

## DANIM PLATFORM PRIVACY POLICY

DANIM is committed to protecting the privacy of its users and providing an optimized user experience on its website and in the provision of its products and services (access to an online platform or ordering the right to use software for video creation).

The website [www.danim.com](http://www.danim.com) (including sites accessible through subdomains) is operated by the company DANIM, whose contact details are provided in the legal notice below.

To benefit from the products and services offered by DANIM, users must communicate personal data that are collected, processed, and protected in accordance with this privacy policy.

### I. PERSONAL DATA

The use of the DANIM website, products, and services requires users to provide a number of personal data.

#### **Methods of personal data collection:**

Data provided by the user during account creation

Creating an account and using DANIM products requires the user to provide the following information: name, first name, company, phone number, postal address, and email address (mandatory). Without this information, the user will not be able to create an account.

DANIM's collection of this data is necessary to fulfill its contractual and legal obligations, including account creation and product and service usage in accordance with the contract between DANIM and clients or users. Users who do not wish to provide this information will not be able to create an account or use the Platform.

#### **Data provided by the user during an order**

When a user places an order, the data is collected, processed, and validated by DANIM, which is responsible for order management.

The data transmitted to DANIM during the Order include email address, first name, last name, company, postal address, and possibly phone number. Banking data are transmitted directly to the payment service provider used by DANIM.

DANIM's collection of this data is necessary to fulfill its contractual and legal obligations, including the conclusion and execution of the contract attached to the use of the platform or software, order

management, monitoring of the contractual relationship with the client, billing and payment obligations, etc. Clients who do not wish to provide this information will not be able to place an order and benefit from the services offered by DANIM.

#### **Data provided by the user when sharing a video on a social network page**

For the first video share on a social network page, the user must provide account information and authorize access to their page.

The data transmitted to DANIM during the video share include the user's email address, name, profile picture, and friend list associated with the account.

DANIM's collection of this data is necessary to fulfill its contractual obligations to enable video sharing from its platform to the user's social network account.

Users who do not wish to provide this information will not be able to benefit from this service offered by DANIM.

#### **Data provided by the user via the contact form**

The contact form allows the user to request information and/or contact the sales or technical service.

The mandatory information on the contact form includes: name, first name, email address, subject, and message. Providing this data is mandatory to allow DANIM to respond to the user's request. Optionally, the user may provide their phone number.

Users who do not wish to provide the mandatory information will not be able to submit a contact request.

#### **Data provided during registration for the trial version**

The form to be filled out allows free use of the trial version of the platform. The mandatory information includes: name, first name, email address, and user type.

Users who do not wish to provide the mandatory information will not be able to register for the trial version.

#### **Use of personal data by DANIM:**

Data Controller: The data controller of this personal data is the company DANIM.

Purposes and legal bases: as explained above, the data collected for account creation, during an order, or when sharing a video on a social network, allow DANIM to manage the registration and

order follow-up between DANIM and the user, including the conclusion and execution of the final contract attached to the use of the platform or software and to provide the contractually agreed services. The collection and processing of this data are based on the execution of the contract and DANIM's legal obligations.

Regarding the contact form, the processing of data allows handling the user's request. The collection of this data is based on DANIM's legitimate interest in responding to user requests as part of its activity.

The data collected concerning clients and users may also be used by DANIM to create a file of contacts, prospects, and clients and to send informational emails to the user about DANIM, its activities, or products or services. This processing is based on the legitimate interests arising from the exercise of its commercial activity and prospecting.

DANIM undertakes not to transmit this data to third parties, except with the user's consent or in cases provided for in this policy.

Recipients and Sub-processors: in accordance with the purposes set out above, the user's personal data may be communicated to DANIM's personnel and suppliers acting as sub-processors (such as its host, payment service provider, newsletter sending application, etc.), including some providers based outside the European Union. DANIM takes all measures to require these suppliers to comply with applicable regulations and, where appropriate, that transfers are based on an adequate level of protection or sufficient guarantees.

Conservation and archiving: personal data concerning the user are kept for the duration of the relationship between DANIM and the user and then for a period of 3 years from the last contact from the user.

