



# CESAM

## Privacy Policy (last updated [26<sup>th</sup> March 2025])

### 1. Introduction

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The Comité d'Études et de Services des Assureurs Maritimes et Transports (CESAM), located at 11-15 rue Saint Georges, 75009 Paris, France, takes the privacy of your personal data very seriously. This privacy policy informs you about how we collect, use and protect your data when you register for and participate in the Rendez-Vous ParisMat Congress.

### 2. Data controller

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CESAM is responsible for processing your data. If you have any questions about the management of your personal data, you can contact us via our GDPR Referent at the following address: Pierre MASSIP - rgpd@cesam.org - +33(0)1.58.56.96.35.

### 3. Data processing

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We carry out several data processing operations as part of the organization and management of the Rendez-Vous ParisMat Congress. These processing operations are detailed below:

- **Registration and management of participants**

We collect your information to manage registrations, the issue of badges and access control.

- o **Data collected:** Name, first name, e-mail, profession, company, consent for image rights (capture, fixing and distribution).

- o **Legal basis:** Legitimate interest.

- o **Retention period:** 3 years after the last active contact.

- o **Data sharing:** Technical service providers (registration platform, CRM, badge printing service providers).

- **Communication before, during and after the event**

We use your data to send you practical information, notifications and to facilitate contact between participants.

- o **Purpose:** to send practical information, notifications and post-event follow-up; to compile the list of participants published on the cesam.org website; to encourage networking between participants via our mobile application; to provide information about future events; to conduct commercial prospecting for our training services.

- o **Data collected:** Name, first name, e-mail address, profession and company.

- o **Legal basis:** Consent.

- o **Retention period:** Until consent is withdrawn or 3 years after the last active contact.

- o **Data sharing:** Emailing tool (e.g. Mailchimp, Sendinblue). Mobile application.



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- **Capture and distribution of images**

Photographs and videos may be taken during the event (conference rooms, exhibition areas, outdoor areas, cocktail parties).

- o **Purpose:** Promotion of the event on all communication media (website, social networks, printed material, press and all other media) and future editions.
- o **Data collected:** Photographs and videos of participants.
- o **Legal basis:** Explicit consent obtained at the time of registration.
- o **Categories of persons concerned:** Participants, exhibitors, speakers.
- o **Retention period:** 5 years after the event.
- o **Data sharing:** Communication providers, marketing agencies, social networks.
- o **Security measures:** Consent collected and documented, right of opposition facilitated.

- **Statistical analysis of participants**

Anonymised data may be used for visitor surveys and to improve future editions of the Rendez-Vous ParisMAT.

- o **Data collected:** Function, business sector, number of visits.
- o **Legal basis:** Legitimate interest.
- o **Retention period:** 3 years in anonymised form.
- o **Data sharing:** No external transfers.

- **Management of individuals' rights (access, rectification, deletion)**

We respond to requests relating to your rights under the GDPR (access, modification, deletion of your data).

- o **Data collected:** Name, first name, e-mail, request made.
- o **Legal basis:** Legal obligation.
- o **Retention period:** 5 years for proof of processing of requests.

## 4. Data security

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We implement technical and organizational measures to guarantee the security of your personal data, such as restricted access, encryption of sensitive data and secure hosting. For e-mail communications, we apply a double opt-in system and make it easy to unsubscribe.

## 5. Your rights

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In accordance with the General Data Protection Regulation (GDPR), you have the following rights in relation to your personal data:

- **Right of access:** you may obtain from CESAM information relating to the processing of your personal data as well as a copy of this data.
- **Right of rectification:** you may request the correction of inaccurate or incomplete data.
- **Right to erasure:** you may request the deletion of your personal data, to the extent permitted by the laws in force.



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- **Right to object:** you may object to certain processing of your data.
- **Right to portability:** you may request the transmission of your data in a structured, commonly used format.
- **Right to withdraw your consent:** you have the right to withdraw your consent to the processing of your personal data at any time.

To exercise these rights, please contact our RGPD Officer at the above address.

## 6. Changes to the privacy policy

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This privacy policy may be updated. We will inform you of any significant changes by email or on our website.

## 7. Contact

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If you have any questions about this privacy policy or the management of your personal data, please do not hesitate to contact us: Pierre MASSIP - [rgpd@cesam.org](mailto:rgpd@cesam.org) - +33(0)1.58.56.96.35.