



PRIVACY POLICY

Thank you for your interest in the information made available through our [EQUIP AUTO Maroc-MAT](#) website (the "Website").

Our Website enables you:

- To obtain information about events organised by EQUIP'AUTO;
- To contact EQUIP'AUTO;
- To request a participation estimate;
- To create, access and manage an exhibitor account;
- To apply to participate in events organised by EQUIP'AUTO;
- To track your applications to participate in events organised by EQUIP'AUTO and order additional services;

Within this framework, we may collect and process your Personal Data depending on your request, in order to provide our services, following the collection of your consent where required, or on the basis of our legitimate interest.

Personal Data (hereinafter referred to as "Personal Data" or "Data") means any information relating to an identified or identifiable natural person. An identifiable natural person is one 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 his or her physical, physiological, genetic, mental, economic, cultural or social identity, as defined under the applicable legislation.

We attach great importance to protecting your privacy.

This Privacy Policy explains the circumstances in which, and the manner in which, we collect, use and, where applicable, disclose your Personal Data. We encourage you to read this Privacy Policy before submitting any information. By using our Website, you acknowledge that you have read, understood and accepted the terms of this Privacy Policy.

Our Website contains links to third-party websites. These websites may collect Personal Data relating to their visitors in accordance with their own privacy policies.

1. Who Processes Your Personal Data?

The data controller for all Personal Data collected through this Website is EQUIP'AUTO (hereinafter referred to as the "Company"), whose registered office is located at 43 route de Vaugirard, 92190 Meudon, France.

For further information, please refer to our **Legal Notice**.

2. What Personal Data Is Collected?



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

- Personal Data relating to your identity: including your surname, first name, email address, postal address, telephone number and your profile (candidate, visitor, exhibitor, etc.).
- Data relating to your enquiries submitted through the contact section: We process your Personal Data in order to respond to requests submitted via the contact form available on our Website. This Data includes your full name, company name, email address or telephone number, and your profile (candidate, visitor, exhibitor, supplier, etc.).
- Personal Data relating to your order: including all information required to process and complete your order, such as payment card details (cardholder's name, card number, expiry date), order details, order date, and correspondence with our sales department. In all cases, payment-related Data is processed in accordance with the applicable legal requirements and security standards.
- Data relating to your account login and use, where you hold an account: including all information required to access your personal account area, together with information relating to your use of the account, including your username and password, preferences and choices, and the history of events in which you have participated.
- Browsing Data: including information relating to the way the User browses the Website, such as IP address, screen resolution, browser type, browsing time, search history, operating system, language and pages viewed.
- Data relating to your participation in events organised by the Company: participation dates, exhibition stands visited and purchases made.
- Data relating to your use of social media: where you interact with social media 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, in particular when you complete a contact or registration form, submit a participation application or request an estimate, place an order, or otherwise contact us (for example, by sending us an email).
- We collect your Data indirectly when you browse the Website through the use of cookies and tracking technologies under the conditions described in Section 9.
- We also collect your Data through third parties, including social media platforms, where you use an account held with such third parties to log in or register for an event.

When you provide us with Data, you are responsible for ensuring that it is accurate and complete. Where necessary, you must keep it up to date.

4. Why Is Your Personal Data Collected? And How Long Is It Retained?

We collect and process only the Personal Data that is necessary to achieve the purposes set out in the table below. Such processing is based on the legal grounds specified below.



Purpose of Processing	Legal Basis	Retention Period
Responding to your contact requests and requests for information	Legitimate interest	Requests and the responses provided are retained for three years from the date of the last contact or until you exercise your right to object.
Managing your applications to participate in events organised by the Company	Performance of a contract	For the duration of the event and for five years thereafter.
Organising your participation in events organised by the Company	Performance of a contract	For the duration of the event and for five years thereafter.
Providing the services related to your participation in events organised by the Company	Performance of a contract	For the duration of the event and for five years thereafter.
Providing customer service	Performance of a contract, legitimate interest (customer relationship management), and legal obligation (handling data subject rights requests)	For the duration of the event and for five years thereafter.
Improving our services and events	Legitimate interest	Three years from the date the Data is collected.
Detecting and preventing fraud attempts	Legitimate interest	For the duration of your browsing session on the Website and for one year thereafter.
Sending you information and news relating to events organised by the Company	Legitimate interest	Three years from the date of the last contact or the end of our business relationship.
Analysing your preferences and habits	Legitimate interest	Three years from the date the Data is collected, or until you exercise your right to object.
Personalising and optimising your experience on the Website, including by enabling access to certain features and enhancing the Website's interactivity	Legitimate interest	For the duration of your browsing session on the Website and for one year thereafter.
Producing statistics	Legitimate interest	Thirteen months (analytics cookies) or three years



