



Updated on 2025/07/07

Policy on the processing of personal data in the context of Bpifrance's public affairs and media relations activities

1. WHO IS THIS POLICY FOR?

This policy (the "**Policy**") is intended for all persons whose data is processed by Bpifrance, its entities or persons acting directly or indirectly on its behalf, in the context of Bpifrance's activities in terms of public affairs and communication on its activities.

To this end, Bpifrance is required to process personal data in this context, and is concerned by the provisions applicable to the processing of personal data.

You are covered by this Policy if you ("**You**") are:

- A public, political or media figure (influencer, content creator, essayist, author, journalist, editor-in-chief, reporter, photographer, etc.) or any person acting on your behalf (hereinafter the "**Personality**");
- Beneficiary of a newsletter on a website managed and administered by Bpifrance (hereinafter the "**Subscriber**");
- Participant in an event open to the public organized by Bpifrance and including images or video recordings of the event and the voices of the participants (hereinafter the "**Participant** "). Paid services that are the subject of a contract and specific conditions are excluded.
- An expert in a particular field whose role is to interact with Bpifrance in the context of working groups, conferences and/or events organized (past or future) by Bpifrance (hereinafter the "**Experts**")

When you provide personal data relating to other persons, it is your responsibility to duly inform these persons of the transmission of their data to Bpifrance and to make available to them the information contained in this Policy.

2. WHO IS RESPONSIBLE FOR THE PROCESSING CARRIED OUT?

Bpifrance, 27-31 avenue du Général Leclerc 94 710 Maisons Alfort, is deemed to act as a data controller (the "**Company** ") when it processes your personal data for the purposes detailed below.

3. WHAT DATA DOES BPIFRANCE PROCESS, FOR WHAT PURPOSES AND FOR HOW LONG IS THIS DATA KEPT?

In accordance with the applicable regulations, in particular European Regulation 2016/679, known as the General Data Protection Regulation (GDPR) and the national provisions relating to information technology, files and freedoms (hereinafter the Applicable Regulation), Bpifrance, as data controller, collects and processes your personal data for the purposes listed below.

Bpifrance retains your personal data for the time necessary to implement the purposes set out and applies the retention periods below.



Legal basis for processing	Purposes of the processing	Categories of Personal Data Processed	Retention period
Consent	1. Sending the Subscriber a newsletter that can be personalized on his or her initiative according to his or her interests	Contact data : e-mail address <i>Optionally:</i> Identification data : surname, first name Data on working life : region, industry, interest or topic	3 years from the last interaction with the Subscriber
On the basis of Bpifrance's legitimate interest in developing and managing his relations	2. Invitation to an event organized by and/or for Bpifrance	Identification data : title, surname, first name Data relating to professional life : professional postal address, professional telephone number, professional e-mail address, position/position within the company	3 years from the last contact with the Personality
	3. Capture of images and videos of the Participant during his/her participation in an event covered by Bpifrance as part of his/her communication	Identification data : image and voice of the person	5 years in active database from online publication
	4. Identification of the Personality in order to understand its positions, expectations, and the field of action and/or influence of the latter	Identification data : title, surname, first name Data relating to professional life : professional postal address, professional telephone number, professional e-mail address, functions, mandates, positions, organisation to which they are attached, areas of expertise, subjects covered or preferred, information relating to academic, professional and	1 year from receipt or consolidation of the news



	5. Exchange and manage the business relationship between Bpifrance and the Personality	Identification data : title, surname, first name Data relating to professional life : professional postal address, professional telephone number, professional e-mail address, function/position within the organisation to which they are attached Data from correspondence: interviews, phone calls, e-mails, instant messaging, social media communications, or any other type of communication	3 years from the last contact with the Personality
Legitimate interest related to the defence of Bpifrance's interests	6. Manage some possible contentious	Identification data : title, surname, first name, signature (electronic or handwritten) Data relating to professional life : professional postal address, professional telephone number, professional e-mail address, position/position within the company. Any other data necessary for the management of the dispute	Until remedies have been exhausted
On the basis of the contract	7. Capture of images and videos of the Participant during his/her participation in a Bpifrance event for the purpose of reproduction and dissemination on Bpifrance's communication channels 8. Management and retention of image rights authorisations 9. Management of any associated litigation	Identification data : image and voice of the person Data relating to professional life : function/quality within the company, information relating to professional academic and/or political background	5 years in active base from the date of signature of the contract
On the basis of legitimate interest in managing and developing one's relationships with the Experts	10. Identification and knowledge of Experts, exchanges on interaction opportunities or on technical themes	Identification data : image and voice of the person Data relating to professional life : function/quality within the company, information relating to professional academic and/or political background	5 years from the end of the relationship



