

Your Privacy with Lilo

Privacy Policy.

Lilo is a solidarity-based search engine whose mission is to support social and environmental projects through your searches.

This document aims to inform you about the type of data we collect, why we collect it, and how we manage it, as well as your privacy rights and how you can exercise them.

This Privacy Policy applies to the websites search.lilo.org and lilo.org (the « **Site** ») accessible from your computer, tablet and smartphone (« **Device** »). This policy governs the personal data processing of all « **Users** » accessing the Site. It also governs processing related to the use of the search engine (the « **Services** »). If you wish to access the AI Chat privacy policy, you can access it [here](#).

You may not be subject to all the processing mentioned below. Indeed, certain processing is only carried out with your consent.

Qwant, the Company that owns the brand Lilo, located at 42 avenue de la Porte de Clichy 75017, Paris, acts as the data controller within the meaning of Article 4.7 of the GDPR. You can reach the Data Protection Officer ("DPO") at the following address: dpo@liloteam.org

Why does Lilo process your data and use cookies?

When you perform a search on Lilo, we process various information to display relevant search results, combat fraud, comply with our legal obligations and credit you with the valuable water drops associated with your searches. This data is indicated and described in the table below.

What Data is Subject to Processing on our Site?

DATA CATEGORY	DATA CONCERNED	RETENTION PERIODS
Account User Data	<p>When you register on our site, you provide us with data about yourself such as your email address, first name, password and preferences (languages, privacy settings, etc.).</p> <p>We will also have access to the date of your last login, the date you accepted the Terms, the date your account was created, and transactional communications (the “Events”).</p>	<p>3 years from your last recorded activity on your user account.</p> <p>If you yourself request the deletion of your user account, it will be deleted as soon as possible.</p> <p>Events are deleted after 3 months.</p>
Service Data	<p>You provide us with information when you respond to surveys/polls. This data is used to improve the services of Lilo. No personal data is requested.</p>	<p>13 months from your last recorded activity on your User Account.</p>
Account Device	<p>We automatically collect technical data:</p> <ul style="list-style-type: none"> - Technical characteristics relating to the device you use to access our services, such as the type of device (smartphone, computer, etc.) and the operating system (version, language, system date and time, etc.) - When you use our Site, we automatically collect your search queries, as well as information about how you use our Services, including your clicks or interactions with advertisements. 	<p>By Microsoft: This data is de-identified after 6 months.</p> <p>By Lilo: This data is aggregated and retained by Lilo for 25 months.</p> <p>By Piwik Pro: This data is obfuscated and retained for 25 months.</p> <p>At the end of the mentioned retention periods, the data concerned is deleted in its entirety.</p>

	This data is collected for statistical purposes and is associated with several pseudonymous identifiers, which cannot be cross-referenced with each other.	
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How is your data used by us and our Partners?

PURPOSES	DESCRIPTION	LEGAL BASIS	PARTNERS
WITH YOUR CONSENT			
Sending you commercial communications on behalf of Lilo	If you have agreed to receive commercial communications from us (newsletters), we may use your Account Data to send them to you. Only Lilo may be the sender of these communications and will not commercialize them.	Consent	Brevo et Lilo

WITHOUT CONSENT			
Management of your User Account	If you have created an account, we use your User Account Data to manage your User Account, manage your water drops, and allow you to log in and send you communications necessary for its proper operation.	Performance of the contract	Lilo
Provision of a synthesized response to our results, following a User's request	When you use the artificial intelligence module during a query, we transmit the search keywords to our partner so that we can provide you with a synthesized	Performance of the contract	Mistral

	response to the results (“Réponse Flash”)		
Display of standard (non-personalized) advertising.	We use your Device Data to offer you contextual ads based solely on the keywords entered at the time the ad is displayed. In this case, we do not display targeted ads and do not use any cookies.	Legitimate interest	Our Advertising Partner : Affinity
Statistics and audience measurement	<p>We may use your Account Terminal data in an aggregated form when managing the Site</p> <p>This management requires the use of attendance and/or performance statistics without your identity being known to Lilo.</p> <p>These measures are essential for analyzing the operation of the Site and for providing our Services:</p> <ul style="list-style-type: none"> ● Performance measurement, ● identifying navigation issues, ● optimizing technical performance or usability, ● analyzing content viewed, etc. 	Legitimate interest	Piwik Pro & Lilo

