

## TERMS AND CONDITIONS OF USE FOR THE CRYFE™ PLATFORM

### 1. Subject

These general conditions apply to all users of the CRYFE™ platform and must be accepted before any use.

### 2. Service presentation

Through the website [www.cryfe.swiss](http://www.cryfe.swiss), or by being granted direct access, the authorized user accesses the algorithmic solution developed by CM Profiling, dedicated to the processing of any form of interpersonal communication, such as a job interview or a body impact preparation interview, to allow the analysis of different audio and visual signals (voice, gestures, comfort, pacifying, discomfort ...) and to feed back the necessary clues for the evaluation of congruence / incongruence.

### 3. Cryfe™ technical data

Cryfe™ works with digital devices and according to the following settings:

#### “Optimal” setting:

- 16 bits microphone (Logitech P710e)
  - A lapel microphone on the interlocutor (Samson XPD2)
- Having only one microphone directed towards the interlocutor is sufficient if the other settings are respected.
- Any video camera capable of recording 1920x1080 (FullHD) images at 30 frames per second (Logitech C920 HD Pro, Logitech BRIO)

#### “User Friendly” setting:

- Any digital tool (your laptop, your computer, your iPhone or Android) that can record in the aforementioned video quality (FullHD, 30fps)
- Be advised: if you film with an iPhone or an Android device you will have to do it in landscape format.

#### “Video-conference” setting:

- Recording of the session via a camera that complies with the specifications listed under “optimal” and a microphone also respecting the aforementioned specifications.
- Be careful, your internet connection must be stable. If not, the images may not be processed Cryfe™ for analysis.

#### Video and audio streaming:

1. One person captured as a video stream, facing the camera
2. Parts of the body to be filmed: Bust (from head to waist. If behind a table, hands must be visible)
3. No cluttering (remove any objects in view that may cover the face: scarves, masks, sunglasses, etc.)
4. No backlighting, at the risk that facial expressions may no longer be readable.
5. Make sure that the room is bright, that the face is sufficiently illuminated so that the facial expressions are legible as well as the bust in order to highlight the gestures.

6. Use a microphone able to record in the quality specified above
7. Use video streams in the quality specified above

Example for the image: (format of the image: 1920 x 1080)



Supported formats:

The CRYFE™ platform only supports video formats that can be processed by the ffmpeg video processing utility.

**Some formats that use a video container (notably Matroska with the .mkv extension) are currently not supported by the solution.**

**If the format of your files is not accepted by Cryfe™ you can easily convert them. Several converters are available on the internet.**

For more information about user settings please [click here](#).

Data analysis:

Data from visual signals such as gestures and facial expressions are analyzed exclusively using CRYFE™ algorithms.

Data from audio signals such as tone or energy are analyzed exclusively using CRYFE™ algorithms.

Only the voice recording is sent to secure Google servers to determine whether the sentence has a positive or negative affect. This data is anonymous, Google has no way of linking it to the person in question.

#### 4. Functionality and Processing of Personal Data

In order to use the Platform, the user must have previously obtained the written consent of the other party (differentiated consents are possible according to the consent form) and have forwarded it to CM Profiling in the manner chosen by the parties. The user must also consent themselves after reading these Terms and Conditions of Use.



The user collects the interlocutor's e-mail address, so that the interlocutor is informed when the analyzed interview is available to them.

The analyzed interview remains available to the user for 12 months, to enable them to complete the recruitment process by having access to the data.

At the user's request, or at the end of the 12-month retention period, the data is securely and completely deleted. Only partially anonymized data that has been stored with the interlocutor's express consent for the purpose of improving the tool and advancing the research is kept.

The platform uses cookies to make navigation and use of the system possible:

User session cookies

Cookies from the external service gravatar.com whose privacy policies are set out at: <https://automattic.com/privacy/>

Contact by email: when you contact our team, send us questions, comments or report a problem, we collect your name, email and message. We use these data only to answer questions we receive.

If you solicit a meeting or a demonstration of Cryfe through the meeting booking tool [Calendly](#) installed on our website, your first name, last name, email and phone number (if provided and used to send you a meeting reminder by SMS), are collected in the CRM of CM Profiling, which is [Sendinblue](#), in order to take contact with you and answer your requests. Your data are kept for a duration proportionate to their final usage and deleted afterward. You will find more information on [Calendly's privacy policy](#).

