

# PRIVACY POLICY — BEE BRIDGES INTERACTIVE

Last updated: 11/30/2025

## Introduction

This Privacy Policy aims to inform users of the Bee Bridges Interactive website about how their personal data is collected, processed, and protected.

Bee Bridges Interactive is committed to complying with the General Data Protection Regulation (GDPR) and the French Data Protection Act (“Informatique et Libertés”).

## Data Controller

Personal data collected through this website is processed by:

### **BEE BRIDGES INTERACTIVE**

SAS registered under SIREN 988 289 492

Registered office: 229 rue Saint-Honoré, 75001 Paris, France

Contact: [contact@beebridgesinteractive.com](mailto:contact@beebridgesinteractive.com)

## Data Collected

**We may collect the following information:**

Data provided directly by the user

- First and last name
- Email address
- Messages sent through the contact form
- Data provided when subscribing to the newsletter
- Data submitted through forms (wishlist, information requests, etc.)
- Any other information voluntarily transmitted

## Data collected automatically

- IP address
- Browsing data
- Device type
- Pages visited
- Cookies (see Section)

## CRM Data

If you interact with our forms, your information may be integrated into our CRM system to manage communication and follow-up.

## **Purposes of Processing**

Your data may be used to:

- Respond to your inquiries via the contact form
- Manage your newsletter subscription
- Send you information about the game or our projects (with your consent)
- Track interactions through our CRM
- Improve the website and its functionality
- Analyze website traffic and usage
- Ensure security and fraud prevention

We never sell your data.

## **Legal Basis for Processing**

Depending on the situation, processing is based on:

- Your consent (newsletter, cookies, forms)
- Our legitimate interest (website improvement, security, anonymous statistics)
- A legal obligation (responding to regulatory requests)

## **Data Recipients**

Your data may be shared with:

- The internal Bee Bridges Interactive team
- Our technical service providers (hosting provider OVH, CRM tools, analytics tools)

- Our partners, only if you explicitly authorize it

No commercial transfer of personal data is carried out.

### **Data Retention Period**

We retain your data only for as long as necessary for the intended purpose:

- Newsletter: until you unsubscribe
- Contact form: 12 to 24 months
- CRM: as long as the relationship or follow-up is active
- Cookies: variable duration depending on the type (see Cookies section)

You may request the deletion of your data at any time.

### **Cookies**

Our website may use several types of cookies:

#### Technical Cookies

Essential for the proper functioning of the website.

→ Cannot be disabled.

#### Analytics Cookies

Audience measurement and anonymous statistics.

→ Require your consent.

#### Marketing Cookies

Advertising tracking, social networks.

→ Require your consent.

You may manage your preferences through:

- the cookie banner displayed on your first visit
- your browser settings

For more information, refer to your browser's official documentation.

## **Your Rights**

You have the following rights:

- Right of access
- Right to rectification
- Right to object
- Right to erasure ("right to be forgotten")
- Right to restrict processing
- Right to data portability
- Right to withdraw your consent at any time (newsletter, cookies, etc.)

To exercise your rights:

👉 **contact@beebridgesinteractive.com**

If you believe your rights have not been respected, you may file a complaint with the CNIL ([www.cnil.fr](http://www.cnil.fr)).

## **Security**

Bee Bridges Interactive implements all necessary technical and organizational measures to protect your data from:

- loss
- alteration
- unauthorized access
- disclosure

## **Policy Updates**

We may update this policy at any time to:

- comply with legal developments
- integrate new tools
- improve transparency

The most recent version is always available on this page.