



# PRIVACY POLICY

Thank you for your interest in the information we provide through our website (the "Website").

<https://event.africa.equipauto.com/inter/en>

Our Website allows you to:

- Find out about events organized by EQUIP'AUTO;
- Contact EQUIP'AUTO;
- Apply to participate in events organized by EQUIP'AUTO;
- Track your requests to participate in events organized by EQUIP'AUTO and order additional services;

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

Personal Data (hereinafter "Personal Data" or "Data") is any information relating to an identified or identifiable natural person; An "identifiable natural person" is a natural person 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 their physical, physiological, genetic, mental, economic, cultural, or social identity, as defined by the regulations in force.

We attach great importance to respecting your privacy.

This Privacy Policy informs you under what circumstances and how we collect, use, and disclose your Personal Data in certain cases. We encourage you to read this Privacy Policy before submitting any information. By using our Website, you acknowledge that you understand and agree to 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 data controller for all your Personal Data collected on this Website is EQUIP'AUTO (hereinafter referred to as the "Company"), whose registered office is located at 43 route de Vaugirard 92190 MEUDON.

For more information, please see our **Legal Notice**.

## 2. What Personal Data is collected?

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

- Personal Data relating to your identity: this Data includes your surname, first name, email address, postal address, telephone number, and profile (candidate, visitor, exhibitor, etc.).
- Personal Data relating to your order: this Data refers to all the information necessary to fulfill and complete your order, including information relating to the credit card used (cardholder name, card number, expiration date, etc.), order details, order date, and exchanges with the customer service department. In any event, payment Data is processed in accordance with the regulations and security standards applicable in this area.
- Data relating to the connection and use of the account when you are the account holder: this Data refers to all the information you need to access your personal space, as well as information relating to the use of the account, including your username and password, your choices and preferences, and the history of events in which you have participated.



- Browsing data: this Data refers to data concerning how the User browses the Site. 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 organized by the Company: date of participation, stands visited, purchases made.
- Data relating to the use of social networks: when you interact with social network features.

### 3. How is your Personal Data collected?

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

- We collect your Data directly from you when, for example, you fill out a contact or registration form, send us a request to participate or for an estimate, place an order, or contact us (for example, by sending us an email).
- We collect your Data indirectly when you browse the Website using cookies and tags under the conditions defined in Article 9.
- We also collect your Data via third parties, including social networks, when you use your account 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 only collect and process Personal Data that is necessary for the purposes summarized in the table below. This processing is based on the legal grounds specified below.

Purposes of processing	Legal basis	Retention period
Responding to your contact requests and requests for information	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.
Managing your requests to participate in events organized by the Company	Conclusion and execution of the contract	The duration of the event and five years after its end.
Organizing your participation in events organized by the Company	Conclusion and execution of the contract	The duration of the event and five years after its end.
Providing you with services related to your participation in events organized by the Company	Conclusion and execution of the contract	The duration of the event and five years after its end.
Ensuring customer service	Conclusion and performance of the contract, legitimate interest (customer relationship quality management) and legal obligation (request to exercise rights)	The duration of the event and five years after its end.



Detecting and preventing fraud attempts	Legitimate interest	The time you spend browsing the Site and then for one year.
Sending you information and news about events organized by the Company	Consent	Three years from the last contact or the end of our business relationship.
Analyzing your preferences and habits	Legitimate interest	The time necessary to achieve the objective pursued by the statistics or until the right to object is exercised.
Personalize and optimize your experience on the Website, in particular by allowing you to access certain features and to develop the interactivity of the Website	Legitimate interest	The time you spend browsing the Website and then for one year.
Compiling statistics	Legitimate interest	The time necessary to achieve the objective of the statistics or until the right to object is exercised.

Beyond this period, your Data may be archived to comply with the legal obligations to which we are subject (fraud prevention, dispute resolution). When the storage of your Personal Data is no longer necessary for the purposes for which it is stored, we will delete said Personal Data concerning you. Data used to establish proof of a right or contract, or retained by the Company to comply with a legal obligation, is archived in accordance with the provisions in force.

## 5. Who is your Personal Data intended for?

### 5.1 Your Data is intended for EQUIP'AUTO

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 advisors and auditors.

