

# Privacy policy

This Privacy Policy explains how Vidmizer collects, uses, and manages the disclosure of personal information. We understand that privacy issues are important to you and we take this seriously. This policy describes the personal information we may collect from you, the purposes for which we collect it, how we use it and how we keep it secure. This policy describes the choices you can make about your personal information, including how you can manage, delete or gain access to your personal information. Vidmizer will not collect, use or disclose your personal information other than in accordance with this policy.

## Data Protection Officer

Vidmizer's registered office is located at 17 Rue de la Cité Universitaire 75014 Paris. Vidmizer has appointed under the Data Protection Act (RGPD) an internal Data Protection Officer to contact you and whom you may contact if you have any questions or concerns about Vidmizer's personal data policies or practices. The name and contact details of Vidmizer's Data Protection Officer are:

Erwan Huhardeaux

17 Rue de la Cité Universitaire

[dpo@vidmizer.com](mailto:dpo@vidmizer.com)

## What do we mean by personal information?

Personal information, or personal data, refers to any information relating to an identified or identifiable natural person. A person is considered identifiable when he or she can be recognized, directly or indirectly, in particular by elements such as a name, an identification number, location data, online identifiers, or by characteristics

specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity.

This includes information such as your name, e-mail address, telephone number, postal address, IP address, or any other data that may identify you personally.

Aggregated or anonymized information, which does not allow you to be identified directly or indirectly, is not considered personal information. The same applies to aggregate statistics or data that do not reveal any individual identity.

However, information generated via the use of our websites (such as our Cutz site or blog), as well as the encoding, storage and viewing of videos, is not considered personal information unless it can be associated with other data that can identify you. In this case, they will be treated as personal data, in accordance with legal requirements, in particular those of the RGPD.

## **Obtaining your consent**

By using the site (<https://cutz.cloud>), you agree to our Privacy Policy. If you do not agree with this policy, please do not use the Vidmizer sites and services, nor provide Vidmizer with any personal data.

## **What are cookies?**

Like many websites, we use "cookies" and other similar tracking technologies (such as web beacons, scripts, web beacons) on our site. A cookie is a small text file placed on your computer or other device to enable the Site to recognize you. It contains a unique number and can distinguish you from other visitors. It contains no personal data. This means that it is very difficult to identify you personally using these cookies or to identify you when you visit third-party websites.

## **Our cookie policy**

When you visit our sites, we receive data from your devices, such as your IP address. This data does not generally allow us to identify you personally as a visitor. Nevertheless, in certain circumstances, this technical data may be associated with you if you have provided us with identifying information.

Like many websites, we may use cookies and similar technologies to collect technical data from your computer, tablet or cell phone. This data may include your IP address, browser type, and data about your interactions with our sites. We use this data to personalize the information we provide.

### **a) Website visit: <https://cutz.cloud>**

Cutz © is a registered trademark of Vidmizer

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other sites behaves in the same way as if the visitor were visiting that other site.

When you visit our website, the browser on your device automatically sends information to our website server. This information is temporarily recorded in a so-called logfile and stored until it is automatically deleted. This includes the IP address of the requesting server, the date and time of access, as well as the name and URL of the file accessed, and the URL of the website from which the user accessed it. In addition, the browser used, your computer's operating system and the name of the respective service provider are identified.

The purpose of processing the aforementioned data is to ensure a smooth connection to the website, to enable you to make the most of our Internet offering, and to evaluate the security and stability of the system. The data is also used for administrative purposes.

The legal basis for data processing is Article 6, paragraph 1, sentence 1, letter f of the General Data Protection Regulation (GDPR). Our legitimate interest derives from the data collection purposes listed above. Under no circumstances do we use the data collected for the purpose of drawing conclusions about your person. In addition, we use cookies and analysis services when you visit our website. You will find more information on this subject in points 4 and 5 of this privacy policy.

