



Personal Data

Decathlon Coach

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Your data & Decathlon

Our commitments from sportspeople to sportspeople

YOUR DATA BELONGS TO YOU

At Decathlon, we believe you must have control over your data. It's the direction we are taking while acknowledging we still have some way to go. Apart from being subject to a few legal obligations, only you can agree to Decathlon using them. We undertake never to sell or rent out these data. If we sometimes rely on outsourcers, they only act on our behalf and in accordance with our instructions.

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OUR COMMUNICATION IS SUITABLE FOR YOUR SPORTS LIFESTYLE

One of our priorities is to offer suitable products and content: the right message, at the right time via the right media, and never without your consent. Your data linked to your purchases, your visit on our applications and sites, actually allow us to understand you better and subsequently send you messages and the right offers at the right time, either by email and e-notifications or when you connect to one of our services (Decathlon's e-commerce website, activities.decathlon.fr...).

How do we use your data?

DECATHLON COACH



Data Processor

The data you entrusts us with is processed by DECATHLON SE, 4 boulevard de Mons at Villeneuve d'Ascq, 59650, France.



Data processed

We process data necessary to support you when practising or playing your sports: your email address, your date of birth, your calories burned, your resting heart rate, your maximum heart rate, the sports you do, your body mass index, your GPS data during your sports activities, your surname, name, weight, height, your comments.



Data retention period

We retain your personal data for as long as you do an activity regularly. We will erase your data two years after your last recorded activity.

Your rights

You can ask to access, rectify and even erase your personal data by withdrawing your consent. Under certain conditions, you can also request having your data transferred to another entity other than DECATHLON. Simply send a message by clicking just [here](#).

[Get more information about your rights](#)

Data recipients

Your data is intended for the Decathlon Coach development team (DECATHLON SE). They could be used as part of statistical measurements and analyses, or for impact assessments of sports practice conducted by the Analytics teams at Decathlon. Technical outsourcers in charge of data hosting or sending notifications and emails may process your personal data. DECATHLON strictly regulates their access. They are not allowed to use your data for any purpose other than for the service they provide.

This data can also be handed over, upon legal request, to law enforcement authorities (police, etc...).

Data transfer outside EU



At DECATHLON, we do everything in our power to protect your personal data in accordance with European regulations. We store your data on servers. As part of sending notifications by email, we will transfer some of your data outside the EU.

[Get more information about data transfer.](#)



Lawful basis for processing

Your personal data is processed only after having obtained your consent.



Profiling or fully automated decision-making having legal effects or significantly affecting you

This processing is not subject to any fully automated actions or decision-making on our part.

Good to know

GET MORE INFORMATION ABOUT DATA TRANSFERS

Did you know? Your data may be transferred outside the European Union. Rest assured, these transfers are performed with the greatest of care. Allow us to explain...

Why do we transfer your data?

We may transfer your data outside the European Union mainly because of where our outsourcers are located.



To provide you with a good quality service we decided to outsource some operations to specialized service providers who have real expertise in their domain. (An example? Web hosting). And some of our providers are established outside the European Union.

How are these data transfers regulated?

Regardless of which country our outsourcers are established, we always select them with the utmost care. It is especially the case with regards to how we secure your data. These outsourcers only act on DECATHLON's instructions and at no time use your data for any purpose other than to perform the services we entrust them with. DECATHLON and the selected outsourcers systematically enter into a contract.

Where our service providers are established outside the European Union, we make it a priority to select them from countries where the legal framework provides a satisfactory level of security.

The list of countries is available here:

<https://www.cnil.fr/en/data-protection-around-the-world>

Where it is not possible, we regulate these transfers by appropriate legal mechanism, in particular, by signing additional contractual clauses provided for this type of transfer.

How do we know if your data is transferred?

If you want to know if your data is transferred, you can refer to the section "Transfers outside EU" available with the description of the data processing operation concerned.

YOUR RIGHTS

Entrusting us with your data does not mean you lose control over these - quite the opposite! In short, here's why...



You have several rights. Some are applicable to all data processing concerning you, with others depending on the type of processing performed and, more specifically, the legal grounds that it is based on (contractual, legal obligation, consent, legitimate interest, etc.).

Please find below a brief description of these rights and details of how they are implemented.

To specifically find out what rights corresponding to data processing concerning you, please refer to the section "your rights" included in the description of the applicable data processing.