<p>A/B Testing</p>	<p>Occasionally we may conduct so-called "A/B" tests. These tests allow us to compare different versions of our search engine or features to see which performs best.</p> <p>The objective is to understand user preferences and improve the usability and effectiveness of our search engine.</p> <p>In this context, we only use aggregated and anonymized data, such as the number of clicks on a feature or time spent on a page, to evaluate the performance of the different versions tested.</p> <p>For these tests, Lilo's supplier retains a randomly generated anonymous identifier kept for 6 months from the first visit.</p>	<p>Purpose "A/B Testing"</p>	<p>Lilo & Piwik Pro.</p>
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<p>Measuring the effectiveness of certain contextual advertising results</p>	<p>In order to establish an aggregate measure of the effectiveness of advertising provided by our partner Microsoft and to strengthen its means of detecting fraudulent clicks, Lilo may also transfer to it for certain categories of advertisements the following data if you click on an advertisement from the Microsoft network and return to the same results page of Lilo :</p> <ul style="list-style-type: none"> • Measuring the time elapsed between the moment you click on the advert and your eventual return to the results page. This data shared with Microsoft is used exclusively for the purposes indicated above and may not be used for any other purpose. In particular, it cannot be used for user-profiled advertising on Lilo or third-party services. • This data is transmitted to this partner within the European Union, and may be retained in accordance with the <u>Politique de Confidentialité de Microsoft</u> for a maximum period of 18 months. 	<p>Necessary for the performance of the Contract</p>	<p>Lilo</p>
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<p>Providing the features necessary for the operation of our Services (processing of user requests, display of advertisements, operation of new features)</p>	<p>In order to provide you with relevant results when we do not ourselves have the answers to your queries, we have a partnership with Microsoft for the provision of our search results and the provision of contextual advertising based on the keywords entered and your geographic region.</p> <p>To this end, Lilo may transfer to this partner the following pseudonymized data related to your query:</p> <ul style="list-style-type: none"> ● The search keywords; ● Information about the browser you are using; ● The first three octets of your IP address or, in the context of the User Account, the full IP address; ● The approximate geographic area at the origin of the search, at the level of a region or city; ● The salted hash generated from your IP address, your User Agent and a salt changing at most every 3 months; ● A random token generated by Lilo (aimed at limiting data cross-referencing). <p>In addition, for security and reliability purposes of our partner's services (detection of spam, automated activity, fraudulent clicks on advertisements...), Lilo may also collect and transfer to this partner your full IP address.</p>	<p>Performance of the Contract and legitimate interest</p>	<p>Lilo & Microsoft Advertising</p>
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Management of delisting requests	When you wish to exercise your right to delisting, we use your Account data and/or the data you provide us within the form in order to respond to your delisting request	Legitimate interest	
Management of information requests	When you request information, we use your Account data and/or the data you provide us within the contact form in order to respond to your request.	Legitimate interest	

Who are Lilo's Partners?

PiwikPro

We use Piwik Pro Analytics Suite to collect statistical data about users of the Site based on online identifiers. We create user profiles based on users' browsing history and on metrics related to site usage, such as bounce rate and page views. Piwik Pro Analytics Suite is also used to create aggregated datasets regarding the use of our site, as part of the processing necessary for the proper functioning of the site.

Microsoft

Lilo has a partnership with Microsoft for the provision of search results and contextual advertising. In this context, Lilo commits to collecting only the information necessary to offer you relevant results and advertising based on your search keywords.

Brevo

We work in collaboration with Brevo to ensure the efficient management of your account to guarantee its proper operation, for transactional emails, and when you consent, in the management of our email marketing campaigns. We do not transmit to Brevo any data other than those indicated within the "User Account Data". For more information: <https://www.brevo.com/fr/legal/privacypolicy/>

Datadome

In order to detect bot traffic or any other traffic that could be considered fraud or abuse of resources, we communicate technical characteristics relating to the device as well as your encrypted search queries, and signals such as "mouse movements", "page scrolling" or "clicks" to our partner Datadome. This data is retained by Datadome for a period of one month. For more information: <https://datadome.co/fr/politique-confidentialite/>

How is your data used for advertising purposes?