We install cookies on our pages to improve the user-friendliness of our Internet offering. Cookies are small files that your browser creates automatically and that are stored on each terminal when you visit a website. Information is stored in the cookie, each resulting in a connection with the specific terminal used. We use so-called

session cookies to find out whether you have already visited individual pages on our website. These are automatically deleted once you leave our site. We also use temporary cookies, which are stored on your terminal for an agreed, limited period. If you visit our pages again to take advantage of our services, they will automatically recognize that you have already accessed them and the entries and settings you have made, so that you do not have to enter them again. We also use cookies to statistically record and evaluate the use of our website. This data is used to optimize our offering. On subsequent visits, these cookies enable us to automatically recognize that you have already visited our pages. These cookies will be deleted automatically after a defined period of 13 months following their first deposit in the user's terminal equipment (following expression of consent). The data processed by cookies is necessary for the purposes mentioned to protect our legitimate interests and those of third parties, in accordance with Article 6, paragraph 1, sentence 1, letter f of the RGPD. Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a notification is displayed before a new cookie is created. Complete deactivation of cookies may prevent you from using the full functionality of our website.

## **b) Use of our contact form**

We offer you the possibility of contacting us via a form available on our website and blog. A valid e-mail address is required so that we know who is making the request and can respond. Other information may be provided on a voluntary basis. Data processing for contact purposes is carried out in accordance with Article 6, paragraph 1, sentence 1, letter a of the RGPD, on the basis of your voluntary consent.

## **C) Cookies linked to the Cutz video player**

In application of the European RGPD law, we use persistent cookies limited to 13 months when implementing our video player on customer sites using Cutz.

The video player integrated into Cutz collects anonymous statistical data on video viewing by Internet users: number of sessions, type of device, playback events (launch, pause, replay), country of visit, browser used. The purpose of this data is to establish audience statistics. It does not allow us to identify Internet users personally.

With regard to the management of cookies, Vidmizer applies CNIL regulations, informing Internet users of their purpose, obtaining their consent and providing them

with a means of refusing them, while respecting the maximum period of validity of this consent, which is 13 months.

It is the responsibility of our customers using Cutz to inform Internet users of the presence of these cookies on their site, as part of the overall cookie consent process they implement. Our customers undertake to include acceptance of Vidmizer player cookies in their cookie acceptance banner.

## **When do we collect data about you?**

We collect information about you when you provide it to us. For example, when you create an account and subscribe to our services. We also collect information when you call us, visit our offices or attend a trade show. In addition, and like most SaaS digital service solutions, we automatically collect technical data when you visit and interact with our websites and services.

We collect personal information through various activities and interactions. These activities include, but are not limited to:

**1. Use of our websites :**

- When you fill in contact forms, download white papers, or subscribe to our newsletters via our websites.

**2. Communications with our teams :**

- By email, chat, social networks, telephone, and other means of communication, during your exchanges with our support or sales teams.

**3. Account creation and user management on our platform:**

- When you create an account on our platform and invite other users to connect, we collect and use the information necessary for these purposes.

**4. Send us your contact details :**

- When you transmit your name, e-mail address and other identifying information before or after viewing a video via our sites or services, we collect this data in order to ensure the proper execution of the services offered.

**5. Visits and appointments :**

- We collect information during your visits to our site or during physical meetings with our teams.

**6. Competitions at our events:**

- Your information may be collected when you take part in competitions organized during our events.

**7. Gathering technical and analytical information :**

- We collect technical and analytical data via our sites and services, such as IP addresses, cookies and browsing logs. This information is used for performance measurement, security and service improvement purposes.

**8. Feedback from our sales teams and partners:**

- Our sales teams and business partners may pass on information they collect about you in the course of their professional interactions.

**9. Publicly available information :**

- We may collect publicly available information, such as that found in professional directories or on social networks. For example, we may cross-reference your company's contact information with that found on LinkedIn.

## **What type of information do we collect?**

We collect different types of personal information, depending on your interaction with our services. This information includes:

**1. Personal details :**

- Name, postal address, telephone number, e-mail address.

**2. Payment details :**

- Although this data is collected and processed by our payment partner, it may include information such as card type, credit card number, security code, billing address, authentication and security information, and other billing-related data.

**3. Professional information :**

- Information about the company and its employees, such as names, titles, activities and professional contact details.

**4. Multimedia content :**

- Images and videos uploaded to our platform via your account, as well as any other content uploaded via our services.
- 5. Applications :**
- Documents related to the applications you submit, including cover letters, CVs and other information relevant to your application.
- 6. Visitor information, collected anonymously :**
- Number of downloads, number of visualizations on the platform, carbon impact data, and other analytical data. This information is collected anonymously and does not allow you to be directly identified.
- 7. Inquiries and feedback :**
- Information, complaints, requests for information and comments that you send to our teams via the various communication channels available.

