

INFORMATION ON PROCESSING OF PERSONAL DATA

The company **Profil Media, s.r.o.**, ID No. 25726501, registered office at Újezd 414/13, 150 00 Prague 5 ("**Administrator**") is the data Administrator within the meaning of the Regulation (EU) No. 2016/679 of the European Parliament and of the Council of 27 April 2016 on the Protection of Natural Persons with regard to the Processing of Personal Data and on the Free Movement of such Data and repealing the Directive 95/46/EC ("**Regulation**") and the Act No. 110/2019 Coll., on the Processing of Personal Data.

1. PROCESSING OF PERSONAL DATA

- 1.1. The Administrator processes personal data in cases related to its business activities via a web interface, social networks or other application for written communication ("**Web Interface**" or "**Web**"), i.e. in particular if:
 - 1.1.1. you have sent the Administrator an order for goods or services;
 - 1.1.2. you attend an event organised by the Administrator;
 - 1.1.3. you have subscribed to the commercial communications;
 - 1.1.4. you are a natural person in business or an employee of a legal person with whom the Administrator has contracted as a customer or supplier of services or goods or other contract in the course of business;
 - 1.1.5. you are an employee of the Administrator or a job applicant.

2. CATEGORIES OF PERSONAL DATA

The Administrator processes the following categories of personal data:

- 2.1. **Identification and address data:** academic title, first name, surname, permanent home address, delivery or other contact address, business address, registration number.
- 2.2. **Electronic contact information:** telephone, mobile phone, e-mail address.
- 2.3. **Other personal data required for the performance of the contract:** bank account number, payment amounts and payment history, or other similar data.
- 2.4. **Other personal data provided** by you in the contract, addendum, order or other documents, including subsequent updates.
- 2.5. **For employees and job applicants**, the company processes CVs and data necessary for the salary and tax agenda.

3. COOKIES

- 3.1. The company uses cookies on the Web.
- 3.2. Cookies are short text files that the Web Interface stores on your computer and that are provided by your browser each time you return to the Web. Cookies make it easier for you to use the Web and tailor its content to your preferences and needs.
- 3.3. We respect your privacy and you may choose not to accept some cookies. Cookies are also used to ensure the functionality and security of the Web Interface. Blocking some of them may affect the functionality of the Web or the offered services.
- 3.4. We use or intend to use the following cookies on the Web:
 - 3.4.1. **Technical cookies**, which are necessary for the proper functioning of the Web Interface and all offered functions which cannot be disabled without blocking the functions of the Web. They are responsible for, among other things, storing products in

the basket, logging into the customer account, the functioning of filters, the shopping process or storing privacy settings. For this reason, technical cookies cannot be individually deactivated or activated and are always active.

3.4.2. **Analytical cookies**, which allow us to measure the performance of our Web and our advertising campaigns. We use them to determine the number of visits and sources of visits to our Web. We process the data obtained through these cookies anonymously and in aggregate, without using identifiers that point to specific users of our Web. These cookies allow us to optimize the performance and functionality of our site.

3.4.3. **Preference cookies**, which allow the Web Interface to remember information that changes how the Web Interface behaves or looks. This is for example your preferred language, currency, favourite or last viewed products etc. These cookies allow us to recommend products and offers on the Web that will be most interesting to you.

3.4.4. **Marketing cookies**, which are used by us or our partners to show you the most relevant content or advertisements both on our Web and on third party Webs. This is possible by creating a so-called pseudonymised profile according to your interests. But don't worry, this profiling generally does not allow for direct identification of you as only pseudonymised data is used. If you do not consent to these cookies, you will not see content tailored to your interests in advertising messages.

3.5. Cookies settings can be found in the header of the Web, each visitor has the option to agree to the use of selected or all cookies.

3.6. If you agree to use only selected cookies, please note that the Web may no longer function properly. If you delete cookies in your browser, they will be placed again after your consent when you visit the Web Interface again.

4. **LEGAL TITLE AND PURPOSE OF PROCESSING**

The Administrator processes personal data for the following reasons:

4.1. **The performance of obligations under contracts or other arrangements**

4.1.1. The Administrator processes personal data because it is necessary for the conclusion and performance of a contract with you and the exercise of the rights agreed in the contract.

