

AEVUM ADVISORY

Privacy Policy and Personal Data Protection

Transparency and data minimisation are integral to the way we approach advisory work and digital services.

Last updated: 21 September 2026

1. Data Controller

AEVUM ADVISORY, a French simplified joint-stock company (SAS) with share capital of EUR 1,000, whose registered office is at 6 rue Lacroix, 75017 Paris, registered with the Paris Trade and Companies Register under number 107 353 419, SIRET 107 353 419 00016, VAT number FR93107353419, is the controller for the processing described in this policy. Publication Director: Guillaume LAMBERT. For any question: contact@aevum-advisory.com.

2. Data Processed, Purposes and Retention

Aevum Advisory collects only the data required for its relationship with visitors, prospective clients, clients and partners. We do not sell your data or build advertising profiles.

Context	Data	Purpose and legal basis	Retention
Contact request	Name, organisation, business email, phone number where provided, subject and message.	Responding to your request or preparing a discussion. Pre-contractual steps or legitimate interests.	3 years after the last unanswered contact.
Engagement / client relationship	Contact details and information required to manage the relationship.	Performance of a contract or pre-contractual steps.	Relationship duration, then applicable statutory limitation periods.
Newsletter	Email address and proof of subscription.	Sending requested communications, based on consent.	Until unsubscribe or 3 years after the last active contact.

Context	Data	Purpose and legal basis	Retention
Website security	Minimal technical logs, date and time, and items necessary for security.	Preventing incidents and protecting our rights, based on legitimate interests.	6 months, except in the event of an incident or legal obligation.

3. Matomo Audience Measurement

The website uses Matomo, a self-hosted audience measurement tool within Aevum Advisory's WordPress environment. It helps us understand how the website is used and improve its accessibility, content and technical performance.

Matomo is configured without analytics cookies, user IDs, cross-site tracking, advertising or profiling. IP addresses are masked before they are retained. Raw browsing data are deleted after no more than 6 months and aggregated reports after 25 months. Audience measurement is limited to statistics that are useful and necessary for Aevum Advisory.

You can object to this measurement using the mechanism available on this page.

4. Cookies and Other Trackers

Cookies strictly necessary for website operation, security or remembering your privacy choices do not require consent. Should Aevum Advisory use a non-essential tracker, it will be blocked until your consent has been collected. You may accept, refuse or amend your choices at any time through the "Manage cookies" link available on the website.

5. Recipients and Transfers

Your data are accessible only to authorised Aevum Advisory personnel and, where necessary, to technical providers acting on our behalf, including our website hosting provider. They operate under appropriate security and confidentiality measures. Your data are not sold or rented. Where a transfer outside the European Economic Area is necessary, it is governed by the safeguards required by applicable law.

Matomo audience measurement data are hosted with the website and are not transmitted to Matomo or another external analytics provider.

6. Security

Aevum Advisory implements technical and organisational measures appropriate to the nature of the data, including access control, encrypted connections, security updates, backups and the selection of appropriate service providers. Despite these efforts, no electronic transmission or storage can guarantee zero risk.

7. Your Rights

Subject to applicable law, you may request access to, rectification or deletion of your data, restriction of processing, object to certain processing activities, or request data portability. You may withdraw consent at any time where processing is based on consent.

To exercise your rights, please contact contact@aevum-advisory.com. We will respond within the applicable legal timeframe, generally one month. If you consider that your rights have not been respected after contacting us, you may lodge a complaint with the French data protection authority (CNIL).

8. Updates to this Policy

This policy may be updated to reflect legal, technical or organisational developments. The date at the top of this document indicates its last update.

References: Regulation (EU) 2016/679 (GDPR), French Data Protection Act, and French data protection authority recommendations on cookies and other trackers.