## 5. Tracking and Analytics tools

Cookies - we use cookies (small data files transferred to computers or devices by sites) for record keeping purposes and to improve the functionality of our site. You can disable or restrict the transmission of cookies by changing the settings in your web browser. Cookies already stored can be deleted at any time.

- **Matomo Analytics Tool**

Matomo collects information to measure traffic and analyse how people interact with our website. This allows us to refine the user experience by improving our website and related content.

We opted for Matomo instead of other data collection services because data collection is anonymised and the data is not transferred to any third parties.

In order to provide you with the best possible experience on our websites, we need to collect and process certain information. Depending on your use of the Services, this may include:



Usage Data: when you visit our site, we specifically record: the website from which you visited us, the parts of our site you visit, the date and duration of your visit, your anonymised IP address, information about the device you used during your visit (device type, operating system, screen resolution, language, the country you are in and your web browser type). We process this usage data in Matomo Analytics solely for statistical purposes, to improve our site and to recognise and stop any misuse.

More information at <https://fr.matomo.org/>

- **Functional cookies**

The content management system (CMS) for the platform is Wordpress. Wordpress uses cookies for technical reasons and to ensure that visitors can use the site easily.

To ensure the proper functioning of our website, Wordpress cookies are therefore essential. We cannot guarantee that the website will function properly if they are disabled.

A full description of the Wordpress cookie policy can be found here:

<https://fr.wordpress.org/about/privacy/cookies/>

Tarteaucitron: Cookie manager (no impact on user data, open-source)

Among others, we use some feature-specific tools that do not allow the identification of the end user such as:

WPML: Translation Management (no impact on user data, open-source)

Advanced Custom Field - Qtranslate: Link between ACF and Qtranslate (no impact for the user on his data, open-source)

Autoptimize: Cache manager and optimization of resource and network distribution (no user impact on data, open-source)

General technologies :

ThreeJS: 3D management (no impact for the user on his data, open-source)

- **Targeting cookies**

Facebook Pixel

The "Facebook Pixel" tracking code allows us to measure the impact of advertising posts on Facebook.

We use Facebook tracking cookies to effectively promote our content and/or services to a targeted audience. These cookies, which are valid for 12 months, track the activity of online visitors over time on different sites or other online services, automatically collecting information about navigation.



These technologies can "recognize" you on the different devices you use, such as a desktop or mobile computer, your smartphone or tablet. Third parties (advertisers) use this information to serve ads about products and services that are relevant to your interests. These ads may appear on other sites or mobile applications from any of your devices.

Please note that at no time do we have access to the information collected by these cookies, but we may use it collectively via the Facebook advertising platform, to serve content or services similar and/or additional to those you have viewed on this site. This process also allows us to manage and monitor the effectiveness of our marketing efforts.

The Facebook Pixel also allows us to measure the impact of our posts on Facebook and for advertising purposes: creating audiences and targeting visitors to the Site (retargeting).

To learn more about the use of Facebook cookies, please visit <https://www.facebook.com/policies/cookies/>

By default and in accordance with the law, these cookies are not activated on our Site without your consent.

#### Linkedin Insight Tag

The LinkedIn Insight Tag installed on the Site allows us to act for marketing and advertising purposes. In particular, we can measure the impact of our publications on LinkedIn for the Cryfe page, create audiences of visitors to the Site and display advertisements on LinkedIn (Retargeting).

By default and in accordance with the law, these cookies are not enabled without your consent

#### Twitter Tag

The Twitter Tag installed on the Site allows us to act for marketing and advertising purposes. In particular, we can measure the impact of our publications on Twitter for the Cryfe account, create audiences of visitors to the Site and display advertisements to them on Twitter (Retargeting).

By default and in accordance with the law, these cookies are not enabled on our Site without your consent.

#### Youtube

We use Youtube to publish videos on our Site. These cookies support the "video" functionality and deleting them may prevent the viewing of our videos.

These cookies collect IP addresses and track your online activities over time and across various websites or other online services by automatically collecting information about video viewing on our Site. These technologies can "recognize" you on the various devices you use, such as a desktop computer or a mobile device, such as your smartphone or tablet.



Third parties (advertisers) use this information to serve ads about products and services tailored to your interests. These ads may appear on other websites or mobile applications from one of your devices.

Please note that we do not have access to the information collected by these cookies at any time, but we may use it in the aggregate, via the Google advertising platform, to serve videos that are similar and/or complementary to those you have viewed on this site. This process also allows us to manage and monitor the effectiveness of our marketing efforts.

