

Bayard Group Privacy Policy

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Preamble

The Bayard Group attaches great importance to respecting privacy and regulations regarding the processing of personal data. This Privacy Policy informs you about how your personal data is processed in your capacity as a customer, subscriber, prospect, or user of our products and services, including content and services offered through websites and applications, newsletters, or events, as well as the collection of donations ("Services").

This Privacy Policy may change at any time. Changes take effect on the date they are posted online.

The Bayard Group has appointed a Data Protection Officer whom you can contact at the following address: Bayard (CNIL), TSA 10065, 59714 Lille Cedex 9, or by email: dpo@groupebayard.com.

The Bayard Group Privacy Policy applies in addition to the General Terms of Use and General Terms of Sale of the sites or applications where they exist, as well as the information notices communicated to you.

I. Who are the data controllers of your personal data?

The Bayard Group is a publisher and provider of services, available on various physical or online media, which operates in particular in the following areas of activity: press, publishing, audio, audiovisual, applications and platforms, media services, events, advertising sales.

Several companies (collectively referred to as the "Bayard Group" or "we") are responsible for processing your personal data, depending on the content, products and services with which you interact:

- Bayard, whose registered office is located at 15 boulevard Gabriel Péri, 92240 Malakoff,
- Bayard Éditions, whose registered office is located at 15 boulevard Gabriel Péri, 92240 Malakoff,
- Milan Presse, whose registered office is located at 1 Rond-Point du Général Eisenhower, 31100 Toulouse,
- Éditions Milan, whose registered office is located at 1 rond-point du Général Eisenhower, 31100 Toulouse,

- Bayard Jeunesse Production, whose registered office is located at 15 boulevard Gabriel Péri, 92240 Malakoff,
- Bayard Média Développement, whose registered office is located at 15 boulevard Gabriel Péri, 92240 Malakoff,
- Société d'Études et de Revues (SER), whose registered office is located at 14 rue d'Assas, 75006 Paris,
- ADF Bayard Musique, whose registered office is located at 23 rue de la Houssaye, 49110 Mauges-sur-Loire,
- Bayard Service, whose registered office is located at 23 rue de la Performance, 59650 Villeneuve-d'Ascq,
- BIPEL, whose registered office is located at 27 bis boulevard Solférino, 35000 Rennes,
- Le Fonds Bayard – Agir pour une société du lien , whose registered office is located at 15 boulevard Gabriel Péri, 92240 Malakoff.

II. What personal data is collected as part of our Services?

1. Data collected from you

The Bayard Group collects and processes the personal data necessary for the processing purposes described in this Privacy Policy.

The personal data processed by the Bayard Group may include:

Identification and contact data, such as name, surname, title, postal address, email, telephone number, date of birth, identifiers, or, where applicable, proof of identity to exercise your rights, communication options;

Data relating to your personal situation, such as family situation, household composition, interests, preferences, comments, opinions, photos, videos, audios, recorded calls;

Commercial and billing data, such as your order history, exchanges with customer service, data necessary for prospecting, survey or statistical activities, means of payment and/or bank details;

Browsing and interaction data, such as connection, activity and usage data relating to the Services (pixels, page loads, button clicks, click-through rates on newsletters, banners, etc.) or geolocation data.

Cookies, other tracking technologies, or similar technologies (hereinafter referred to as "cookies") may be placed and/or read when you use our Services. For more information, please see Chapter VII, "Cookies and Trackers."

When your data is collected via a form, you are notified whether the information requested is mandatory in order to benefit from a Service, or whether it is optional (without an asterisk).

Your data can be linked together and by combining the data we have, we can make inferences about your interests in order to offer you tailored deals.

2. Data collected from third parties

In certain circumstances, we may collect personal data from third parties.

These third parties are business partners or other companies in the Bayard Group with whom you have been in contact and authorized to share personal data about you with us, or public sources.

The Bayard Group's partners for telephone enrichment are:

- REKKOLT (<https://dqe.tech/privacy-policy/>),
- IDAIA (<https://www.idaia.group/fr/donnees-personnelles>),
- Amabis (<https://www.amabis.com/politique-de-confidentialite/>).

Partners of the Bayard Group may also collect your data as part of partnerships or co-registration (for example, competitions or events).