4.2. **Performance of legal obligations**

4.2.1. Administration includes in particular the issuing, receipt and archiving of tax documents.

4.3. **Legitimate interest**

4.3.1. The Administrator processes personal data of customers for direct marketing purposes because it is its legitimate interest.

4.3.2. In the event that the collection of cookies would be considered as processing of personal data, it is also a legitimate interest of the company.

4.3.3. On the basis of legitimate interest, the Administrator may send you a questionnaire to check your satisfaction with its services.

4.3.4. If the processing of your personal data would bother you for this reason, please let the Administrator know as soon as possible.

4.4. **Processing of personal data based on your consent**

4.4.1. The Administrator may also process personal data if you give your explicit and free consent to do so. You may withdraw this consent at any time.

5. PROCESSORS, RECIPIENTS AND TRANSFER OF PERSONAL DATA

- 5.1. For the effective operation of the Web Interface and business activities, the Administrator has contracts with other service providers to whom it may transfer your personal data for processing. In particular, the following may process your personal data:
 - 5.1.1. providers of postal and transport services;
 - 5.1.2. software and IT service providers;
 - 5.1.3. marketing service providers;
 - 5.1.4. payment service providers;
 - 5.1.5. accounting service providers;
 - 5.1.6. legal service providers.
- 5.2. For debt collection purposes, your personal data may be transferred to a debt collection company and/or law firm.
- 5.3. Your personal data is processed by the Administrator exclusively in the countries of the European Union. Outside of the European Union countries, the Administrator could only process your personal data provided that it is necessary for the performance of its contractual or legal obligations.

6. STORAGE PERIOD

- 6.1. The Administrator processes personal data only for the time necessary to fulfil the purpose of the processing or for the time required by law. The storage period varies depending on the legal title of the personal data processing:
 - 6.1.1. If the legal title for the processing of personal data is the performance of contractual obligations, the Administrator shall process personal data for the period of time required by law.
 - 6.1.2. If the legal title for the processing of personal data is the performance of legal obligations, the Administrator shall process personal data for the period of time required by law.
 - 6.1.3. If the legal title for the processing of personal data is a legitimate interest of the Administrator, the Administrator shall process personal data for the duration of the legitimate interest, or until you notify the Administrator that you do not wish the Administrator to process the personal data further.
 - 6.1.4. Where the legal basis for processing personal data is your consent, the Administrator will process personal data for no longer than the period for which your consent is valid.

7. YOUR RIGHTS

- 7.1. In particular, you have the following rights in relation to your personal data:
 - 7.1.1. The right of access to personal data - you can contact the Administrator at any time to ask whether it is processing your personal data and, if so, to request further information about this processing.
 - 7.1.2. Right to rectification or completion of personal data - if there is a change in the processing of your personal data or you feel that the data processed is incorrect, please do not hesitate to contact the Administrator.
 - 7.1.3. Right to request restriction of processing - in the cases referred to in Article 18 of the Regulation, you have the right to request restriction of the processing of your personal data.

- 7.1.4. Right to erasure of personal data - in the cases referred to in Article 17 of the Regulation, you have the right to request that the Administrator erase the personal data concerning you without undue delay.
- 7.1.5. Right to request data transfer - under the conditions set out in Article 20 of the Regulation, you have the right to request the Administrator to transfer your personal data to a third party.
- 7.1.6. Right to object - where the Administrator processes your personal data based on legitimate interest, you have the right to object to such processing at any time.
- 7.1.7. Right to lodge a complaint - if you have any doubts about the Administrators's compliance with its obligations relating to the processing of personal data, you have the right to lodge a complaint with the Data Protection Authority.

8. CONTACTS

- 8.1. If you wish to contact the Administrator, ask about anything relating to the processing of your personal data or tell the company that you do not want it to process your personal data, you can use the following contact details:

Profil Media, s.r.o.

Address: Újezd 414/13, 150 00 Prague 5 – Malá Strana

tel: +420 734 756 020

e-mail: info@profilmedia.cz

9. OTHER AND FINAL PROVISIONS

- 9.1. If you refuse to provide the personal data necessary for the above purposes, the Administrator may not be able to deliver the ordered goods to you.
- 9.2. The Administrator does not carry out any personal data processing activity that involves profiling.
- 9.3. The Administrator processes personal data by means of software, so there is at least partially automated processing.