Use of personal data collected

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Comment : When you use our website, we use cookies to enhance your user experience, to personalise your navigation.

If you have an account and log in to this site, a temporary cookie will be created to determine whether your browser accepts cookies. It does not contain any personal data and will be deleted automatically when you close your browser.

When you log in, we will set a number of cookies to store your login information and screen preferences. The lifetime of a login cookie is two days, the lifetime of a screen option cookie is one year. If you check "Remember me", your login cookie will be retained for a fortnight. If you log out of your account, the login cookie will be deleted.

Some cookies are exempt from consent: these are cookies and trackers that are strictly necessary for the provision of a service specifically requested by the user. These include: the session ID cookie for the duration of a session as mentioned above, audience measurement solutions and persistent interface personalisation cookies. However, other cookies for audience measurement or operations relating to advertising & social networks require a prior request for consent.

Statistics and audience measurement

The www.simeoxconsult.com website uses **Google Analytics** and **Google Tag Manager** to collect data from cookies. These cookies and tracking tools allow us to analyse behaviour and track interactions with the content we offer in order to continuously improve the quality of the content and your user experience. Simply put, we receive this information in aggregate form to help us understand how our site is used, the effectiveness of our marketing campaigns, or to help us improve and personalise our site.

Measuring the audience of the website pages, in order to allow an evaluation of the content published and the ergonomics of the website, without allowing the identification of individuals. The data collected will not be cross-referenced with other processing.

The IP address that the cookies are likely to capture is automatically anonymised before integration into Google Analytics to avoid any other use of this personal data or any cross-check with other personal information;

Finally, the anonymised cookie information will be kept for a period of 13 months.

Advertising and social network operations

PhysioAssist publishes sponsored ads on Facebook and measures the effectiveness of its **Google Ads** campaigns. The **Facebook Pixel** cookie tracks conversions from our Facebook ads and creates retargeting audiences. These two cookies allow us to measure the effectiveness of our

marketing activities.

Chatbot " Intercom " / messaging

We use a chatbot messaging system - provided by the company "Intercom" - on our site in order to be able to answer your live requests (support, advice...). Our Intercom messaging system is integrated via **Google Tag Manager**, we collect your connection information in order to adapt to the language used by your browser. This information does not make you identifiable.

We use third-party analytics services to better understand your use of our services. In particular, we provide a limited amount of your information (such as registration date and certain personal information such as your email address) to Intercom, Inc. ("Intercom") and use Intercom to collect data for analytical purposes when you visit our website or use our product.

As a data processor acting on our behalf, Intercom analyzes your use of our website and/or product and tracks our relationship through cookies and similar technologies to improve our service to you. For more information on Intercom's use of cookies, please visit https://www.intercom.com/terms-and-policies#cookie-policy.

We may also use Intercom as a means of communication, either through email or through messages in our products. The Intercom Messenger Apps and Apps in Inbox products may also give you access to other third party applications, such as Stripe. You should consult the privacy notices of these third parties for more information about their use of your personal data. As part of our service agreements, Intercom collects publicly available contact and social information about you, such as your email address, gender, company, job title, photos, website URLs, social network identifiers, and physical addresses, in order to enhance your user experience. This collection is subject to your consent.

For more information about Intercom's privacy practices, please visit https://www.intercom.com/terms-and-policies#privacy.

Intercom's services are governed by Intercom's Terms of Service, which can be found at https://www.intercom.com/terms-and-policies#terms. If you do not wish to have this information collected by or submitted to Intercom, please contact us.

In the course of our dealings with you, you may be asked, with your consent, to leave your contact information (name, email and telephone number) in order to fulfill a contact request. Without this information or the creation of an account on our site, you remain anonymous.

If you do not wish to be contacted again, or have not specified a consent to receive promotional offers or a newsletter : your information is not kept.

Identified users of the chatbot can access their data at any time (portability principle) and request the deletion of this data (right to be forgotten). To exercise this right, you just have to write to us directly in the intercom messaging system or to contact@physio-assist.com or to :

Physio-Assist, 31 parc du Golf - 13100 Aix-en-Provence - France.

The cookies used by the Intercom messaging service are said to be "first-party" and assigned to the domain of our site. We take the confidentiality and protection of your data very seriously and these cookies cannot be read on other sites or by other companies using the same Intercom service.

Below are the cookies used by the Intercom chatbot, their purpose, duration and description:

Cookie Name	Purpose	Default Duration	Description
intercom-id-[app_id]	Unique anonymous identifier	9 months	Anonymous visitor identifier cookie. As people visit your site they get this cookie.
intercom-session-[app_id]	Keeping track of sessions	1 week	Identifier for each unique browser session. This session is refreshed on each successful logged-in ping, extending it to 1 week from that moment. The user can access their conversations and have data communicated on logged out pages for 1 week, as long as the session isn't intentionally terminated with `Intercom('shutdown')`;, wich usually happens on logout

Creating a simeoxconsult.com account

The purpose of creating an account on the www.simeoxconsult.com platform is to access the Simeox medical device distance learning service or to request a quote.

Your account access and delivery information will not be used for commercial purposes without your consent. Only a voluntary subscription to our newsletter allows us to send you promotional or informational emails other than those resulting from the purchase of a good or a quote request.

Embedded content from other sites

Articles or pages on this site may include embedded content (e.g. videos, images, articles). Embedded content from other sites behaves in the same way as if the visitor were on that other site. In other words, a "Youtube" video viewed on our site counts as a viewing on the original platform.

These websites may collect data about you, use cookies, embed third-party tracking tools, and track your interactions with these embedded contents if you have an account logged on to their website.

Setting up your browser software

You can configure your browser software so that cookies are stored in your terminal or, on the contrary, that they are rejected, either systematically or according to their sender. You can also configure your browser software so that you are offered the option of accepting or rejecting cookies from time to time, before a cookie is likely to be stored in your terminal.

How to exercise your choices, depending on the browser you are using?

For the management of cookies and your choices, the configuration of each browser is different. It is described in the help menu of your browser, which will allow you to know how to modify your wishes regarding cookies.

- For Internet Explorer™: http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies
- For Safari™: http://docs.info.apple.com/article.html?path=Safari/3.0/fr/9277.html

- For Chrome™: http://support.google.com/chrome/bin/answer.py?hl=fr&hlrm=en&answer=95647
- For Firefox™: http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies
- For Opera™: http://help.opera.com/Windows/10.20/fr/cookies.html