## **Data collected by the integrated video player**

- The Cutz application integrates a video player enabling our customers to broadcast videos encoded via our service on their own websites.
- This video player uses cookies to collect anonymous statistical data on video viewing: number of sessions, device type, playback events (launch, pause, replay), country visited, browser used... This data is used for audience measurement purposes only. It does not contain any information that could directly identify individual users.
- The audience data collected by the player is accessible to our customers from their Cutz account. It is kept for a maximum of 13 months. Beyond this period, the user's consent must be obtained again.
- It is the responsibility of our customers to inform visitors to their site of the presence of these cookies and to obtain their consent, by including those of the Vidmizer player in their cookie management policy.
- At the request of our customers, Vidmizer may provide them within a reasonable time with all the audience data collected by the player on their videos, or delete them from its servers.
- Vidmizer undertakes to host the player's cookie data on secure servers located in the European Union and to implement the protection measures required by the RGPD.

## **Our privacy practices**

Unsubscribe. If you no longer wish to receive marketing emails from us or would prefer that we do not share your personal information with our affiliates and/or third parties in the future, you may unsubscribe by following the instructions in the "Unsubscribe" link in the last message you received or by contacting us at [privacy@vidmizer.com](mailto:privacy@vidmizer.com). Please specify if you do not wish to receive messages from us, or if you do not want us to share your information with our affiliates and third parties. We will do our best to comply with your request as soon as possible. If you unsubscribe as described above, we will not be able to remove your personal information from the databases of third parties with whom your personal information has already been shared. If you wish to stop receiving marketing emails from these third parties, please contact them directly.

## **Data security**

We implement all necessary security measures to protect Vidmizer and Users against any unauthorized access, alteration, disclosure or destruction of the Data we have collected. To this end, we implement :

- effective technologies such as SSL encryption, hashing/encryption and firewalls on all our networks to prevent intrusion from malicious third parties;
- Internal audits of data collection, storage and processing are carried out on a regular basis in order to verify access to our databases and prevent unauthorized systems from accessing Vidmizer systems;
- restrictions on access to the Data collected: only Vidmizer Group employees whose duties require them to consult the Data are authorized to access it, subject to strict confidentiality obligations and to proportionate and appropriate disciplinary sanctions.



## **Data usage**

To the extent permitted by applicable law, we may use information about our Customers and Visitors for the following purposes or in the following ways: to provide the Vidmizer Services; to provide statistical data and reports on activity related to the carbon footprint and weight optimization of our customers' videos; to customize the Vidmizer Services; for internal business purposes, such as data analysis, performance analysis, audits, new product development, improving the Vidmizer Services, supporting the development of products, software and applications, conducting research, analysis, studies or surveys and identifying usage trends ; to maintain the security and integrity of the Vidmizer Services, our Customers' video content and data and our business; to comply with our contractual obligations, applicable legal or regulatory requirements and our policies, and to protect against criminal activity, claims and other risks; we may also use information about our Customers: to send them information and updates regarding Vidmizer Services and programs and promotions; to fulfill their requests, such as creating Vidmizer Services accounts; or to fulfill their purchases; in any other manner, with appropriate consent.

## **Storage period**

To the extent permitted by applicable law, Vidmizer will retain personal information about you for as long as necessary to fulfill the purposes described in this Privacy Policy, or as long as necessary to comply with legal obligations, resolve disputes or enforce our agreements, whichever is longer.

- Cookies will be kept for a maximum of 13 months, and a new express acceptance will be requested at the end of this period to reactivate them.
  
- All users who request immediate deletion of their data will receive confirmation within one month at the latest, and all data concerned will be deleted from Vidmizer's databases within this period.

## **Compliance with European data protection regulations (RGPD)**

To the extent permitted by applicable law, Vidmizer will retain personal information about you for as long as necessary to fulfill the purposes described in this Privacy Policy, or as long as necessary to comply with legal obligations, resolve disputes or enforce our agreements, whichever is longer.