Partners of the Bayard Group may retarget you by email after you visit one of our websites, in order to offer you deals that match what you previously viewed. This targeting can only be done with your consent.

The Bayard Group's partner for email retargeting is Squadata (<https://www.squadata.net/private-policy/>). The sites concerned are: <https://www.bayard-jeunesse.com/> , <https://milan-jeunesse.com/> , <https://boutique.notretemps.com/> , <https://librairie-bayard.com/> , <https://www.notretemps.com/> , <https://www.lepelerin.com/> , <https://www.prionseneglise.fr/> , <https://www.mondedelabible.com/> .

To learn more about digital commerce and advertising partners using your browsing data, see Chapter VII "Cookies and Trackers".

3. Data of minors under 15 years of age

If you create an account on one of our sites in the name of your child, in your capacity as holder of parental authority, you are informed that the personal data relating to your child under 15 years of age will be processed and used by the Bayard Group in accordance with this Privacy Policy.

If your child is under 15 years of age, and their consent is required for the processing of personal data, you will be asked, as the holder of parental authority, to consent to the processing of your child's data by the Bayard Group.

4. Data concerning a third party

If you offer a third party a Service provided by us, you must first ensure that this person agrees to the necessary data being communicated to us and processed in accordance with this Privacy Policy.

III. For what reasons does the Bayard Group process your personal data?

Your data is collected and processed by the Bayard Group for the following main reasons:

- **Managing your orders and providing our Services**, including:
 - creation and management of your account, registration, management, delivery and tracking of your order, registration and access to our Services, management of loyalty programs, management of your donations, accounting management, contracts, invoices, payments and means of payment, customer service management, management of unpaid invoices and disputes as well as the fight against fraud, sending of newsletters and informational messages relating to your order and provision of the Services to which you have subscribed or included in your subscription, management of comments and reviews, management of your participation in our events, competition games, carrying out of studies and surveys, personalization of our communications and display of advertising to finance free access to certain Services,
 - analysis, administration and improvement of our Services and activities, including statistics, quality and security of our Services, etc.
- **Promoting our Services** through marketing and sales prospecting activities, including targeting via various communication channels, digitally (including email, mobile or or online displays via Bayard Group Services or via partners, such as advertising platforms or social networks), by phone (including SMS and similar technologies), by mail or any other medium, including:

- Provision of commercial offers, which can be personalized; offers for products and services similar to those you have already ordered.
- Postal standardization, updating, enrichment and deduplication of your personal data.

In all cases, you can withdraw your consent to receive commercial offers from the Bayard Group by email or object to commercial prospecting based on legitimate interest under the conditions set out in Chapter X.

- **Promotion of their products and services by Bayard Group partners** , through marketing and commercial prospecting activities, including fundraising, by email, phone, or mail, including:
 - Sharing, exchanging or renting files, in compliance with current regulations and security requirements;
 - sending promotional messages or displaying of advertisements, which may be (or not) personalized via Bayard Group Services.
 - Implementation of partnership operations (competition games, events, etc.)

In all cases, you can withdraw your consent to receive commercial offers from our partners by email or object to commercial prospecting by post or phone, based on legitimate interest, under the conditions set out in Chapter X.

- **Purposes described in Chapter VII related to « Cookies and Trackers »**, including tracking pixels in emails,
- **Exercise of your rights and any processing required to meet our legal obligations,**
- **Defending our interests in the event of a dispute or legal action.**

IV. What are the legal bases for the processing of your personal data?

The Bayard Group processes your personal data in accordance with applicable regulations, based on the following grounds:

- Execution of a contract concluded between you and one of the companies of the Bayard Group (in particular for order management and provision of subscribed Services),
- Compliance with a legal obligation,

- Your consent to the use of your personal data (by ticking a dedicated box, for example), it being specified that you can withdraw your consent at any time,
- Existence of a legitimate interest of the Bayard Group or a third party, justifying the use of your data in compliance with your rights and interests.

V. How long is your personal data kept?

The retention period for your personal data may vary depending on the purpose of the collection.

Your data will only be kept for as long as necessary to achieve the intended purpose.

Category	Purpose	Retention period
Data relating to a prospect	Creating and managing a prospect database, including sending communications	3 years from the date of the last contact from the prospect
Data relating to an active customer	Order management, provision and access to Services, including customer relationship management, surveys and studies, etc.	For the entire duration of the contractual relationship.
Data relating to an inactive customer	Sales prospecting activities	7 years from the end of the last subscription or order

Your personal data may be kept beyond the aforementioned periods to meet our legal obligations or for evidentiary purposes. After this period, it will be deleted.

