

In what situations can your Personal Data be provided or collected?	What Personal Data are processed?	Why are they processed?	What is the legal basis of the processing?
Creation and management of an account Data collected when an account is created on the Site.	These Personal Data can include: <ul style="list-style-type: none">Form of address, first name and surname;Email address;Postal address (Postcode, City/Town, Country).	We use these data to: <ul style="list-style-type: none">Give you access to a dedicated space;Answer your questions and interact with you in any other way;Contact you to finalise your order if you have placed products in your shopping basket without paying for them.	Performance of a contract To provide the service that you have requested, namely the creation of an account.
		<ul style="list-style-type: none">To send you commercial communications.	Legitimate interest To send you commercial marketing messages.
		<ul style="list-style-type: none">To monitor and improve our Site;To carry out visitor number analyses or produce statistics;To make our Site secure and ensure our and your protection against fraud.	Legitimate interest To maintain the Site's security and ensure its protection against fraud, and also to help us to better understand your needs and expectations and, thereby, improve our services.
Ordering tickets, gift cards and products Data collected when ordering tickets, gift cards and products on the Site.	These Personal Data can include: <ul style="list-style-type: none">Form of address, first name and surname;Email address;Telephone;Address (Postcode, City/Town, Country);Delivery address;Billing addressInformation relating to any transaction, including the goods ordered;Payment Information;Order history.	We use this these data to: <ul style="list-style-type: none">Ensure the supply of the goods ordered on the Site;Manage the payment of your order. It is made clear that the payment-related information (credit card number/bank details) is not collected by us, but directly by the payment service providers;Manage any contact that you have with us concerning your order.	Performance of a contract To provide the goods that you have ordered
		<ul style="list-style-type: none">To carry out visitor number analyses or produce statistics.	Legitimate interest To adapt our commercial communications and better understand their effectiveness, and to ensure that you benefit from the most appropriate experience, and also to help us better understand your needs and expectations and, thereby, improve our services.
Subscription to the newsletter Data collected during the newsletter subscription process.	These Personal Data can include: <ul style="list-style-type: none">Form of address, first name and surname;Email address;	We use these data to: <ul style="list-style-type: none">Send you information relating to Maison Gainsbourg's activity, keep you up to date regarding its news, and let you know about exclusive content.	Performance of a contract To provide the service that you have requested in relation to subscription to the newsletter.
Online browsing Data collected by cookies or similar technologies (hereafter "Cookies") when browsing the Site.	These Personal Data can include: <ul style="list-style-type: none">Data relating to your use of the Site;Connection data;Pages viewed;Your location;Duration of your visit to the Site;Technical Information:IP address;Browser-related data;Device-related data.	We use Cookies for the following purposes: <ul style="list-style-type: none">To ensure the proper operation of the Site;To improve our Site and our products or services;To guarantee the protection and the security of the Site, and to protect you against any fraud or fraudulent use of the Site;Produce statistics and visitor number measures;Offer you our products or services in a customised manner, for example, bearing in mind your connection data, your language and the user interface personalisation cookies.	Legitimate interest To ensure that you are offered a Site and communications which work correctly, and to improve the Site on an ongoing basis as far as the cookies are concerned as they are (i) fundamental for the Website's operation, and (ii) used to ensure the Website's protection and security (the "essential cookies"). Consent For all other cookies.