

PURPOSE 1. Institutional communication management and brand development



Sub-purpose	Legal basis for processing	Duration data retention	Recipients of data (by category - to refer to the inventory)	Data obtained from third parties (by category - to refer to the inventory)	Additional information
1.1 Development of the Group brand (games and competitions, surveys, commercial communications, etc.)	<p>The legal basis is the legitimate interest. The legitimate interest is to promote the image of Crédit Agricole and ensure commercial animation</p> <p>By exceptions:</p> <ul style="list-style-type: none"> • Execution of a contract when Crédit Agricole SA provides a connected online space • Consent for electronic communications for commercial purposes 	3 years from the last contact with the data subjects or until their unsubscription (Newsletter, connected area, etc.)	<p>Partners and service providers within the Crédit Agricole</p> <p>GroupPartners and service providers outside the Crédit Agricole Group</p>		<p>You have the option to withdraw your consent at any time.</p> <p>You have the possibility to object at any time and without justification to any processing of your data for prospecting purposes.</p> <p>You can object to processing based on the legitimate interest of Crédit Agricole SA for reasons relating to your particular situation (see section "What are your rights?")</p>
1.2 Management of corporate communication	<p>The legal basis is the legitimate interest.</p> <p>The legitimate interest is to promote the image of Crédit Agricole</p>	Until the person concerned has been unsubscribed from the contact list.	Partners and service providers within the Crédit Agricole Group		<p>You can object to processing based on the legitimate interest of Crédit Agricole SA for reasons relating to your particular situation (see section "What are your rights?")</p>
1.3 Use of cookies and trackers	<p>The legal basis is the consent of the user</p> <p>By exceptions:</p> <ul style="list-style-type: none"> • Legitimate interest regarding audience measurement (when the cookies concerned meet the exceptions to the collection of consent), the proper consultation of electronic communications and technical cookies. <p>Its interest is to optimise the use of its website and to ensure the proper reception and opening of its</p>	<p>Information collected through audience measurement trackers, exempt from prior consent collection, is kept for a maximum of 25 months.</p> <p>Furthermore, the retention period of your consent or refusal is 6 months</p>	<p>Partners and service providers of Crédit Agricole S.A. within the Crédit Agricole</p> <p>GroupPartners and service providers outside the Crédit Agricole Group (Example: advertising and audience measurement cookie providers)</p>		<p>You have the option to withdraw your consent at any time.</p> <p>You have the possibility to object at any time and without justification to any processing of your data for prospecting purposes. You can object to processing based on the legitimate interest of Crédit Agricole S.A. for reasons relating to your particular situation (see section "What are your rights?").</p>

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