

privacy policy

2021/2022

The following privacy policy applies to the use of the website: <https://www.lm-agency.eu>

The LMagency also attaches great importance to data protection. The collection and processing of your personal data is carried out in compliance with the applicable data protection regulations, in particular the EU General Data Protection Regulation (GDPR) 2018. We collect and process your personal data in order to offer you the above-mentioned website as a pure information portal. This statement describes how and for what purpose your data is collected and used and what options you have in relation to personal information.

By using this website, you consent to the collection, use and transfer of your information in accordance with this Privacy Policy.

1. Responsible contact

Responsible body for the collection, processing and use of your personal data within the meaning of the GDPR is:

LMagency - Lilian Müller
29 rue Albert Caron,
92150 Suresnes, France

mobile: 0033 (0) 616 07 33 78
contact@lm-agency.eu

If you wish to object to the collection, processing or use of your data by us in accordance with this Privacy Policy as a whole or for individual measures, you can address your objection to the above-mentioned contact.

You can save and print this privacy policy at any time.

2. General use of the website

a) Access data

We collect information about you as soon as you use this website. We automatically collect information about how you use and interact with our website and register information about your computer or mobile device. We collect, store and use data about every access to our online offer (as so-called server log files). The access data includes name and URL of the retrieved file, date and time of retrieval, amount of data transferred, message about successful retrieval (HTTP response code), browser type and browser version, operating system, referrer URL (which means the previously visited page), IP address and the requesting provider.

We use these log data without referring to your person or profiling for statistical evaluations for the purpose of operation, security and optimization of our online offer, but also for the anonymous recording of the number of visitors to our website (traffic) and the extent and nature of use of our website. Based on this information, we can provide personalised and location-based content, analyse traffic, troubleshoot and improve our services.

b) E-Mail and contact form

If you contact us (for example via contact form or e-mail), we will save your details for processing the request as well as in the event that follow-up questions arise. We store and use other personal data only if you consent to it or if this is permitted by law without special consent.

On this website you have the possibility to use a contact form, in which the user can enter his data voluntarily. The data the user needs to enter also includes an e-mail address and his name. All information required in this contact form are marked as mandatory, otherwise the desired contact cannot be established. With the entry and confirmation of the opt-in for establishing contact, the user grants us the voluntary consent to contact him according to Art. 6 para. 1 sentence 1 a) GDPR. The transmitted contact data will be deleted when the user request has been finalized and no further contact is required.

c) Links to other websites of other providers

On this website you find links to other websites on the Internet. By clicking on these links, the user leaves the LMAgency website. We assume no liability for violations, no matter for what legal reason, which could go along with the clicking on the links and leaving our website. In particular, we are not liable for data breaches that arise solely by clicking these links or doing any kind of mouse action on them and by visiting the externally linked pages.

d) Cookies

Cookies are used on this website. In a nutshell, cookies are small programs that are stored on the device from which the user accesses this page and that collect, transmit and evaluate information about user behavior on the Internet. These cookies are not stored by us, but on the servers of a third party outside the EU. If the user does not delete the cookies in his browser after the end of the session, these cookies allow the system to recognize later that the user has visited this page before. As a result, the previously made user settings regarding used web pages are restored and applied.

Information on the handling of cookies can also be found in the documentation of the used browser, in which also (partly automated) options may be offered to refuse the acceptance of cookies or to have them deleted automatically after the page is called up or deleted.

The saved cookies are also used to make the website user-friendly. Furthermore, session cookies are used to understand which subpages of the website the user has visited.

The legal basis for the collection of cookies results from Art. 6 para. 1 sentence 1 f DSGVO and serves the exercise of the legitimate interests of the website publisher and third parties involved in the website publication like server host and provider.

e) Google Analytics

We use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about the use of this website by the site visitors are usually transmitted to a Google server in the USA and stored there.

However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. IP anonymization is active on this website. Google will use this information on our behalf to evaluate your use of the website, to compile reports on website activity and to provide us with other services related to website activity and internet usage.

The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; however, we point out that in this case you may not be able to use all functions of this website.

In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading the browser plug-in available under the following link and install: <http://tools.google.com/dlpage/gaoptout?hl=en>.

f) Legal basis and storage duration

The legal basis for data processing according to the preceding paragraphs is Article 6 (1) (f) GDPR. Our interests in data processing include, in particular, ensuring the operation and security of the website, investigating the way the website is used by visitors, and simplifying the use of the website.

Unless specifically stated, we store personal data only as long as necessary to fulfill the purposes pursued.

3. Your rights as a person affected by the processing of personal data

Under applicable law, you have various rights regarding your personal information. If you would like to assert these rights, please send your request by e-mail or by post with a clear identification of your person to the address specified in section 1.