VI. Who are the recipients of your personal data?

The personal data collected is intended for the Bayard Group. It may be transmitted to the following third parties:

- **Bayard Group's service providers and subcontractors**, in particular for the purpose of providing the requested Services, including shipping, delivery and management of your subscriptions and orders, troubleshooting Service malfunctions, payment processing, data analysis, marketing activities, hosting of the Services, and providing development, maintenance, consulting and support services,
- **Companies of the Bayard Group**, within the framework of the centralized management of some of our activities and for the purposes, where applicable, of analyzing, administering and improving our Services,
- **Administrative and judicial authorities**, pursuant to a law, regulation, or decision of a competent regulatory or judicial authority, or, if necessary, to protect its rights and interests,
- **Potential buyers**, in the event of a change of control of the Bayard Group companies or the sale of all or part of its assets,
- **Partners of the Bayard Group** for the purpose of promoting their products and services, or fundraising, under the conditions set out below:

1. Files exchange or rental partners

The Bayard Group may transmit your name and postal address, as well as your telephone number if applicable, to its partners so that they can offer you their products and services or fundraising.

You may therefore receive marketing communications from companies in the following sectors:

Agricultural activities	Vocational training
Craft activities	Hygiene/Health/Beauty

Consulting agencies	Large retailers
Food/Restaurants/Wine	Real estate
Car/Motorcycle	Games/Toys
Banking/Insurance/Credit	Leisure/Sports/Travel/Tourism/Accommodation
Building/Construction/Exterior/Interior Design/Housing	Optical/Hearing Aids
Charity/Humanitarian	Public bodies
Retail/Small local businesses	Press/Media
Culture/Publishing/Cinema	Baby care/Children
Household appliances	Personal services
Energy (gas, fuel oil, electricity...)	Telephone/Internet/Computer
Studies/Surveys	Textiles/Ready-to-wear/Leather goods/Personal equipment
Events	Business services
Training / Schools	Information technology and software publishers
Civil surveys	Data reliability enhancement

As of August 11, 2026, pursuant to the law of June 30, 2025, your telephone number may only be shared with partners in the charitable and press sectors.

You have the right to object to the sharing of your postal and telephone contact details with Bayard Group partners for the purpose of promoting their products and services, or fundraising, by using the Customer Service form (<https://www.boutiquebayard.com/contact/form/index>) or by contacting our DPO according to the procedures specified in Chapter X.

2. Partners who may send you offers by email

When you agree to receive offers from our partners by email, you are informed of the list of sectors concerned and, if possible, the list of partners likely to receive your email address.

You can find this list here:

- For <https://www.notretemps.com> : <https://www.notretemps.com/info-partenaires>
- For <https://www.la-croix.com/> : <https://www.la-croix.com/Info-Partenaires>
- For <https://www.notrefamille.com/> : <https://www.notrefamille.com/info-partenaires>
- For <https://www.lepelerin.com/> : <https://www.lepelerin.com/info-partenaires>
- For <https://www.bayard-jeunesse.com>: [https://www.bayard-jeunesse.com/information s-partenaires](https://www.bayard-jeunesse.com/information-s-partenaires)
 - Family trips: EOLE, ALMA MUNDI, VIVATOURS, OSI, FERME DES AMANINS
 - Summer camps: TELLIGO, UCPA
 - Escape games: KAIROS, JOHN DOE
- For the Bayard Group:
 - Cruises: Rivages du monde, Hurtigruten, Croisieurope; Travel: BIPEL, Ictus voyages, Terralto, Routes bibliques, Les maisons du voyage; Family travel: Eole, Alma Mundi; Summer camps: Telligo, UCPA; Escape games: Kairos, John Doe; Writing workshops: Aleph Ecriture
 - Miscellaneous: Courrier international, Christian media, cultural, charitable or religious associations, including the Province of France of the Augustinians of the Assumption and the entities managing its [Works](#) .

3. Business partners for marketing or targeted advertising purposes

Some features of our Services (such as displaying advertisements, accessing or registering for services offered by third parties, or using links to third-party sites) involve the processing of your personal data by third parties in accordance with their privacy policies.

