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THE SAME PASSION



14-18 OCTOBER 2025 • PARIS EXPO PORTE DE VERSAILLES

PRIVACY POLICY

Thank you for your interest in the information we provide on our website <https://event.paris.equipauto.com/2025/en/> (the "Website").

Our Website allows you to :

- Stay up to date about events organised by EQUIP'AUTO;
- Contact EQUIP'AUTO;
- Apply to take part in events organised by EQUIP'AUTO;
- Track your requests to take part in events organised by EQUIP'AUTO and order additional services.

In this context, we may collect and process your personal data on the basis of your request, in order to provide you with services or after obtaining your consent, or in accordance with our legitimate interests.

Personal Data (hereinafter "**Personal Data**") is any information relating to an identified or identifiable natural person; an "identifiable natural person" is one who can be identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity; as this term is defined by the regulations in force.

Your privacy is very important to us.

This Privacy Policy informs you in what circumstances and how we collect, use and in certain cases disclose your Personal Data.

We encourage you to read this Privacy Policy before submitting any information. When you use our Website, you acknowledge that you understand and accept the terms of this Privacy Policy.

Our Website includes links to third-party websites. These websites may collect personal data about their visitors in accordance with their own privacy policies.

1. Who processes your Personal Data?

The company responsible for processing all your Personal Data collected on this Website is EQUIP'AUTO (hereinafter referred to as the "**Company**"), whose registered office is at 43 route de Vaugirard 92190 Meudon FRANCE.

For more information, please consult our [Legal Notice](#).

2. What Personal Data is collected?

Depending on how you interact with the Company and the purpose of that interaction, we may collect the following Data:

- Personal Data relating to your identity: this includes your surname, given name, email address, postal address or telephone number and your profile (applicant, visitor, exhibitor, etc.).
- Personal Data relating to your order: this refers to all the information required to fulfil and complete your order, in particular information relating to the bank card used (name of the cardholder, card number, expiry date, etc.), details of the order, the date of the order and exchanges with the commercial relations department. In all events, Payment Data is processed in accordance with the applicable regulations and security standards.
- Data relating to the connection and use of the account when you hold it: this Data refers to all the information you need to access your personal space as well as that relating to the use of the account and in particular, your login and password, your choices and preferences, the history of events in which you have participated.
- Data relating to browsing: this refers to Data relating to the way in which the User browses the Website. This Data may include the IP address, screen resolution, browser used, browsing time, search history, operating system used, language and pages viewed.
- Data relating to your participation in events organised by the Company: date of participation, stands visited, purchases made.
- Data relating to the use of social media: when you interact with social media functions.

3. How is your Personal Data collected?

Depending on how you interact with the Company, we may collect your Personal Data in the ways described below:

- We collect your Data directly from you when, for example, you fill in a contact or registration form, you send us an application form or a request for an estimate, you place an order or when you contact us (for example by sending us an e-mail).
- We collect your Data indirectly when you browse the Website by means of cookies and tags under the conditions defined in article 9.





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- We also collect your Data via third parties, including social media, when you use the account you hold with these third parties to log in or register for an event.

When you provide us with Data, it is your responsibility to ensure that it is accurate and complete. If necessary, you must update it.

4. Why is your Personal Data collected and how long is it kept?

We collect and process only the Personal Data necessary for the purposes summarised in the table below. This processing is based on the legal bases specified below.

Purposes of processing	Legal basis	Data kept for (duration)
Respond to your contact and information requests	Consent	Requests and responses are kept for three years from the last contact or until you withdraw your consent or exercise your right to object.
Manage your applications to take part in events organised by the Company	Conclusion and performance of the contract	The duration of the event and five years after its end.
Organising your participation in events organised by the Company	Conclusion and performance of the contract	The duration of the event and five years after its end.
Provide you with services related to your participation in events organised by the Company	Conclusion and performance of the contract	The duration of the event and five years after its end.
Customer service	Conclusion and performance of the contract, legitimate interest (customer relations management) and legal obligation (request to exercise rights)	The duration of the event and five years after its end.
Detecting and preventing attempts of fraud	Legitimate interest	For the duration of your browsing on the Website and for one year thereafter.
To send you information and news about events organised by the Company	Consent	Three years from the last contact or the end of our commercial relationship.
Analyse your preferences and habits	Legitimate interest	For the time necessary to achieve the purpose of the statistics or until you exercise your right to object.
Personalise and optimise your experience on the Website, in particular by enabling you to access certain functions, and to develop the Website's interactivity	Legitimate interest	For the duration of your browsing on the Website and for one year thereafter.
Produce statistics	Legitimate interest	For the time necessary to achieve the purpose of the statistics or until you exercise your right to object.

We keep your Data for no longer than is necessary for the purposes for which it is processed. We keep your Personal Data for at least the legal period prescribed by law, where this is specified.

Beyond this period, your Data may be archived in order to comply with the legal obligations to which we are subject (fraud prevention, dispute resolution). When it is no longer necessary to keep your Personal Data for the purposes for which it is kept, we will delete it.

Data used to establish proof of a right or contract, or retained to comply with a legal obligation by the Company, are archived in accordance with the provisions in force.

5. Who is your Personal Data intended for?

5.1 Your Data is intended for use by EQUIP'AUTO





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In order to respond to your requests or requests relating to our services, we may share your personal data with our service partners. Your data may also be communicated to any external advisers and auditors.

In addition, in order to provide our services to you and manage your data, we may use third parties who act as subcontractors. This includes subcontractors established outside the European Union or the European Economic Area, in which case we will ensure that adequate measures are in place to protect your personal data, in particular by means of standard EU contractual clauses concluded between us and the subcontractor.