Below is an overview of your rights.

a) Right to obtain confirmation and information

At any time you have the right to obtain confirmation from us as to whether personal data concerning you is being processed. If this is the case, you have the right to obtain free information from us about the personal data that is stored about you and a copy of this data. Furthermore, you have the right to receive following information about:

- i. processing purposes;
- ii. the categories of personal data being processed;
- iii. the recipients or categories of recipients to whom the personal data have been disclosed or are yet to be disclosed, in particular to recipients in third countries or to international organisations;
- iv. if possible, the planned period during which the personal data are stored or, if this is not possible, the criteria for determining that period;
- v. the existence of a right to rectification or erasure of the personal data concerning you or to a restriction of processing by

- the responsible person or a right to object to such processing;
- vi. the existence of a right of appeal to a supervisory authority;
- vii. the source of the data as long as the personal information is not collected from you;
- viii. the existence of automated decision-making, including profiling, in accordance with Article 22 (1) and (4) GDPR and, at least in these cases, meaningful information about the logic involved and the implications and consequences of such processing for you.

If personal data are transmitted to a third country or to an international organisation, you have the right to be informed of the appropriate warranties under Article 46 of the GDPR in connection with the transfer.

b) Right to rectification

You have the right to demand immediate correction of incorrect personal data concerning you. Taking into account the purposes, you have the right to request the completion of incomplete personal data, also by means of a supplementary statement.

c) Right to cancellation ("right to be forgotten")

You have the right to ask us to delete your personal information without delay, and we are required to delete your personal information immediately if one of the following is true:

- i. The personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
- ii. You revoke your consent on which the processing was based in accordance with Article 6 (1) GDPR (a) or Article 9 (2) (a) GDPR and there is no need for any other legal basis for the processing.
- iii. In accordance with Article 21 (1) of the GDPR, you refuse the processing and there are no legitimate reasons for the processing, or you refuse the processing in accordance with Article 21 (2) GDPR.
- iv. The personal data were processed unlawfully.
- v. The deletion of the personal data is required to fulfill a legal obligation under Union or national law to which we are subject.
- vi. The personal data were collected in relation to information society services offered pursuant to Article 8 (1) of the GDPR.

If we have made your personal information public and we are required to delete it, we will take appropriate measures taking into account the technology available and the implementation costs including technical means to inform those responsible for processing your personal information, that you have requested the deletion of all links to such personal data or of all copies or replications of such personal data.

d) Right to restriction of processing

You have the right to demand from us the reception of the processing restriction if any of the following conditions apply:

- i. The accuracy of your personal information is contested by you for a period of time that enables us to verify the accuracy of your personal information.
- ii. The processing is unlawful and you do not wish to delete the personal data and instead request the restriction of the use of the personal data.
- iii. We no longer need your personal information for the purposes of processing, but you need the information to assert, exercise or defend your rights.
- iv. You have objected to the processing under Article 21 (1) of the GDPR and as long as it is not certain that the legitimate reasons of our company outweigh yours.

e) Right to data portability

You have the right to receive the personal information that you have provided us in a structured, common and machine-readable format, and you have the right to transfer that information to another person without hindrance, provided that

- i. the processing is based on a consent pursuant to Article 6 (1) (a) of the GDPR or Article 9 (2) (a) GDPR or on a contract pursuant to Article 6 (1) (b) GDPR, and
- ii. the processing is done using automated procedures.
- iii. In exercising your right to data portability in accordance with paragraph 1, you have the right to obtain that the personal data are transmitted directly by us to another party responsible and to the extent that this is technically feasible.

f) Right to object

You have the right to object at any time to the processing of personal data relating to you under Article 6 (1) (e) or (f) of the GDPR. This also applies to profiling based on these provisions. We no longer process personal information, unless we can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing is for the purposes of asserting, exercising or defending legal claims.

If personal data are processed by us in order to operate direct mail, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct mail.

You have the right, for reasons of your own particular situation, to object to the processing of personal data relating to you for scientific, historical or statistical purposes under Article 89 (1) of the GDPR, unless processing is necessary to fulfill a public interest task.

g) Automated decisions including profiling

You have the right not to be subjected to a decision based solely on automated processing - including profiling - that will have legal effect or similarly affect you in a similar manner.

h) Right to revoke a data protection consent

You have the right to revoke your consent to the processing of personal data at any time.

i) Right to complain to a supervisory authority

You have the right to complain to a supervisory authority, in particular in the Member State of your residence, employment or the place of the alleged breach, that you consider that the processing of your personal data is unlawful.

4. Data security

We make every effort to ensure the security of your data within the framework of applicable data protection laws and technical possibilities.

Your personal data will be transmitted encrypted with us. We use the SSL (Secure Socket Layer) coding system, but point out that data transmission over the Internet (for example, when communicating by e-mail) may have security vulnerabilities. A complete protection of the data from access by third parties is not possible.

To safeguard your data, we maintain technical and organisational security measures that we always adapt to state-of-the-art technology.

We also do not warrant that our offer will be available at specific times; disturbances, interruptions or failures cannot be excluded. The servers we use are regularly backed up carefully.

5. Automated decision-making

There is no automated decision-making based on personal data collected.

6. Disclosure of data to third parties, no data transfer to non-EU countries

Basically, we only use your personal data within our company.

If and to the extent that we engage third parties in the performance of contracts (such as logistics service providers), these personal data will only be received to the extent that the transmission is required for the corresponding service.

In the event that we outsource certain parts of the data processing ("order processing"), we contractually obligate processors to use personal data only in accordance with the requirements of data protection laws and to ensure the protection of the data subject's rights.

Data transmission to agencies or persons outside the EU outside of the cases mentioned in this declaration in point 2.3 does not take place and is not planned.