Data collection via Microsoft Advertising

With regard to Bing search queries, Microsoft de-identifies stored queries by deleting the entire IP address after 6 months, as well as cookie IDs and other cross-session identifiers used to identify a specific account or device after 18 months

Data collection via Google Ads

Advertisements displayed on the Services may be managed by Google AdSense. Google and its advertising partners may use cookies to personalize advertisements. As such, Google places cookies on your device and collects browsing data (IP address, cookie identifier, pages visited) in order to display advertisements tailored to your interests. This processing is subject to your prior consent, which you may withdraw at any time via our consent manager. If you wish to learn more about Google's use of your data, you can visit their privacy policy: <https://policies.google.com/privacy>

Affiliate platform

We work with an affiliate platform: Affinity. This platform allows us to work avec plusieurs annonceurs, afin de vous proposer nos publicités. En règle générale, ces partenaires agissent en tant que responsables du traitement, ce qui implique qu'ils définissent eux-mêmes les finalités et les modalités d'utilisation and compliance with applicable laws and regulations.

When you visit l'une des advertisements of our advertisers, you can object to the processing of your data by these partners by visiting their privacy policies.

What are your rights and how can you exercise them?

In accordance with the French Data Protection Act and the GDPR, you have the following rights regarding your personal data:

- Right to access your processed data in an understandable format,
- Right to rectify and update inaccurate or incomplete data,
- Right to erasure sur for data no longer necessary for the initial purpose, when you have withdrawn your consent on which the data processing is based, when the data is subject to unlawful processing or when the data must be erased to comply with a legal obligation,
- Right to object to your data being used for commercial prospecting purposes or for other purposes based on our respective interests,
- Right to data portability, i.e. to request from Lilo the communication of data in a structured, commonly used, and machine-readable interoperable format

These rights may be exercised by making a request to the following email address: dpo@lilo.com

You may also exercise your rights by post to the DPO at the following address:

Data Protection Officer
42 avenue de la Porte de Clichy
75017, Paris

Furthermore, you may submit a complaint to the data protection authority in your country (for France, this is the CNIL - www.cnil.fr).

COOKIES AND IDENTIFIERS

A cookie is a small text file stored on your device (computer, tablet, or mobile) when you visit a website. It allows the site to recognize your device and remember certain information, such as your preferences or past actions.

On Lilo, we use several types of cookies.

- Strictly necessary cookies for the operation of the Search Engine: These cookies ensure access to essential services in which certain features would not be available. For example, they allow your session to be maintained after login or to ensure the security of the site.
- Audience measurement cookies: We use Piwik Pro Analytics Suite to collect data. Additionally, Lilo itself processes its data via a unique identifier for each user. This identifier is pseudonymized internally.
- Interface personalization cookies, allowing you to remember your display preferences, language settings or browsing mode.

You can refuse all of these cookies and :

- use our services without creating a User account,
- refuse all such processing.

User ID (cookie)	In order to retain water drops, we place a cookie on your device to generate a random identifier during your first visit and ensure that the counter, the login, and the chosen association persist across User sessions over time. This identifier is not linked to any other data. However, if you have created a user account, this identifier will be linked to your email address.	Until the user uses their Water Drops.	Lilo (Qwant)
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Google AdSense	<p>Cookie issued by Google AdSense, used to display personalized advertisements. This cookie is only placed with your explicit consent via our consent banner.</p> <p>Lilo transmet à Google certaines données telles que l'adresse IP, identifiant de cookie, pages visitées.</p> <p>Les finalités de ce traitement sont indiquées dans notre gestionnaire de consentement.</p>	13 months	<p>Google (AdSense)</p> <p>https://policies.google.com/privacy</p>
Test Group	<p>Randomly defined group at first visit (possible values: 1,2,3,4) to compare the performance of certain features between different cohorts of visitors.</p>	13 months	Lilo (Qwant)

Cookie Management

During your first visit to our site, you can accept or refuse the use of cookies via our consent banner. You can also change your preferences at any time by accessing your browser settings or by using our cookie management tool.

How to disable cookies?

You can configure your browser to refuse cookies or delete those already saved. Here are links to instructions for the main browsers:

- Google Chrome : <https://support.google.com/chrome/answer/95647>
- Mozilla Firefox : <https://support.mozilla.org/fr/kb/activer-desactiver-cookies>
- Safari: <https://support.apple.com/en-us/guide/safari/sfri11471/mac>
- Microsoft Edge: <https://support.microsoft.com/en-us/help/4027947/microsoft-edge-delete-cookies>