Your data may be shared with our business partners in order to provide you with commercial offers and for targeted advertising purposes.

Here are the partners we work with:

Partner	Sites concerned	Privacy Policy
Microsoft Ads	Notre Temps, Pèlerin, Bayard Jeunesse, Milan Jeunesse, La Croix	https://www.microsoft.com/fr-fr/privacy/privacystatement
Google Ads	Notre Temps, La Croix, BayaM, Pèlerin, Bayard Jeunesse, Milan Jeunesse	https://policies.google.com/privacy
Meta Ads	Notre Temps, Pèlerin, Prions en Eglise, Bayard Jeunesse, Milan Jeunesse, BayaM	https://www.facebook.com/privacy/policy/?locale=fr_FR
TikTok Ads	Bayard Jeunesse, Milan Jeunesse	https://www.tiktok.com/legal/page/eea/privacy-policy/en
Snapchat Ads	Bayard Jeunesse, Milan Jeunesse	https://values.snap.com/privacy/privacy-policy?lang=fr-FR
Squadata	https://boutique.notretemps.com/ https://librairie-bayard.com/ http://www.notretemps.com/ https://www.lepelerin.com/ https://www.prionseneglise.fr/ https://abonnement.notretemps.com	https://www.squadata.net/private-policy
Criteo	Bayard Jeunesse, Milan Jeunesse	https://www.criteo.com/fr/privacy/

For more details regarding the data shared in the context of the use of cookies and trackers, please refer to Chapter VII.

VII. Cookies and trackers

Cookies and other trackers or similar technologies (hereinafter referred to as "cookies") may be placed, subject to your specific consents where required, on your device (computer, smartphone or tablet for example) when you use our Services.

Tracking pixels in emails: With your consent, or in the absence of any objection from you if you have received an email to that effect, we may also use technologies such as 'tracking pixels' in our emails to measure their deliverability and open rates, and to personalise them based on your opening behaviour so that you receive tailored content at the right frequency.

However, certain emails sent at your express request or relating to a Service you have requested are exempt from the requirement for consent regarding the inclusion of tracking pixels, for the purposes of managing their deliverability, in accordance with CNIL recommendations. **1. What is a cookie?**

A cookie is a text file that records information about your browsing activity on the internet or in an application. It is placed on the user's device by the server during a visit to the website. Similar technologies allow for reading or writing information on a user's device and, in combination with the use of cookies, tracking their activity on the internet or in an application. Some cookies are essential for using the Services, while others help optimize and personalize the displayed content.

The Bayard Group uses cookies for various reasons. A cookie allows us, in particular, to send you personalized offers, to identify you when you access your customer account, to keep items in your shopping cart after you log out, but also to indirectly finance the free services we offer and which are provided to you by our various services.

2. What cookies does the Bayard Group use?

- **Functional cookies**

These cookies are placed exclusively by the Bayard Group and are necessary for the proper functioning of the Services you use, as well as for accessing features designed to ensure your browsing comfort. They cannot be refused.

They allow us, for example:

- to implement security measures, for example when you are asked to log in again to access content or a service after a certain period of time;
- to access reserved and personal areas, such as your account, using identifiers or data that you have previously provided to us;

- to remember your cookie preferences.
- **Audience measurement cookies exempt from consent**

Our Services use audience measurement cookies to compile anonymous statistics and traffic and usage volumes (sections and content visited, browsing paths, etc.), allowing us to improve the relevance and usability of our Services.

You have the option to object to the use of audience measurement trackers by clicking on the links indicated below or by contacting our DPO.

Partner	Deactivation link or contact	Sites and applications concerned
Matomo	Contact dpo@groupebayard.com	1jour1actu mobile application https://www.fonds-dotation-bayard.com/
Mixpanel	Contact dpo@groupebayard.com	BayaM application I Love English application

- **Other analytical cookies**

Our Services include analytical cookies, including Google Analytics, whose purpose is to understand the traffic, use and performance of our sites, and to improve their operation and ergonomics (for example, the most frequently visited pages, visitor searches, etc.).

If you do not want Google Analytics to be used in your browser, you can install the browser opt-out add-on at the following link: <https://tools.google.com/dlpage/gaoptout> .