5.2 With your consent when required, your Data may be transmitted to entities of the Group to which the Company belongs, as well as to partners, in particular so that they can send you information and news about the services and products they offer.

5.3 Where required by current regulations, the Company may transmit your Data to bodies and authorities legally authorised to access it (in particular judicial and administrative authorities).

6. How is your Data protected?

We take every precaution to protect the security and confidentiality of your Data, in particular to prevent it from being distorted, damaged, disclosed or accessed by unauthorised third parties.

7. What are your rights?

You have the right to access, rectify and delete your personal data, as well as the right to restrict its processing.

If the processing is based on EQUIP'AUTO's legitimate interests, you also have the right to object to the processing.

If the processing is based on the performance of the contract, you also have a right to portability.

Insofar as the processing of your personal data is based on your consent, you may withdraw your consent at any time, without this affecting the lawfulness of the processing carried out prior to the withdrawal of your consent.

In accordance with article 12.5 of the GDPR, EQUIP'AUTO may refuse your request if it is manifestly unfounded or excessive.

In accordance with article 40-1 of the French Data Protection Act (Loi informatique et libertés), you may define directives concerning the retention, deletion or communication of your personal data after your death. If these are general directives concerning all your personal data, they may be registered with a trusted digital third party certified by the Commission Nationale de l'Informatique et de Libertés (CNIL). In the case of specific directives concerning personal data collected by EQUIP'AUTO, these are registered with the company. You may modify or revoke your instructions at any time.

You have the right to lodge a complaint with a competent supervisory authority within the meaning of the European Data Protection Regulation and applicable laws if you consider that your personal data is being processed in breach of the European Data Protection Regulation. To do so, you may contact the competent supervisory authority in the Member State of the European Union of your habitual residence or of the place of the alleged infringement.

Our supervisory authority is the Commission Nationale Informatique et Libertés (CNIL), whose contact details can be found at the following address: www.cnil.fr.

To exercise your rights, please contact us using the following details:

By e-mail:

privacy@equipauto.com

By post:

Communications department, Salon EQUIP AUTO
43 route de Vaugirard 92190 Meudon FRANCE

8. Transfer of Personal Data

The processing of your Data for the purposes defined in the Policy may require your Data to be transferred and/or transmitted and/or stored outside the European Union. In this case, the Company will provide you with specific information.

9. Cookies

You are informed that, during your visits to the Website, one or more Cookies may be installed on your terminal.

You are also informed that the Company allows third parties to deposit Cookies through the Websites. The Company draws your attention to the fact that these Cookies are used solely and exclusively by these third parties.

9.1. What is a Cookie?





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A cookie is a text file that may be stored in a dedicated space on the hard disk of your terminal (computer, tablet, smartphone, etc.) when you consult an online service using your browser. This file enables its issuer to identify the terminal in which it is stored and thus to track your activity, and to remember information, such as your preferences or information you have previously entered in forms on the website, for the duration of the validity or storage of the cookie. Some cookies are essential to the use of the Website, others are used to optimise and personalise the content displayed, and others are used to display advertising.

9.2. Why and how are Cookies used?

We use cookies to facilitate the use of our Website and for technical and statistical purposes.

On your first visit to our Website, a banner will inform you of the presence of cookies and invite you to indicate your choice. Non-technical cookies are only placed if you accept them.

You can get information at any time and configure your cookies to accept or refuse them by going to the cookie management module at the bottom right of each page. You can indicate your preference either globally for the site, or service by service by clicking on each category of cookies to authorise or prohibit their use. For optimal browsing on the Website, we recommend that you keep the different categories of cookies activated.

You can also restrict or block these cookies by accessing your browser settings. If you do not want a website to install a cookie on your computer, your browser can be set to warn you before a cookie is installed. Your browser can also be set to refuse all cookies, or only third-party cookies. In the same way, you can delete any cookie already installed on your computer. Note that you will need to change the settings separately for each browser and each computer you use.

9.3. What types of cookies are used?

9.3.1 Technical cookies

The purpose of Technical Cookies is to facilitate browsing on the Website, to enable and improve the operation of the Website and access to the Website's various functions. They also enable security measures to be implemented. For example, when applicable, by asking you to connect again to the exhibitor area after a certain period of time.

9.3.2. Audience measurement cookies

Audience measurement cookies are used to measure the number of visitors to the Website and the communications sent to you (content, sections, time spent, browser used, etc.). You are informed that these Audience Measurement Cookies may, where appropriate, be placed on the Website by third parties on behalf of the Company.

9.3.3. Third-party targeted advertising cookies (Third-party advertising cookies)

Third-party advertising cookies enable us to offer advertising tailored to your areas of interest. They are placed by the Company or by third parties either on behalf of the Company or on their own behalf. To find out more about targeted advertising and

how you can accept or opt out of this type of advertising, please visit www.aboutads.info/choices or www.youronlinechoices.eu.

9.3.4. Third-party cookies linked to social media sharing buttons (third-party social network cookies)

Third-party social media cookies enable content on the Website to be shared with third parties. This is, in particular, the case for the "share" or "like" buttons emanating from third parties such as Facebook or Twitter. The Company does not control these third-party social network cookies or the Data collected by the companies managing these social media. If you do not wish the companies managing the social media to link the data collected via our Websites to the account you hold, you must first disconnect from the social media. The User is invited to consult the personal data protection policies of the companies managing the social media concerned.

9.4. How long are Cookies stored?

In accordance with data protection principles, you are informed that Cookies are kept for the period strictly necessary for the purposes for which they are used, within the limits defined by the competent data protection authority.

10. Changes to the privacy policy

We reserve the right to modify this Privacy Policy at any time.

If our Website's Privacy Policy changes, the revised text will be posted here. This Privacy Policy was last updated on 28 October 2024.