4. HOW IS YOUR PERSONAL DATA COLLECTED?

Some data may also have been collected by Bpifrance Assurance Export indirectly from:

- Freely accessible sources on the internet, professional social networks, professional directories
- Company websites and other official databases;
- Data brokers listed here <https://urlr.me/j2c3vs> ;
- Official publications (e.g. the Official Journal of the French Republic, the Trade and Companies Register, databases managed by banking sector supervisory authorities) or made available by private partners;
- In the press, on all websites (e.g. writing an opinion piece in the press revealing some of your personal data, personal data deliberately communicated by you to a journalist in the context of an interview intended to be published or on social networks, particularly professional networks, etc.).

In these cases, Bpifrance ensures that the indirect collection of your data is carried out in accordance with the requirements of the GDPR.

5. TO WHOM WILL YOUR PERSONAL DATA BE DISCLOSED?

Your data is intended for Bpifrance and will also be communicated to the other entities of the Bpifrance group, as soon as this transmission is necessary to enable these entities to meet their legal, regulatory or contractual obligations, or to ensure the deployment of the proposed system. This transmission of intra-group information does not in any way exempt the entities of the Bpifrance group from the legal, regulatory or contractual confidentiality obligations that apply to them with regard to third parties.

Bpifrance is committed to limiting the transfer of personal data outside the European Union. When such transfers are to be implemented, Bpifrance relies on the basis of:

- a decision issued by the European Commission, attesting to the level of adequacy of the regulations of the country to which your data is transferred;
- one of the derogations provided for by the GDPR (in particular when the transfers are implemented because they are necessary for the conclusion or performance of a contract concluded in your interest between Bpifrance and the legal person to which you are linked);

In other cases, Bpifrance ensures that the transfer is supervised in accordance with the GDPR and implements appropriate guarantees with regard to the protection of personal data, by means of legal, technical and organisational measures.

6. WHAT ARE YOUR RIGHTS?

In accordance with the Applicable Regulations, and subject to the conditions set out therein for the exercise of these rights, you benefit from:

- The right to access, rectify, delete, and portability of your personal data.
- The right to request the limitation of the processing that concerns you and to object to receiving commercial prospecting where applicable.
- The ability to provide Bpifrance with instructions relating to the fate of his or her personal data after your death.

To exercise your rights, you can contact the data protection officer of the Bpifrance group, using the contact details provided in Section 7 ("*How to contact Bpifrance?*") below.

You also have the right to lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL).



7. HOW TO CONTACT BPIFRANCE?

Please send all correspondence to the Data Protection Officer (DPO) of the Bpifrance group using the contact details below:

- Via our online form accessible here : <https://bpifrance.app.witik.io/fr/form/bpi/formulaire-rgpd-bpifrance>
- By post by writing to Bpifrance - DCCP - Data Protection Officer Address: 27-31 avenue du Général Leclerc 94 710 Maisons Alfort

After receiving your request, it will be answered within a maximum period of one month, except for derogations provided for by the GDPR.

If there is reasonable doubt as to the identity of the person concerned by the request to exercise the right, you may be asked to provide additional information necessary to confirm your identity.

8. POLICY UPDATE

This Policy may be amended and updated periodically to reflect legislative or regulatory developments or to meet our information obligations under applicable regulations on the protection of personal data.

We invite you to refer to it regularly on the Bpifrance website. The Policy is available at the following address: Data Protection | Bpifrance or <https://www.bpifrance.fr/protection-desdonnees>

In addition, in the event of substantial changes, Bpifrance will make available on its website (add the website) an update to this Policy and specify the changes relating to the processing of your personal data.