- **Sharing cookies (social networks)**

To allow you to share articles and content with your friends and family or to comment on them, our Services may contain sharing links to social networks (Facebook, Twitter, etc.). When you use these sharing buttons, a third-party cookie is installed. If you are logged into the social network while browsing our site, the sharing buttons allow you to link the content you view to your user account.

To learn about the purpose and scope of data collection, processing and use by the social network(s) to which you belong, as well as your rights and options for modifying settings to

protect your privacy, we invite you to consult their Cookie Management Policy on their websites.

- Facebook: <http://www.facebook.com/about/privacy/>
- Twitter: <http://twitter.com/privacy>
- Instagram: <https://instagram.com/legal/cookies/>
- YouTube: <https://policies.google.com/technologies/cookies>
- Snapchat: <https://values.snap.com/privacy/privacy-policy?lang=fr-FR>
- TikTok: <https://www.tiktok.com/legal/page/eea/privacy-policy/fr>
- LinkedIn: <https://fr.linkedin.com/legal/privacy-policy/>
- **Cookies used to display third-party content**

Accessing or activating certain external content embedded in our Services (for example, videos or podcasts hosted by third-party providers) may require you to consent to the placement of cookies. If you do not accept this, access to the content may be blocked in order to respect your choice. If you do accept, you may withdraw your consent at any time via the 'Cookie Management' or 'Consent Management' link on our Services.

- **Advertising cookies**

Our advertising agency sells advertising space on our websites. The sale of advertising space on our sites allows the Bayard Group to finance the free provision of quality services for users and subscribers of its websites. Without this, we would not be able, for example, to offer you free access to a few articles each month on the website www.la-croix.com.

The advertisements displayed on our sites may contain:

- Cookies issued by the advertiser (i.e., the one on whose behalf the advertisement is broadcast) or by a third party involved in this advertisement (audience measurement for example), and allow in particular to calculate the amounts owed by the advertisers but also to limit the number of times you see an advertisement;
- Cookies issued by the advertising network using Google Ad Manager: these cookies are used to show you ads tailored to your interests on our websites. They are used, in particular, to limit the number of times you see an ad.

In addition, some cookies may be issued by advertising market intermediaries and track you from one site visit to another for the display of advertising.

- **Targeted advertising partners**

The Bayard Group, through its advertising agency Bayard Media Développement, collaborates with certain partners to offer you, with your consent, targeted advertising and content while you browse our websites. The display of personalized advertising and content is made possible by tracking your browsing activity using cookies and other tracking technologies placed on your devices. This allows the Bayard Group to generate revenue essential for financing the production of website content and paying the journalists who create it.

Targeted advertising processing is carried out exclusively on the basis of consent for all partners participating in the IAB advertising chain. For each of these partners, you can give or withdraw your consent at any time by logging into the Consent Management Platform (CMP) which appears when you first open the site, or via the "Manage cookies" link at the bottom of the site.

The sites concerned

are <https://www.notretemps.com/> , <https://www.la-croix.com/> , <https://www.notrefamille.com/> , <https://www.enfant.com/> , <https://www.familiscope.fr/> , <https://www.prionseneglise.fr/> , <https://www.lepelerin.com/> .

The programmatic advertising partners of the Bayard Group are:

- DailyMotion
(<https://legal.dailymotion.com/fr/politique-de-confidentialite/#3-les-finalites-de-traitement-des-donnees>) provides online video streaming services and allows publishers to display targeted advertising.
- Teads (<https://privacy-policy.teads.com/>),
- Adagio (<https://adagio.io/privacy>),
- Adyoulike (https://www.adyoulike.com/privacy_policy.php),
- Azrion Sublime Skinz (<https://sublime.ayads.co/privacy/en>),
- BLIINK (<https://bliink.io/privacy-policy>),
- Criteo (<https://www.criteo.com/privacy/>),
- Fuel Digital (<https://www.fueldigitalmedia.com/privacy-policy/>),
- Google Advertising Products (<https://policies.google.com/privacy>),
- Invibes (<https://www.invibes.com/terms.html>),

