

PERSONAL DATA PROTECTION CHARTER
Version in force since 16/02/2026
In case of discrepancy, the French version shall prevail.

DPPI (hereinafter referred to as DPPI MEDIA or DPPI PRODUCTION) pays particular attention to the integrity and use of your personal data, as well as to the respect of your rights in accordance with European Regulation 2016/679 (GDPR) and the French Data Protection Act No. 78-17.

You can consult the applicable European Regulation here:

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016R0679>

Our Data Protection Officer (DPO) remains at your disposal to answer any additional requests for information and to assist you in exercising your rights:

dpo@dppi.net

This version of our Personal Data Protection Charter may be modified freely by DPPI.

It is intended to inform you, as a data subject, about the processing of your personal data within the meaning of the applicable regulations.

Your data controller: DPPI

DPPI collects and processes your personal data as a data controller.

- **DPPI MEDIA:** SAS, RCS No. 533 962 478
Registered office: 6 rue Casimir Delavigne, 75006 Paris, France
- **DPPI PRODUCTION:** SAS, RCS No. 794 588 194
Registered office: 6 rue Casimir Delavigne, 75006 Paris, France

Your personal data and its collection by DPPI

Your personal data is collected by DPPI:

- during our commercial and client-related exchanges,
- in the context of our prospecting activities or your requests for quotes/offers,
- during the performance of our services,
- or when you use our websites (dppiheritage.com or media.dppi-images.com) via the contact form.

We do not collect any personal data that is not necessary for the processing purpose, in strict compliance with the principle of data minimization.

Your personal data is not transferred to countries outside the EU. However, should such a transfer occur, it would only be carried out with companies located in a country subject to an EU adequacy decision, or with entities that have accepted and signed the European Commission's standard contractual clauses ensuring an adequate level of personal data protection.

We may process the following categories of personal data:

- **Identity and contact data:** title, last name, first name, address, phone number, email address;
- **Customer history data**, which may include personal data (order and payment history, payment instruments, invoicing, exercised legal warranties, dispute-related data), and more generally any information you provide to us as part of our customer service or after-sales service.
DPPI does not have access to your banking data when payment is made online by credit card (payments are processed via the API of our payment service provider);
- **Your preferences and interests** regarding our products and offers (types of licenses subscribed to, photographs ordered or viewed, preferred photography fields and themes such as sport, nature, etc.);
- **Your browsing data** on our website: browsing path, purchasing journey, cart history, the website that redirected you to ours, your IP address, and timestamps of your connections.

Processing of your personal data and legal bases

We process your personal data for the following purposes and on the following legal bases:

- **Informing you about our license offers and products as part of commercial prospecting**
Legal basis: Your consent
- **Order management and execution** (providing download links or products via our appointed carriers, issuing invoices)
Legal basis: Performance of the contract between DPPI and you
- **After-sales service and legal warranty management**
Legal basis: Performance of the contract
- **Delivery**
Legal basis: Performance of the contract
- **Management of your photographic license rights**
Legal basis: Performance of the contract
- **Payment management** (we do not process your banking data for online payments)
Legal basis: Performance of the contract
- **Functional cookies on our website** (sessions, bug detection, cart functionality, etc.)
Legal basis: Legitimate interest
- **Browsing trackers, targeting and browsing history (preferences)**
Legal basis: Your consent

Data retention periods

- Personal data collected for commercial prospecting purposes is retained for **3 years** from the date of your consent.
- Personal data relating to your orders (customer relationship) is retained for the duration of the contractual relationship, extended by the applicable statutory limitation periods (ranging from **2 years** under consumer law to **5 years** under civil law, outside consumer relationships).
- Data relating to legal or commercial warranties (where applicable) is retained for the duration of the legal warranty (**2 years** in the case of conformity warranty).
- Certain documents containing personal data may be retained for longer mandatory periods due to applicable regulations, such as accounting documents, which are retained for **10 years**.
- Website connection data is retained for **1 year**.
- Data collected via cookies subject to consent is retained for **13 months**.

Exercising your rights

Subject to regulatory conditions, you have the following rights:

- **Right of access**, allowing you to obtain confirmation as to whether or not personal data concerning you is being processed, and to receive a copy of all personal data held by DPPI.
- **Right of rectification**, allowing you to correct inaccurate or outdated information, and to complete incomplete data.
- **Right to erasure**, allowing you—subject to our legal retention obligations—to obtain the deletion of your personal data.
- **Right to object**, in particular to commercial prospecting by DPPI.
- **Right to restriction of processing**.

You may exercise these rights by email at **dpo@dppi.net**, or by written request addressed to the Data Protection Officer at the following address:
6 rue Casimir Delavigne, 75006 Paris, France.

Your request must clearly state your last name, first name, address, email address, and the purpose of your request.

To ensure that the request originates from the data subject, it must be accompanied by a copy of a valid identity document.

DPPI undertakes to respond to verified requests within **one month** of receipt, unless a legally justified exception requires an extension of up to two additional months.

In case of difficulty, you may contact our Data Protection Officer directly at **dpo@dppi.net**, or lodge a complaint with the French Data Protection Authority (CNIL).

DPPI subcontractors and partners

DPPI may share your personal data with service providers or authorized parties involved in fulfilling its contractual or legal obligations, or for its legitimate interests, including carriers, website maintenance providers, data hosting providers, accountants, and legal advisors in the event of a dispute.

If you wish to know more and obtain specific information about the service providers or partners to whom your personal data has been disclosed, you may contact our DPO at the following address:
dpo@dppi.net