To learn more about Google's use of cookies, please visit <https://policies.google.com/technologies/types>

By default and by law, these cookies are not enabled on our Site without your consent.

### Google Ads

Google Ads is Google's advertising platform. We use it to advertise our Content and/or Services to a qualified audience. These cookies (valid for 12 months) collect IP addresses and track your online activities over time, across different sites or other online services, automatically collecting information about how you navigate the Site.

These technologies can "recognize" you on the different devices you use, such as a desktop or mobile computer, your smartphone or tablet. Third parties (advertisers) use this information to serve ads about products and services that are relevant to your interests. These ads may appear on other sites or mobile applications from any of your devices.

Please note that we do not have access to the information collected by these cookies at any time, but we may use it in the aggregate, via the Google advertising platform, to serve content or services similar and/or complementary to those you have viewed on this site.

This process allows us to manage and track the effectiveness of our marketing efforts.

For more information on the use of Google's cookies, please visit <https://policies.google.com/technologies/types>

In accordance with the law, these cookies are not enabled on our Site without your consent.

### Google Optimize

Google Optimize is a testing and experimentation platform. We use it in particular to test page variants. Randomly, 50% of the visitors will see variant A and the other half will see variant B. After a certain number of visits, we can understand which of the pages works best and keep only the best performing one. This allows us to improve our Users' experience on the Site and learn more about our audience.

Google Optimize uses Analytics cookies to "identify" visitors to different variants so that we can count them and compare them, and to ensure that a returning visitor sees the same page. No Personal Data is collected.



By default and in accordance with the law, these cookies are not activated on our Site without your consent.

## Sendinblue

Once you have signed up to receive our newsletters, we use Sendinblue to manage the status of your contact details and to be able to send emails to you.

You can unsubscribe from our emails at any time directly via the links available at the bottom of these emails. Sendinblue also allows us to chat live with you through the use of a chat module.

For more details on Sendinblue's privacy policy:  
<https://fr.sendinblue.com/legal/privacypolicy/>

## 6. Data Security

The platform uses cookies to make navigation and use of the system possible:

- User session cookies
- Cookies of the external service

Hosting provider and processing: The operation of the CRYFE™ platform is made possible by the Google Cloud service, whose terms of use are available at the following address:  
<https://cloud.google.com/terms>.

Data exchange is encrypted from end to end and is secured by multiple levels of encryption to protect the customer data being stored in Google Cloud products.

Data storage is provided by the Google Storage service where data is automatically encrypted.

All data stored in the Google Cloud Platform is encrypted at the storage space level using the AES256 algorithm, with the exception of a small number of persistent disks created before 2015 that use the AES128 algorithm.

CM Profiling SARL, in its capacity as Data Controller, has taken all technical and organizational measures to ensure the proper processing of personal data, and in particular data security. A processing regulation has been drawn up, which comprehensively presents the processing and the measures taken for full legal compliance, available here. For more information, please refer to the CM Profiling T&Cs.

## 7. Access rights

Any person concerned may exercise their right of access or obtain any useful information by contacting Caroline Matteucci (cm@profiling.ch) or the DPO, Isabelle Dubois, AD HOC RESOLUTION (dpo@profiling.ch).



## 8. Intellectual property

CM Profiling declares that it is the owner of all the hardware, visual and software elements that make up the CRYFE™ solution. It is therefore also the sole owner of its exploitation rights. The trademark is protected in Switzerland and internationally, and the technical analysis solution is the subject of a patent. Copyright applies for the rest.

Therefore, the user's attention is expressly drawn to these intellectual property rights, and to the resulting prohibition of any copy or reproduction of all or part of the software's source code. Similarly, all elements of the website, whether visual or audio, including the underlying technology, are protected and are the exclusive property of CM Profiling.

## 8. Responsibilities.

The user agrees to use the solution in a manner consistent with its purpose, and to respect the personality rights of the people they analyze through the solution. They acknowledge that they are liable to the other party and to CM Profiling for any improper use of the solution.

Furthermore, CM Profiling declines all liability for improper use of the platform or failure to comply with the technical data mentioned under section 3 above, as well as in the event of failure of the functionalities offered.

## 9. Modification of the general conditions and communication of updates

Any changes to the general conditions will be announced to users.

## 10. Place of jurisdiction

Swiss law is applicable, and the Swiss courts have jurisdiction. However, before any legal action is taken, the parties undertake to go through mediation.



March 2021 edition