<https://www.cnil.fr/fr/reglement-europeen-protection-donnees>

Additional rights for European residents. As a resident of the EU or of a country with substantially similar Personal Data protection legislation, you may have one or more of the following additional rights:

Right of access (art 15 - RGPD). You have the right to request a copy of the Personal Data we have collected about you by contacting us at [privacy@vidmizer.com](mailto:privacy@vidmizer.com).

Right of rectification and deletion (art 16 - RGPD). You have the right to request that we rectify or delete any Personal Data about you that is incomplete, incorrect, unnecessary or out of date.

Right to erasure "Right to be forgotten" (art 17 - RGPD/CNIL). You have the right to request the deletion in of your personal data held by us and the controller is obliged to delete such personal data as soon as possible, insofar as the processing is not necessary for the purposes of exercising the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims.

Right to limitation of processing (art 18 - RGPD). You have the right to request the limitation of the Processing of Personal Data concerning you for certain reasons, for example if you consider that the Personal Data we have collected about you is inaccurate or if you have objected to its Processing pending confirmation that our legitimate Processing criteria take precedence over yours.

According to the RGPD, every user must reconfirm his or her consent to the processing of personal data and cookies on the cutz.cloud service platform every 13 months.

Any user requesting the deletion of personal data or the recovery of all personal data must be able to obtain this within a maximum period of one month from the date of the request.

Right to data portability (art 20 - RGPD). You have the right to request and receive the Personal Data we have collected about you in a common machine-readable form.

Right to object (art 21 - RGPD). You have the right to object, at any time, to the Processing for direct marketing purposes of Personal Data concerning you.

Right to withdraw consent (art 7 - RGPD). If the Processing of your Personal Data is not based on any legitimate interest other than your consent, you have the right to withdraw your consent at any time without affecting the lawfulness of our Processing based on that consent prior to its withdrawal, including Processing related to existing contracts for our products and services.

Right to lodge a complaint with a supervisory authority (art 77 - RGPD). If you believe that our Processing of your Personal Data does not comply with applicable data protection legislation, you have the right to lodge a complaint with the local data protection authority ("DPA").

To exercise the above rights (with the exception of the right to lodge a complaint with a DPA, which you can exercise directly with a DPA), please contact us at [privacy@vidmizer.com](mailto:privacy@vidmizer.com). We will process all requests in accordance with applicable law and within a reasonable time. We may need to verify your identity before processing your request. You can view, correct and update certain information by logging into the Vidmizer service platform and editing your profile information. If Vidmizer receives a request from a Visitor, we may forward the request to the Customer and assist the Customer in responding to the request.

Legal disclosure. Vidmizer may be required to disclose Personal Data in response to lawful requests from public authorities, including data necessary to meet national security or law enforcement requirements, or pursuant to court orders.

## HubSpot

<https://legal.hubspot.com/fr/privacy-policy>

HubSpot, the marketing and sales service used by Vidmizer, naturally includes several databases that are also part of a data protection policy. The latter applies to the products that Vidmizer uses among those that HubSpot sells to its customers: the Blog tool, SEO, social media, site editor, lead management, landing pages, calls-to-action, marketing automation, e-mail, analytics and CRM. HubSpot reflects a visibly perfect transparency in its data processing and therefore informs not only its customers and partners, but also all possible interlocutors in terms of application law, through several conditions of use, agreements and data policies.

## Google Analytics

The tracking measures listed below and used by us are carried out on the basis of Article 6, paragraph 1, sentence 1, letter f of the RGPD as legitimate interests. On the one hand, these tracking measures are aimed at a design based on continuous optimization of our web pages. On the other hand, they serve to statistically record and evaluate the use of our website. This data is used to optimize our offering. The data processing purposes and the respective data categories can be found in the corresponding tracking tools. We use Google Analytics, a web analysis service provided by Google Inc. (<https://www.google.fr/intl/fr/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter referred to as "Google") for the purpose of designing and continuously optimizing our pages according to requirements. In this context, pseudonymized usage profiles are created and cookies are used (see point 4). The information generated by cookies about your use of this website, such as browser type/version, operating system used, referring URL (previously visited page), host name of the accessing computer (IP address), time of server request, is transmitted to a Google server in the USA and stored there. This information is used to evaluate the use of the website, to compile reports on website activity and to provide other services relating to website activity and Internet usage, for market research purposes and for custom website design. In addition, this information may also be transferred to third parties if required by law or if third parties process this data under contract. Under no circumstances will your IP