- Liveramp (<https://liveramp.fr/politique-confidentialite-produits-services/>),
- Hubvisor, (<https://www.hubvisor.io/legal/privacy>),
- Magnite (<https://www.magnite.com/legal/advertising-platform-privacy-policy/>),
- Media Square (<https://www.mediasquare.fr/e-privacy/>),
- Moneytag (<https://monetag.com/privacy/>),
- NEXX360 (<https://nexx360.io/privacy-and-cookies-policy/>),
- Ogury (<https://ogury.com/privacy-policy/>),
- White Bear (<https://oursblanc.io/legal-mentions/>),
- Smart Equativ (<https://equativ.com/end-users-privacy-policy/>),
- Smile Wanted (<https://www.smilewanted.com/privacy/>),
- Triplelift (<https://privacy-policy.teads.com/>).
- **Digital commerce partners**

The Bayard Group works with partners to find new customers, promote its editorial content, and offer commercial deals. These partners may collect your personal data on the Bayard Group websites with your consent.

- **Acquisition and affiliation partners**

When you click on a Bayard Group advertisement on a third-party website and are redirected to a Bayard Group online store, Bayard Group's acquiring partners may collect data about you to attribute this return visit to the site you came from. This data is used to compensate the websites and to compile statistics. It generally does not allow you to be personally identified. Your consent is always requested upon arrival at the Bayard online store before any personal data is collected.

Some of these partners also offer Cash back activities that will only be activated if you are registered on a Cash back site.

Partner	Sites concerned	Privacy Policy
TikTok	https://www.bayard-jeunesse.com/	https://www.tiktok.com/legal/page/eea/privacy-policy/fr

Rakuten	https://www.bayard-jeunesse.com/ https://milan-jeunesse.com/	https://go.rakutenadvertising.com/hubfs/Services-Privacy-Policy-English.pdf
Kwanko	https://www.la-croix.com/	https://www.kwanko.com/gdpr/privacy-policy/
Effinity	https://librairie-bayard.com/ https://boutique.notretemps.com/ https://www.mondedelabible.com/ https://abonnement.notretemps.com https://www.prionseneglise.fr/ Prions en Eglise App	https://www.effinity.fr/politique-de-confidentialite/
Appsflyer	https://www.prionseneglise.fr/	https://www.appsflyer.com/legal/privacy-policy/

- **Advertising retargeting partners**

When you visit one of our websites and do not make a purchase, some of our partners may track your browsing activity and show you ads related to the Bayard Group websites you have visited. This tracking can only be done with your consent. If you are registered on social media, you may also see ads for the Bayard Group products you have viewed while browsing those networks.

Partner	Sites concerned	Privacy Policy
Taboola	https://www.bayard-jeunesse.com/ https://milan-jeunesse.com/	https://policies.taboola.com/fr/privacy-policy/
Weborama	https://www.la-croix.com/	https://weborama.com/politique-de-confidentialite/

Google Ads	https://www.la-croix.com/ https://abonnement.notretemps.com - https://www.prionseneglise.fr/ Prions en Eglise app https://www.mondedelabible.com/	https://policies.google.com/privacy?hl=fr-CA
Bing Ads	https://www.bayard-jeunesse.com/ https://milan-jeunesse.com/ https://boutique.notretemps.com/ https://librairiebayard.com/ https://www.notretemps.com/ https://www.notrefamille.com/ https://www.enfant.com/ https://www.familiscope.fr/ https://www.la-croix.com/ https://subscription.notretemps.com https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://www.microsoft.com/fr-fr/privacy/privacystatement
Critéo	https://www.bayard-jeunesse.com/ https://milanjeunesse.com/ https://boutique.notretemps.com/ https://www.notretemps.com/ https://www.notrefamille.com/ https://www.enfant.com/	https://www.criteo.com/fr/privacy/

	https://www.familiscope.fr/ https://connexion.notretemps.com	
Facebook/META	https://www.bayard-jeunesse.com/ https://milan-jeunesse.com/ https://boutique.notretemps.com/ https://librairie-bayard.com/ https://www.notretemps.com/ https://www.notrefamille.com/ https://www.enfant.com/ https://www.familiscope.fr/ https://www.la-croix.com/ Bayard Jeunesse Publishing Sites https://abonnement.notretemps.com - https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://www.facebook.com/privacy/policy/?locale=fr_FR
Pinterest	https://boutique.notretemps.com/ https://abonnement.notretemps.com	https://policy.pinterest.com/fr/privacy-policy
Amazon Ads	https://abonnement.notretemps.com	https://advertising.amazon.com/fr-fr/resources/ad-policy/eu-data-protection-and-privacy
Snapchat	https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://values.snap.com/privacy/privacy-policy?lang=fr-FR

- **Content recommendation partners**

Some partners may recommend content, videos, experiences, engagements, tools, instruments, and advertisements based on your browsing and interests.