Personal data are archived for the duration of the statute of limitations, the duration necessary for the establishment, exercise, or defense of a legal claim (in principle, 5 years).

### **User rights regarding personal data communicated to DANIM**

Under the conditions provided by the current regulations, the user has the following rights concerning the personal data about them that they have communicated to DANIM:

- A right of access and rectification;
- A right to erasure of data ("right to be forgotten"), a right to restriction of processing;
- A right to object to processing when it is based on the legitimate interests of DANIM;
- The right to define directives regarding the fate of their personal data after their death;
- A right to portability of raw data provided to DANIM;
- The right to lodge a complaint with the CNIL (French Data Protection Authority).

In particular, anyone has the right to object to receiving informational emails from DANIM at any time. The user will have the option to unsubscribe by clicking on the link provided for this purpose in each of the emails.

These rights can be exercised with DANIM at the contact details provided below or at the following address: rgpd@danim.com.

**II. COOKIES AND TRACKERS**

A cookie or tracker is a file that is deposited and/or read in the user's terminal (computer, mobile device...) or linked to the user's identifiers if they are registered with DANIM.

DANIM uses a "Hubspot" cookie, which is necessary to manage the user's consent to the deposit of the cookies described below.

Third-party cookies deposited and managed by partners to provide various services (audience measurement to obtain statistics on site visits, cookies related to the sharing functionality on social networks) are used on the DANIM website.

The following cookies are used:

Service	Purpose	Validity Period
Facebook	Tracker to measure the effectiveness of advertisements displayed on the Facebook social network, and to optimize the redistribution of these ads via retargeting functionalities.	6 months
LinkedIn	Tracker to measure the effectiveness of advertisements displayed on the LinkedIn social network, and to optimize the redistribution of these ads via retargeting functionalities.	6 months
TikTok	Tracker to measure the effectiveness of advertisements displayed on the TikTok social network, and to optimize the redistribution of these ads via retargeting functionalities.	12 months
Intercom	Cookie necessary for help functionalities (product tour, help center, etc.) and support on the application.	9 months
Hubspot	Audience measurement cookie for the Hubspot service and cookie necessary for the operation of the chatbot.	6 months

Google	Audience measurement cookie for the Google Analytics service.	12 month
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These cookies are subject to user consent.

**By clicking "accept," the user gives their consent to the use of cookies, for a duration of 6 months.**

The user can withdraw their consent at any time by clicking on the "Cookie Preferences" tab.

The user can refuse the deposit of cookies by clicking on "customize." They can then configure their choices by accepting or refusing the cookies of their choice or all the cookies listed on the console.

They can also uninstall cookies by following the settings of their browser or operating system.

The removal of previously existing cookies on the browser has no impact on navigation on the platform but will cause the user to lose all the benefits provided by the cookie.

In particular, if the necessary cookie is deleted, the user will have to give their preferences for the deposit of cookies on the platform again during their next connection.

For more information, users can address any questions to DANIM at the contact details provided below.

### **III. LEGAL NOTICE**

The platform is published by DANIM, a simplified joint-stock company with a share capital of 1,547 euros, registered in the Paris Trade and Companies Register under the unique identification number 841 312 614, with its registered office at 86 Boulevard de Magenta, 75010 Paris, represented by its manager, Mr. Danyl Hassim.

The director of publication of the website is Mr. Danyl Hassim, in his capacity as manager.

You can contact DANIM at the following contact details:

- Electronically at the following addresses: [rgpd@danim.com](mailto:rgpd@danim.com)

- By post at the following address: 86 Boulevard de Magenta, 75010 Paris

The Platform, as well as the data, are hosted by the company OVH, a French company, with its head office located at 2 rue Kellermann - 59100 Roubaix – France, the phone number is 1007 and the email address [support@ovh.com](mailto:support@ovh.com), as well as by the company Amazon Web Services LLC, whose address is P.O. Box 81226, Seattle, WA 98108-1226, the URL <https://aws.amazon.com>, and the phone number is 00352 26 73 30 00.