address be linked to other data by Google. IP addresses are anonymized so that no link can be established (IP masking). You can prevent the installation of cookies by configuring your browser accordingly. Please note, however, that if you do so, you may not be able to take full advantage of all the features of this website. In addition, you can prevent the collection of data generated by the cookie and linked to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=fr>). As an alternative to the browser add-on, especially for browsers on mobile devices, you can prevent collection by Google Analytics by clicking on this link. An opt-out cookie will be set to prevent the further collection of your data when you visit this site. The opt-out cookie is valid only in this browser and only for our website. It is stored on your device. If you delete cookies in this browser, the deactivation cookie must be reinstalled. For more information on Google Analytics privacy, please visit the Google Analytics Help Center (<https://support.google.com/analytics/answer/6004245?hl=fr>). Google Adwords (Remarketing/Conversion tracking) We use Google Adwords for our website. Google AdWords is an online advertising program from Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use the remarketing function for this purpose. Thanks to cookies, we can present users of our website with advertisements targeted to their interests. For this purpose, we analyze user interaction on our website, e.g. which offers interested the user, so that we can also serve targeted advertisements to users after they have visited our site. Installed cookies are used for the unambiguous identification of a browser on a specific computer and not for the identification of an individual. Personal data is not recorded. You can disable Google's use of cookies by clicking on the link below, downloading the plug-in provided and installing it: <https://www.google.com/settings/ads/plugin>. For further information on Google Remarketing and Google's privacy policy, please visit <http://www.google.com/privacy/ads/>.

As part of the Google AdWords service, we also use a tool called conversion tracking. When you click on an ad published by Google, a cookie is placed on your terminal to track conversions. These cookies lose their validity after 90 days, contain no personal data and are therefore not used for personal identification. The information collected by the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. You can prevent the installation of cookies by configuring your browser accordingly. However, we would like to point out that if you do so, you may not be able to take full advantage of all the features of this website. You can also disable Google interest-based ads and Google interest-based ads on the Web (within the Google display network) in your browser. To do this, activate the "Off" button at <http://www.google.fr/settings/ads> or deactivate it at

<http://www.aboutads.info/choices/>. Further information on possible settings and data protection can be found at <https://www.google.fr/intl/fr/policies/privacy/?fg=1>.

<https://policies.google.com/privacy>

## **OVH**

OVH has extensive expertise in data protection, privacy and compliance with complex regulations. We comply with the requirements of the Privacy Shield and the European Union's standard contractual clauses. OVH sees the GDPR as an important step forward in clarifying and enforcing privacy rights. We want to help you focus on your core business while preparing effectively for the General Data Protection Regulation. For more information,

[https://www.ovh.com/fr/protection-donnees-personnelles/privacy\\_policy.xml](https://www.ovh.com/fr/protection-donnees-personnelles/privacy_policy.xml)

<https://www.ovh.com/fr/protection-donnees-personnelles/>

## **Updates to this Privacy Policy**

We may update this Privacy Policy to reflect changes in our privacy information and practices. In the event of material changes, we will notify you by posting a notice on

the Site prior to or at the time such changes become effective. Your continued use of the Site following any such change constitutes your acceptance of the modified Privacy Policy. We encourage you to periodically visit this page to review the most current information about our privacy practices.

## **Scaleway**

SCALEWAY S.A.S attaches great importance to the protection and confidentiality of privacy and more particularly of personal data.

In this context, the present Privacy Policy will enable you to understand what personal data concerning you is collected by Scaleway, and what they do with it.

[https://www.scaleway.com/en/privacy-policy/?\\_ga=2.50429161.1731934008.1669024017-1022553844.1640077289](https://www.scaleway.com/en/privacy-policy/?_ga=2.50429161.1731934008.1669024017-1022553844.1640077289)

### Changes to the Privacy Policy

This Privacy Policy may change from time to time, in particular as a result of legislative and regulatory developments and in order to reflect changes in our practices and technologies.

## **VIDMIZER (CUTZ)**

To contact us about CUTZ privacy

privacy@vidmizer.com