Treatment identification		Purpose of the processing	Transfers outside EU	Personal data	Subject to consent	Data retention time
Name	Function					
Data collection: container calls	Enterprise Tag Management	Monitoring of container call volumes Generation of TAG invoices	No	No	No, Necessary to the contract/billing process	31 days
Data collection: conversions for deduplication	Enterprise Tag Management / Déduplication	Deduplication reporting of solutions by conversions	No	No	Yes	90 days
Data processing: Serverside	Enterprise Tag Management / Serverside	Receive data and dispatch to third party server-to-server solutions	No	No by default (1)	Yes	No storage
Data processing: Serverside monitoring	Enterprise Tag Management / Serverside	Sampled storage of incoming and outgoing calls from the serverside module	No	No by default (1)	Yes	1 day
Data collection: performance tags	Enterprise Tag Management / Tags Performance	Performance reporting on the tags embedded in our containers	No	No	Yes	30 days
Data collection: display and consent of privacy	Consent Management	Counting of privacy banner displays and consents. Storage of consents in accordance with legislation	No	ID Unique CA (TCPID)	No	396 days
Data collection : Cookies Scanner	Consent Management	Collection of cookies placed on the client site to validate compliance	No			
Data collection: advertising campaigns, page views and conversions	Campaign analytics	Generation of a dashboard on the attribution of sales to marketing solutions	No	ID Unique CA (TC_ID) IP User Agent Conversion data	Yes	90 days
Data processing: generation of conversion paths	Campaign analytics	Generation of conversion paths from the collected data in order to build attribution	No	No	Yes	90 days
Export of raw or aggregated data	Campaign analytics	Export of collected or aggregated data	No	ID Unique CA (TC_ID) IP User Agent	Yes	Contract duration for aggregated data. 90 days for raw data
Data import	Campaign analytics	import of campaign and conversion data	No	ID Unique CA (TC_ID) IP User Agent Conversion data	Yes	25 months
Criteo Graph	Campaign analytics	reconciliation rate increment based on Criteo identifiers	No	Non	Yes	1 year
Data collection: page views	Data Activation	Collection of the navigation of Internet users on a website for the purpose of profiling	No	ID Unique CA (TC_ID) IP User Agent User ID Any other data necessary to the client project	Yes	30 days
Data collection: one tag	Data Activation	Collection of online events and potential storage for transfer to partners, segmentation and export	No	ID Unique CA (TC_ID) IP User Agent User ID Any other data necessary to the client project	Yes	defined by the contract
Data processing: user segmentation	Data Activation	Algorithm for allocating users to predefined segments	No	No	Yes	defined by the contract
Data processing: calculation of behavioural variables	Data Activation	calculation of variables for segmentation and export purposes	No	No	Yes	defined by the contract
Data export	Data Activation	Export data to any destination requested by the customer	No	Any data collected is exportable	Yes	defined by the contract
Data collection: cookies synchronisation	Data Activation	Matching our IDs with partner IDs	No	ID Unique CA (TCID) IDs partners	Yes	365 days
CRM imports	Data Activation	Import of CRM data and reconciliation with data collection	No	Any data necessary to the custo	Yes	3 years
Conversions imports	Data Activation	Import of conversion and reconciliation with the collection	No	Lastname, firstname, email, coo	Yes	3 months
Data processing: user identification	Identity Resolution	Algorithm for reconciliation of multi-device Internet users	No	ID Unique CA (TC_ID) IP User Agent User ID	Yes	defined by the contract
Data backups	All	Periodic backup of our platform data	No	Any data hosted in database	N/A	3 months

Please note:
- TC_ID: internal use in Commanders Act
Not transmitted as is
- IP: Can be anonymised as an option in all products

(1) : will depend on the use of the product.

COMMANDERS ACT