In addition, in order to provide you with our services 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 through standard European Union contractual clauses agreed between us and the subcontractor.

5.2 With your consent where required, your Data may be transmitted to entities within 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 When required by applicable regulations, the Company may transmit your Data to organizations and authorities legally authorized to access it (in particular judicial and administrative authorities).

## 6. How is your Data protected?

We take all necessary precautions to preserve the security and confidentiality of your Data in order, in particular, to prevent it from being distorted, damaged, disclosed, or accessed by unauthorized 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 the legitimate interest of EQUIP'AUTO, you also have the right to object to the processing.

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

Insofar as the processing of your personal data is based on your consent, you have the option to 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 to grant your request if it is manifestly unfounded or excessive.

In accordance with Article 40-1 of the French Data Protection Act, you may define guidelines for the storage, erasure, or communication of your personal data after your death. If these are general guidelines concerning all of your personal data, they may be registered with a trusted third party certified by the French Data Protection Authority (CNIL). (CNIL). If these are specific guidelines concerning personal data collected by EQUIP'AUTO, they are registered with the latter. You may modify or revoke your guidelines 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 contravention of the European Data Protection Regulation. To do so, you can contact the competent supervisory authority in the European Union member state of your habitual residence or 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](http://www.cnil.fr).

To exercise your rights, you can contact us at the following address:

By email:

[privacy@equipauto.com](mailto:privacy@equipauto.com)

By mail:

Communications Department, EQUIP AUTO trade show

43 route de Vaugirard 92190 Meudon

## 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, specific information will be provided to you by the Company.

## 9. Cookies

You are informed that, when you visit the Website, one or more Cookies may be installed on your device.

You are also informed that the Company allows third parties to place Cookies via the Sites. 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?

A cookie is a text file that may be stored in a dedicated area of your device's hard drive (computer, tablet, smartphone, etc.) when you visit an online service using your browser. This file allows its issuer to identify the device on which it is stored and thus to track your activity and remember information, such as your preferences or the information you have previously entered in forms on the website, for the duration of the cookie's validity or storage. Some cookies are essential for the use of the Website, others optimize and personalize the content displayed, and others display advertisements.



## 9.2 Why and how are cookies used?

We use cookies to facilitate the use of our Site and for technical and statistical reasons.

When you first visit our Website, a banner informs you of the presence of cookies and invites you to indicate your choice. Non-technical cookies are only stored if you accept them.

You can find out more and configure your cookies to accept or refuse them at any time 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 authorize or prohibit their use. To ensure optimal browsing on the Website, it is advisable to keep the various categories of cookies enabled.

In addition, you can also restrict or block these cookies by accessing your browser settings. If you refuse to allow 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. Similarly, you can delete any cookies already installed on your computer. Please 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

Technical Cookies are used to facilitate navigation on the Website, enable and improve the functioning of the Website, and provide access to the various features of the Website. They also enable security measures to be implemented. For example, where applicable, by asking you to log in again to the exhibitor area after a certain period of time.

9.3.2. Audience Measurement Cookies EQUIP'AUTO SAS with capital of €6,230,200 | RCS NANTERRE No. 450 593 314  
43 route de Vaugirard - 92190 MEUDON | Tel: +33 (0) 1 46 25 02 48 | Email: [contact@equipauto.com](mailto:contact@equipauto.com)

Audience Measurement Cookies are used to measure traffic on the Website and communications sent to you (content, sections, time spent, browser used, etc.). You are informed that these Audience Measurement Cookies may, where applicable, 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 advertisements tailored to your interests. They are placed by the Company or by third parties either on behalf of the Company or on their own behalf. To learn more about targeted advertising and how you can accept or refuse (opt out) this type of advertising, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

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

Third-party social media cookies allow you to share the content of the Site with third parties. This is particularly the case for "share" or "like" buttons from third parties such as Facebook or Twitter. The Company does not control these third-party social media cookies or the Data collected by the companies that manage these social media networks. If you do not want the companies managing social networks to link the data collected through our Sites to your account, you must first log out of the social network. Users are invited to consult the personal data protection policies of the companies managing the social networks 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 protection authority.

## 10. Changes to the privacy policy

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

If the Privacy Policy of our Website changes, the revised statement will be posted here. This Privacy Policy was last updated on January 28, 2026.