		(behavioural analyses), or until you exercise your right to object.
Managing accounting records and invoicing relating to your participation in events	Legal obligation	Ten years from the end of the relevant financial year (Article L.123-22 of the French Commercial Code).
Managing disputes and legal proceedings relating to the Event	Legitimate interest	For the duration of the event and for five years thereafter.

Beyond these retention periods, your Data may be archived in order to comply with the legal obligations to which we are subject (including fraud prevention and dispute resolution). Where the retention of your Personal Data is no longer necessary for the purposes for which it was collected and processed, we will delete the relevant Personal Data. Data required to establish proof of a right or a contract, or retained in order to comply with a legal obligation applicable to the Company, will be archived in accordance with the applicable legal provisions.

5. Who Are Your Personal Data Shared With?

5.1 Your Data are shared with EQUIP'AUTO

In order to respond to your requests or requests relating to our services, we may share your Personal Data with our service providers. Your Data may also be disclosed to our external advisers and auditors.

In addition, in order to provide our services and manage your Data, we may use third-party service providers acting as data processors. This may include processors established outside the European Union or the European Economic Area. In such cases, we ensure that appropriate safeguards are implemented to protect your Personal Data, in particular through the execution of the European Commission's Standard Contractual Clauses between the Company and the relevant processor.

5.2 Where your consent is required, your Data may be shared with the companies within the Group to which the Company belongs, as well as with selected partners, in particular so that they may send you information and updates regarding the services and products they offer.

5.3 Where required by applicable law, the Company may disclose your Data to public authorities and bodies legally authorised to access such information, including judicial and administrative authorities.

6. How Is Your Data Protected?

We implement all appropriate technical and organisational measures to preserve the security and confidentiality of your Data and, in particular, to prevent it from being altered, damaged, disclosed or accessed by unauthorised third parties.

7. What Are Your Rights?



You have the right to access, rectify and erase your Personal Data, as well as the right to request the restriction of its processing.

Where the processing of your Personal Data is based on EQUIP'AUTO's legitimate interest, you also have the right to object to such processing.

Where the processing is based on the performance of a contract or on your consent, you also have the right to data portability. Your Data will be provided to you in a structured, commonly used and machine-readable format.

Where the processing of your Personal Data is based on your consent, you may withdraw your consent at any time. Such withdrawal shall not affect the lawfulness of any processing carried out prior to the withdrawal of your consent.

EQUIP'AUTO undertakes to respond to your request within one month of its receipt. This period may be extended by a further two months where the request is complex or where a large number of requests have been received. You will be informed of any such extension, together with the reasons for the delay, within the initial one-month period.

In accordance with Article 12(5) of the General Data Protection Regulation (GDPR), EQUIP'AUTO may refuse to comply with your request where it is manifestly unfounded or excessive. In such circumstances, the Company will inform you in writing of the reasons for its refusal and of your right to lodge a complaint with a supervisory authority.

In accordance with Article 40-1 of the French Data Protection Act (*Loi Informatique et Libertés*), you may define instructions regarding the retention, deletion and disclosure of your Personal Data after your death. General instructions relating to all of your Personal Data may be registered with a digital trusted third party certified by the French Data Protection Authority (CNIL). Specific instructions relating only to the Personal Data collected by EQUIP'AUTO shall be registered directly with the Company. You may amend or revoke your instructions at any time.

You also have the right to lodge a complaint with a competent supervisory authority within the meaning of the General Data Protection Regulation and the applicable legislation if you consider that your Personal Data is being processed in breach of the GDPR.

