



R3MSCORE — PRIVACY POLICY

November 2025 Edition

This Privacy Policy explains how **R3MSCORE** ("the Company", "we", "us") collects, uses, stores and protects Personal Data when providing its services, operating its website, and managing customer accounts.

It applies to:

- visitors of our website;
- prospective clients;
- clients and Authorized Users of the R3MSCORE platform;
- all individuals whose Personal Data may be processed through our Services.

1. IDENTITY OF THE DATA CONTROLLER

For data processed for our own business purposes, the Data Controller is: **R3MSCORE**

242 boulevard Voltaire, 75011 Paris, France

Email: privacy@r3mscore.com

For data processed on behalf of clients within the platform (surveys, datasets, analysis outputs), the **Client is the Data Controller**, and R3MSCORE acts as **Data Processor**, as defined in the Data Processing Agreement (DPA — Annex A of the T&C).

2. PERSONAL DATA WE COLLECT

We collect the following categories of Personal Data:

2.1. Account and Identification Data

- first name, last name;
- professional email address;
- company name and role;
- account credentials (hashed password).

2.2. Billing and Financial Information

- billing address;
- VAT number;
- invoice history;
- payment method information (stored exclusively by the payment provider).

2.3. Technical and Usage Data

- IP address;
- browser, device and operating system information;
- log events, session timestamps;
- API usage metrics;
- error logs and performance metrics.

2.4. Marketing and Communication Data

- newsletter opt-in status;
- contact form information;
- event registration details.

2.5. Data Processed on Behalf of Clients (Platform Content)

When clients upload or collect Personal Data using our Services (e.g., survey responses, datasets for emotional analysis), we process this data **solely on their instructions**. This data is governed by the **DPA** and **not used for any other purpose**.

3. PURPOSES OF PROCESSING AND LEGAL BASES

We process Personal Data for the following purposes:

Purpose	Legal Basis
Creating and managing accounts	Contract performance
Providing and improving the platform	Contract performance + Legitimate interest
Billing and payment processing	Legal obligation + Contract
Responding to support requests	Contract performance
Ensuring security and fraud prevention	Legitimate interest
Website analytics	Legitimate interest (or consent when required)
Marketing communications	Consent

4. COOKIES AND TRACKING TECHNOLOGIES

We use cookies to:

- ensure the platform functions correctly;
- analyse website traffic;
- improve user experience.

Non-essential cookies (e.g., marketing or advanced analytics) are used only with consent.

5. SHARING OF PERSONAL DATA

We may share Personal Data with the following categories of recipients:

- hosting providers;
- payment service providers;
- email delivery platforms;
- CRM or analytics tools;
- subcontractors listed in Annex A (DPA) of our TERMS & CONDITIONS (T&C).

We never sell Personal Data.

6. INTERNATIONAL DATA TRANSFERS

Some service providers may be located outside the European Economic Area (EEA). In such cases, transfers are governed by:

- adequacy decisions;
- Standard Contractual Clauses (SCC);
- supplementary technical and organisational measures.

7. DATA RETENTION

We retain Personal Data only for the time necessary for the purposes described:

- account data: as long as the account is active;
- billing data: **10 years** (legal requirement);
- technical logs: **12 months**;
- marketing data: **3 years** after last interaction;
- survey data or uploaded datasets: duration defined by the Client.

After these periods, data is deleted or anonymised.

8. SECURITY MEASURES

We implement strong technical and organisational measures, including:

- encryption in transit and at rest;
- access control and authentication;
- monitoring and intrusion detection;
- regular backups;
- principle of least privilege for staff access;
- periodic security reviews.

9. RIGHTS OF INDIVIDUALS

Under GDPR, individuals may exercise:

- right of access;
- right to rectification;
- right to erasure;
- right to restriction;
- right to data portability;
- right to object;
- right to withdraw consent.

Requests may be sent to: **privacy@r3mscore.com**

For data collected via the platform (surveys, datasets), requests must be addressed to the **Client**, who acts as Data Controller.

10. DATA BREACH NOTIFICATION

If a personal data breach occurs, we will:

- notify the affected Client (Data Controller) without undue delay;
- provide all information necessary for regulatory reporting.

11. CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect operational or regulatory changes. The revised version will be published online with updated effective dates.

12. CONTACT

For any privacy-related inquiries: **Email:** privacy@r3mscore.com

Address: 242 boulevard Voltaire, 75011 Paris, France