Right of access:

This right allows you to ask questions about the nature of the data processing concerning you (type of data, the source of collection, etc.). It also gives you the right to request a copy of all the information concerning you. This right applies regardless of the legal grounds for the data processing that concerns you.

Right to rectification:

Change of address, marriage, new sport, ... numerous reasons require you to update your data. The right to exists precisely for this reason. This right applies regardless of the legal grounds for the processing concerning you.

Right to object:

It's the right to say "no!", the right not to be included in the data processing or removed from it. This right applies when data processing is based on Decathlon's "legitimate interest", provided this interest is not "compelling".

Right to erasure:

It is the right to be forgotten... which is perfectly normal. Decathlon has no reason to keep your data longer than necessary. We, therefore, automatically delete all data concerning you on the expiry of the stated storage retention period when your data was collected.



When your data is processed based on your consent or Decathlon's legitimate (non-compelling) interest, you can have your data deleted earlier. How? You only need to inform us of your wish to withdraw your consent or exercise your right to object to processing.

Right to data portability:

This right allows you to request getting data that concerns you where these are subject to processing based on your consent or a contractual relationship. What is the difference with the right to access? We are obliged to provide you with the data in a format that is technically usable by you or another entity other than Decathlon.

Right to restrict processing:

This right complements other rights presented above. It allows you to "freeze" your data after making a rectification request, for example. Should you have any doubts as to the legality of one of our data processing, this right allows you to request our teams to no longer process your data but without erasing them. Lastly, if you want to ascertain, exercise or defend your rights in court, you can also, thanks to this right, request your personal data be "frozen". Feel free to contact us if you have any questions!

You can exercise your rights by contacting us at one of the following addresses:

- *You essentially need to send a message by clicking right [here](#)*
- *by post: Decathlon – personal data protection – 4 boulevard de Mons, 59650 Villeneuve d'Ascq, France*

To ensure we handle your request as efficiently as possible, please remember to:

- *indicate the data processing operation(s) concerned by your request*
- *to tell us which right(s) you wish to exercise*
- *to provide us with all information enabling us to make sure that the person making the request is the person concerned by the data processing operation (Decathlon card No, Last order No, Date of birth input etc.)*



If despite all our best efforts, you consider that your rights have not been respected you have the option of referring the matter to the CNIL: <https://www.cnil.fr/fr/agir>

INTERACTIONS WITH OUR SOCIAL NETWORKS

You have the option of creating a Decathlon account via the “Social Login” feature. To use this feature, you must be the holder of a social network account (Facebook, Twitter, Instagram, Google, etc.) and authorise this network to share your data. By using the Social Login functionality, you expressly authorised Decathlon to retrieve from your social network certain information about you.

What data does Decathlon retrieve from your social network via the Social Login?

Decathlon only retrieves data strictly necessary for creating your account (surname, name, e-mail). At no time will Decathlon have access to your chats, favourites, list of friends, etc. Although Decathlon undertakes not to collect any information that it does not consider necessary, we advise you to configure your social network account to limit the amount of data that can be shared by the latter to Decathlon to the strict minimum.

What data does Decathlon send to your social network via the Social Login?

We guarantee that Decathlon will send no data to your social network regarding your interactions with our retail brand. Nevertheless, your social network will necessarily have the information that you used the Social Login feature to create an account with Decathlon. We suppose your social network could use this information in line with its personal data management policy, which we invite you to read carefully before using the Social Login feature.

Who must I contact to delete data shared via the Social Login?

The Data obtained via the Social Login feature is Decathlon's responsibility and processed in accordance with our personal data management policy. Consequently, the request to access, rectify, erase, etc. will have to be sent directly by clicking >>[here](#)<<. Please note, that any



potential erasure by Decathlon will have no effect on data concerning you that are directly processed by your social network and vice versa.



OUR DATA PROCESSING OFFICER

You are not indifferent to how we process your data...which is perfectly normal!

By appointing me as Data processing officer, DECATHLON entrusted me with the job of guiding our commercial activity without making any compromise on respecting your rights and your private life. I humbly pride myself of doing my utmost to fulfil this crucial assignment.

Any questions, remarks, worries...? I am at your service!

Grégory, Data processing officer at Decathlon.

You essentially need to send us a message by clicking [here](#)