To do so, you may contact the competent supervisory authority in the Member State of the European Union where you habitually reside or where the alleged infringement occurred. Our supervisory authority is the **French Data Protection Authority (Commission Nationale de l'Informatique et des Libertés – CNIL)**, whose contact details are available at: www.cnil.fr.

To exercise your rights, you may contact us using the following details:

By email:

privacy@equipauto.com

By post:

Communication Department – EQUIP AUTO Exhibition
43 route de Vaugirard
92190 Meudon
France

8. Transfer of Personal Data



The processing of your Data for the purposes set out in this Privacy Policy may require your Data to be transferred, transmitted and/or stored outside the European Union. Where this is the case, the Company will provide you with specific information regarding such transfers.

9. Cookies

You are informed that, when visiting the Website, one or more Cookies may be stored on your device.

You are also informed that the Company allows third parties to place Cookies through the Website. Please note that such Cookies are exclusively managed and operated by those 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 access an online service through your web browser. This file enables its issuer to recognise the device on which it is stored, monitor your activity and remember information such as your preferences or information that you have previously entered into forms available on the Website, for the duration of the Cookie's validity. Some Cookies are essential for the operation of the Website, while others enable us to optimise and personalise the content displayed, and others are used to display advertisements.

9.2 Why and How Are Cookies Used?

We use Cookies to facilitate the use of our Website and for technical and statistical purposes.

When you first visit our Website, a banner informs you of the use of Cookies and invites you to indicate your preferences. Non-essential Cookies are only placed on your device if you have given your consent.

You may, at any time, obtain information about and manage your Cookie preferences by accessing the Cookie management module available at the bottom right-hand corner of each page of the Website. You may indicate your preferences either globally for the Website or by category, by authorising or refusing the use of each type of Cookie individually. In order to ensure optimal browsing of the Website, we recommend keeping the different categories of Cookies enabled.

You may also restrict or block Cookies through your browser settings. If you do not wish a website to place Cookies on your computer, your browser can be configured to notify you before any Cookie is stored. Your browser may also be configured to refuse all Cookies or only third-party Cookies. Likewise, you may delete any Cookies that have already been stored on your device. Please note that these settings must be configured separately for each browser and each device you use.

9.3. What Types of Cookies Are Used?

9.3.1 Technical Cookies

Technical Cookies are intended to facilitate browsing on the Website, enable and improve its operation, and provide access to its various functionalities. They also help implement security measures. For example, where applicable, they may require you to log back into your exhibitor account after a certain period of inactivity.

9.3.2. Audience Measurement Cookies



Audience Measurement Cookies are used to measure traffic on the Website and the effectiveness of the communications sent to you (including content viewed, sections visited, time spent on the Website and browser used). You are informed that such Audience Measurement Cookies may, where applicable, be placed on the Website by third parties acting on behalf of the Company.

9.3.3. Third-Party Targeted Advertising Cookies (Third-Party Advertising Cookies)

Third-Party Advertising Cookies enable advertisements to be displayed that are tailored to your interests. These Cookies may be placed either by the Company or by third parties acting on behalf of the Company or on their own behalf. For further information about targeted advertising and how to accept or refuse (opt out of) this type of advertising, please visit www.aboutads.info/choices or www.youronlinechoices.eu

9.3.4. Third-Party Social Media Cookies (Social Media Cookies)

Third-Party Social Media Cookies enable Website content to be shared with third parties. This is notably the case for "Share" or "Like" buttons provided by third-party social media platforms such as Facebook or Twitter. The Company does not control these Third-Party Social Media Cookies or the Personal Data collected by the operators of these social media platforms. If you do not wish the operators of social media platforms to associate the Data collected through our Website with your social media account, you should log out of the relevant social media platform before visiting our Website. Users are invited to consult the privacy policies of the relevant social media platforms for further information on how their Personal Data is processed.

9.4. How Long Are Cookies Retained?

In accordance with the principles governing the protection of Personal Data, Cookies are retained only for the period strictly necessary to fulfil the purposes for which they are used, within the limits established by the competent supervisory authority.

10. Changes to the Privacy Policy

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

If the Privacy Policy applicable to our Website is amended, the updated version will be published on this page. This Privacy Policy was last updated on 28 January 2026.