Partner	Sites concerned	Privacy Policy
Taboola	https://la-croix.com https://www.notretemps.com/ https://www.notrefamille.com/ https://www.enfant.com/ https://www.familiscope.fr/ https://www.lepelerin.com/ https://abonnement.notretemps.com	https://policies.taboola.com/fr/privacy-policy/
AB Tasty	https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://www.abtasty.com/fr/traitement-donnees-personnelles-clients/
Qiota	https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://www.qiota.com/en/privacy
TimeOne	https://www.prionseneglise.fr/ https://www.mondedelabible.com/	https://privacy.timeonegroup.com/accueil/

3. How to express your choice?

- Use the consent management platform that is offered to you when you first log in to the site.

You can at any time find out more and configure your cookies to accept or refuse them by going to the "Manage cookies" or "Manage consent" link on our Services.

On the first page of the consent management platform, you will find general information about the purposes of the different cookies used on the site. You can either:

- Accept all cookies and continue browsing;
- Continue browsing without accepting trackers. In this case, cookies requiring consent will not be activated;
- Configure your choices:
 - On the second page of the consent platform, you can exercise your choices based on each purpose for data collection by cookies and trackers placed by the website or application. You can click on "Accept all" or "Reject all" and continue browsing, or configure your choices regarding partners.
 - On the third page, you can configure your choices by partner.

Your consent is valid for twelve (12) months. Please note: your choice can only be saved if you use the same browser and have not cleared your cookies in the meantime. You will be asked again each time you clear your cookies, or every twelve (12) months, or six (6) months after you refuse cookies.

However, free access to certain websites and applications with editorial content (excluding subscriber-only content) requires consent to the use of your personal data to fund content produced by journalists dedicated to providing you with quality information. The websites concerned

are: www.la-croix.com , www.notretemps.com , <https://www.notrefamille.com/> , <https://www.enfant.com/> , <https://www.familiscope.fr/>.

- Configure your browser

Most browsers accept cookies by default. However, you can choose to block these cookies or have your browser notify you when a website tries to place a cookie on your device. In this context, we inform you that you can configure your browser to refuse the placement of cookies. Each browser has a different configuration for managing cookies and your preferences. This is described in your browser's help menu, which will explain how to modify your cookie settings.

If you are using Explorer browser: click the Tools button, then Internet Options. On the General tab, under Browsing History, click Settings. Then click View files and select the cookie(s) you wish to disable. Close the window containing this list of cookies and click OK twice to return to the internet.

If you are using Firefox browser: click on the Firefox Menu icon, then on the Tools button, then Options; in the window that appears, choose Privacy and click on Remove Specific Cookies. Select the cookies you wish to disable and then delete them.

If you are using Safari browser: click the Settings button, then Preferences. In the window that appears, choose Privacy/Security, and click Show Cookies. Select the cookies you wish to disable and then click Remove or Remove All.

If you are using Chrome browser: click the Google Chrome menu icon, then Settings. At the bottom of the page, click Show advanced settings. In the Privacy section, click Content settings.

- Express your preferences online with interprofessional platforms to refuse advertising cookies only.

The "Youronlinechoices" platform, offered by digital advertising professionals grouped within the European association EDAA (European Digital Advertising Alliance) and managed in France by the Interactive Advertising Bureau France, offers you the possibility to refuse or accept the Cookies used by its member companies to adapt the advertisements that may be displayed on your device to your browsing

information: <http://www.youronlinechoices.com/fr/controler-ses-cookies/>.

Please note that your choice will not prevent the display of advertisements but will block the technologies that allow advertisements to be tailored to your interests.

- **By directly objecting to this with the issuer of the cookie in the case of analytical cookies, cookies issued by social networks or advertising cookies.**

VIII. How is your personal data protected?

The Bayard Group implements appropriate technical and organizational measures to protect your personal data against alteration, accidental or unlawful loss, disclosure or unauthorized access, and in particular:

- Appointment of a data protection officer (DPO) and an information systems security officer (RSSI),
- Employee awareness sessions about personal data protection and cybersecurity,
- Securing access to premises and information systems,
- Implementation of a general IT security policy.

