

Purpose	Legal Basis	Data Category	Retention Period
Personal data processing for the purpose of managing the website activity			
Management of the proper functioning and security of emlyon business school's websites	Legitimate interest of emlyon business school	Conservation of computer logs to prevent and detect security incidents and to secure the personal data of users of the Site and of the information systems under our control from which their personal data is processed. IP Cookies and other trackers	Connection logs are kept for a period of 1 month from the date of activity. For more information on this subject, please consult our page dedicated to cookies and other trackers, as well as the cookies banner.
Creation of statistics based on anonymized or non-anonymized personal data	Legitimate interests of emlyon business school in managing its activity	IP Cookies and other trackers Data provided during the use of site services	13 months For more information on this subject, please consult our page dedicated to cookies and other trackers, as well as the cookies banner.
Personal data processing for the purpose of managing our relationship with you			
Creation and management of user accounts	Consent	Email Identifier Data entered in ad hoc forms	Personal data relating to your activity on the Site is kept for 3 years from your last activity on the Site.
Applying for a training program	Consent	See the information available in your candidate section	All personal data relating to your online application is kept for 2 years from the date of your application. Your personal bank details may be kept for evidence purposes and depending on your payment method by our payment service provider for up to 15 months from the date of your purchase.
User relationship via form, email, or chatbot (conversational agents) for information, quotes, or document communication	Consent	Communication method used (Email, Telephone, chatbot (identifier))	Personal data relating to your inquiries, questions, and complaints are kept for 3 years from each inquiry, question, and complaint.
Management of spontaneous applications and recruitment for job offers,	See specific mention on the ad hoc website	See specific mention on the ad hoc website	See specific mention on the ad hoc website

including the processing of application files;			
Management, authentication, registration, and storage of diplomas and certified attestations using the Ethereum public Blockchain	See specific mention on the ad hoc website	See specific mention on the ad hoc website	See specific mention on the ad hoc website
Personal data processing for prospecting purposes			
Sending informative communications regarding emlyon business school's news or commercial communications;	User's consent	Email Name Surname	3 years from consent
Distribution of personalised or non-personalised advertising on third-party sites	User's consent	Advertising trackers/cookies and data collected by them are kept for 13 months from the collection of your consent.	Advertising trackers/cookies and data collected by them are kept for 13 months from the collection of your consent.
Management, storage, and reading of cookies and other trackers on the user's terminal for commercial purposes	User's consent	For more information on this subject, please consult our page dedicated to cookies and other trackers, as well as the cookies banner.	For more information on this subject, please consult our page dedicated to cookies and other trackers, as well as the cookies banner.