Reelex

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Kenitra, Morocco

Privacy Policy

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01 Preamble and Commitment

At Reelex ("we", "our" or "us"), we recognize that the privacy of your personal data is fundamental. In the current digital age, trust is our most valuable asset. Therefore, we are committed not only to complying with applicable legislation, including Law 09-08 on the protection of individuals with regard to the processing of personal data in Morocco, as well as the General Data Protection Regulation (GDPR) for our European visitors, but also to going further by adopting industry best practices in security and transparency. This Privacy Policy is not just a legal document; it is our promise to treat your information with the utmost care, integrity, and respect.

This detailed document aims to provide you with a clear, transparent, and exhaustive understanding of our data management practices. It covers all our interactions, whether you visit our informative website, use our mobile applications, access our ERP client portals, or interact with our digital marketing services. By accessing our services, you acknowledge having read these practices. We invite you to read this document carefully and regularly, as it evolves with our technologies and services.

Important Note: This policy is a living document. We reserve the exclusive right to modify, amend, or update it at any time to reflect legislative, technological, or operational changes. Any substantial modification will be notified to you via a visible banner on our site or by direct email if you are a registered client.

02 Exhaustive Data Collection

As part of providing our excellent services, we are required to collect different categories of information. This collection is done transparently and proportionately to the purposes pursued:

Personally Identifiable Information (PII)

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- Identity and Contact Data: This includes, but is not limited to, your full name, professional title, company name, full postal address, professional and personal email address, phone numbers (landline and mobile), and social media handles when you interact with us on these platforms.
- Financial and Transactional Data: For processing your orders and subscriptions, we collect precise billing details, payment histories, purchase orders, and information necessary for fraud prevention. Note that we do not store full credit card numbers; these are handled by our PCI-DSS certified secure payment providers.
- Account and Profile Data: When you create an account on our client portal, we retain your username, password (encrypted), communication preferences, history of purchased services, submitted support tickets, and any feedback or satisfaction survey you have participated in.
- User Content and Communications: We keep a copy of all correspondence (emails, chats, support call recordings) as well as any content, file, image, or document you upload to our systems as part of the execution of our services (for example, for the creation of your website).

Technical and Navigation Data (Automated Collection)

- Device Identifiers and Connection: IP Address (Internet Protocol), browser type and version, time zone, browser plug-in types and versions, operating system, device type (mobile, tablet, desktop), and unique device identifiers.
- Usage and Behavioral Data: Complete navigation path (URLs) to, through, and from our site (including date and time), products or services viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs).
- Location Data: We may collect approximate location data based on your IP address to personalize content (language, currency) and for demographic analysis purposes.

03 Strategic and Legal Use of Data

We process your personal data exclusively on the basis of solid legal grounds and for precise purposes that serve your interest and improve our services:

- **Contract Execution and Service Provision:** Processing is necessary to administer your account, process your orders, deliver web/mobile developments, activate ERP licenses, provide hosting, and ensure technical support and contractual maintenance. Without this data, we simply cannot fulfill our obligations to you.
- **Commercial and Administrative Communication:** We use your contact details to send you critical notifications (security updates, invoices, service expirations) as well as, with your strict consent, newsletters, exclusive promotional offers, case studies, and invitations to events that could benefit your business.

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04 Advanced Cookie and Tracker Policy

Our website uses sophisticated cookie and pixel tag technology to distinguish users, provide a personalized experience, and analyze traffic. A cookie is a small file of letters and numbers that we store on your browser or your computer's hard drive if you agree.

Cookie Categorization	Function and Necessity	Retention Period
Strictly Necessary (Technical) Cookies	Indispensable for the site's operation. They include, for example, cookies that enable you to log into secure areas, use a shopping cart, or use e-billing services. They cannot be disabled in our systems.	Session (Temporary)
Functionality and Personalization Cookies	Used to recognize you when you return to our site. This enables us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).	Year
Performance and Analytics Cookies	They allow us to recognize and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our website works, for example, by ensuring that users find what they are looking for easily (Google Analytics, Hotjar).	2 Years

User Control: You have complete tools to manage your preferences. In addition to our consent banner, you can configure your browser to refuse all or some cookies. However, if you block essential cookies, access to all or parts of our site may be compromised.

05 Security Architecture and Protection

The security of your data is our absolute priority. We have implemented a defense-in-depth strategy including robust technical, physical, and organizational measures:

- **End-to-End Encryption:** All data transfers are secured by TLS 1.3 protocol. Sensitive data at rest (databases) is encrypted using AES-256 algorithm.
- **Strict Access Control:** Access to data limited to strictly necessary personnel ("least privilege"), protected by multi-factor authentication (MFA) and complete access logging.

06 Your Fundamental Rights and Their Exercise

You have full control over your data. In accordance with applicable laws, you have the following rights which you can exercise at any time:

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- **Right of Access and Information:** You have the right to request a complete and structured copy of all personal data we hold about you, as well as details on how we process it.
- **Right of Rectification:** You can require immediate correction of any inaccurate, incomplete, or outdated information concerning you in our systems.
- **Right to be Forgotten (Erasure):** You can request the permanent deletion of your personal data when its retention is no longer justified by the initial purposes or a legal obligation.
- **Right to Data Portability:** You have the right to receive your personal data in a structured, commonly used, and machine-readable format (e.g., CSV, JSON) to transmit it to another provider.

To exercise your rights or for any question regarding data protection, our Data Protection Officer (DPO) is available at: **contact@reelex.ma**

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