Hosting

Your data is kept and stored for the duration of its processing on the servers of the company OVH, located in France, in the European Union and on the servers of the company Heroku located in Ireland, in the European Union.

It may also be hosted on the servers of Hubspot and Salesforce, located in the United States.

These companies are registered with Privacy Shield, which was found to provide an adequate level of protection by a decision of the European Commission on July 12, 2016 (See the [decision here](#)). To learn more about the protection offered by the Privacy Shield, you can visit its [website](#).

6 / Cookies

Cookies are text files, often encrypted, stored in your smartphone. They are created when your smartphone loads a given website: the site sends information to the browser, which then creates a text file. Each time you return to the same site, the browser retrieves this file and sends it to the website server.

We can distinguish different types of cookie that serve different purposes:

- Technical cookies are used throughout your browsing experience to facilitate and perform certain functions. A technical cookie can for example be used to remember your answers in a form or your preferences regarding the language or the presentation of an application, when such options are available.

We use technical cookies.

- Social network cookies may be set by social platforms to allow application developers to share their content on those platforms. In particular, these cookies



may be used by social platforms to track the navigation of users on the Application concerned, whether they use these cookies or not.

We use cookies from social networks (Facebook Pixel).

We also urge you to consult the privacy protection policies regarding the cookies used by social platforms in order to learn about the purposes for which the browsing information they may collect thanks to these cookies is used and how to exercise your rights with these platforms.

- Advertising cookies may be created not only by the application you are browsing, but also by other applications that application you are browsing, but also by other applications that serve ads, announcements, widgets or other other elements on the displayed page. These cookies may be used to perform targeted advertising, or advertising determined according to your navigation.

We also use advertising cookies.

- We use Google Analytics which is a statistical tool for audience analysis that generates a cookie that measures the number of visits to the Site, the number of pages viewed and the activity of activity of the Users. Your IP address is also collected to determine the city from which you are connecting. This cookie is stored only if you give your consent. You can either accept or decline do to so.

Bear in mind that you can refuse the storage of cookies in your browser preferences. Such a refusal could however prevent the proper functioning of the Site.

7 / Your rights

What rights do you have regarding your data?



Right to information

Indeed this is the reason why we have written this this charter.



Right of access

You have the right to access all of your personal data at any time.



Right of rectification

You have the right to rectify any inaccurate, incomplete or outdated personal data at any time.





Right to limitation

You have the right to limit the processing of your personal data in certain cases as defined in art.18 of the GDPR.



Right of portability

You have the right to receive your personal data in a readable format and to request that it be transferred to the recipient of your choice.



Right to be forgotten

You have the right to demand that your personal data be erased, and to prohibit any such collection going forward.



Right to file proceedings

with a competent supervisory authority (in France, the CNIL), if you consider that the processing of your personal data constitutes a violation of the applicable texts.



Right of refusal

You have the right to object to the processing of your personal data. Please note, however, that we may continue to process your personal data despite this opposition, for legitimate reasons or to defend legal rights.

With regard to prospecting, you can object to it at any time at any time via the unsubscribe link located at the bottom of each of our prospecting emails.



Right to give instructions for after your death

regarding the retention, erasure and disclosure of your personal data, and to designate a person to carry out said instructions accordingly. You can send them to a trusted digital third party, certified by the CNIL when it concerns general directives, or to the address below for your specific instructions.

You may modify or withdraw your instructions at any time.

You can exercise the above rights by writing to us at dataprivacy@youlovewords.com

Or to the following address, for the writers out there: Welovewords -13, rue de l'Arsenal - 75004 Paris.

Please provide us with a copy of a signed document of identification.

8 / Effective date

The present charter took effect on **11/12/2019**.



9 / Modifications

We reserve the right, at our sole discretion, to change this charter, in whole or in part, at any time.

These changes will take effect upon publication of the new charter. Your use of the Site following the effective date of these modifications will constitute recognition and acceptance of the new charter. If you do not agree with the new charter, you may no longer have access to the Site.

10 / Credits

Credit for pictograms: created by Gregor Cresnar, Thomas Soto, Iyikon, Bezier Master, Alina Oleynik, Jaro Sigrist, Three Six Five, Rflor, Rama, AomAm, Por Suppasit, et Pedro Santos de Noun Project.