IX. Is your personal data transferred abroad?

In order to ensure the execution of its services and in particular the management of subscription and renewal information flows as well as customer service, the Bayard Group may transfer your personal data to subcontractors located outside the European Union, and in particular in Madagascar.

For the purposes of hosting and statistical analysis of our Services, your data may be transferred to the United States.

In this case, we implement the safeguards provided for by the applicable regulations to ensure an adequate level of protection for the transferred data, by signing the standard contractual clauses established by the European Commission or by ensuring that an adequacy decision is in force with the country of destination of the data.

X. How to exercise your rights?

1. Your rights regarding marketing communications by the Bayard Group and/or its partners

You can unsubscribe from communications and newsletters sent by email using the unsubscribe link that you will find at the bottom of all commercial emails from the Bayard Group.

You can disable notifications on mobile apps in your smartphone's settings.

For SMS, you can send a STOP by replying to the message at the number indicated in it.

In accordance with Law No. 2014-344 of March 17, 2014 relating to consumer affairs, you can object to telephone solicitation by registering on the national opt-out list "Bloctel" (<https://www.bloctel.gouv.fr/>). The Bayard Group would like to inform you, however, that exceptions exist. Indeed, the law allows you to be contacted if:

- You are our customer;
- You gave your number unequivocally;
- The phone call consists of offering you the supply of newspapers, periodicals or magazines or contributing to a charitable cause carried out by a non-profit association.

With effect from 11 August 2026, pursuant to the Act of 30 June 2025, the national 'Bloctel' opt-out register will be abolished and prior consent will be required for telemarketing.

The Bayard Group would, however, like to inform you that there are exceptions. Indeed, the Act of 30 June 2025 allows you to be contacted by telephone if:

- You are our customer and the call relates to the subject matter of your contract;
- The phone call is to offer you newspapers, periodicals or magazines, or to encourage you to contribute to a charitable cause organised by a non-profit organisation.

In general, you can withdraw your consent or object to marketing communications:

- Either by using the online forms or email address of the Customer Relations Department:
 - Adult market: <https://www.boutiquebayard.com/contact/form/index>
 - Bayard Jeunesse: <https://www.bayard-jeunesse.com/contact/form/index>
 - Milan Jeunesse: <https://milan-jeunesse.com/contact/form/index>
 - SER (Etudes, Christus): subscriptions.etudes@ser-sa.com
- Either by sending a letter to the following address: Bayard (CNIL), TSA 10065, 59714 Lille Cedex 9;
- You can also contact our Data Protection Officer (DPO) by email at the following address: dpo@groupebayard.com

2. Exercising the rights of access, rectification, erasure, objection, data portability, restriction of processing, and to know the fate of one's data after death

Depending on the legal basis justifying the processing of your personal data, you may exercise [all or part of the following rights](#) :

- Right of access: you can request access to your personal data;
- Right to rectification: you can request that your personal data be rectified, completed or updated as appropriate;
- Right to restriction: you can, within the limits provided by the regulations, request to limit the processing of your personal data, for example for the time required to correct incorrect data;
- Right to data portability: within the limits of the technical processes used by the Bayard Group, you can request to receive your personal data in a structured, commonly used and machine-readable format, and to have it transmitted to another data controller, for processing carried out using automated processes for which you have given your consent;
- Right to object: you can object to data processing based on the legitimate interest of the Bayard Group, such as commercial prospecting (See 9.2);
- Right to erasure: you can, within the limits provided by the regulations, request the erasure of your personal data;

- Withdrawal of consent: when the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time;
- Right to know the fate of your data after death: you have the right to define guidelines regarding the fate of your personal data after your death.

3. Contact

For all these requests, you can use the online forms of the Customer Relations Department or contact our DPO:

- by email to dpo@groupebayard.com ,
- by mail to the following address: Bayard (CNIL), TSA 10065, 59714 Lille Cedex 9.

The Bayard Group will have one (1) month to respond after receiving your request. If necessary, this period may be extended by two (2) months in the case of a complex request.

You have the right to contact the National Commission for Information Technology and Freedoms (whose contact details can be found at <https://www.cnil.fr/fr/vous-souhaitez-contacter-la-cnil>) with any complaint concerning the processing of your personal data.