

INFORMATION ON THE PROCESSING OF PERSONAL DATA FOR MARKETING PURPOSES ON THE BASIS OF A CONSENT

WHAT IS THE PURPOSE OF THIS DOCUMENT?

The purpose of this document is to provide you with information on the conditions under which the processing of your personal data will be carried out. If the terms "us" or "our company" are used in the following text, they refer to BADZ, z.s.

WHY WILL MY PERSONAL DATA BE PROCESSED?

We will process your personal data on the basis of your voluntary consent, in particular for the purpose of sending business communications in order to provide information about our activities, offer our products and services and offer third-party products and services (hereinafter "marketing purposes").

WHO WILL PROCESS MY PERSONAL DATA?

The personal data controller is BADZ Koloděje, z.s., Company ID No.: **05889863, with its registered office at: Pod čihadlem 16, Praha 4 - Točná**

WHAT PERSONAL DATA WILL BE PROCESSED AND WHAT IS THE LEGAL BASIS FOR THIS PROCESSING?

For marketing purposes, your identification and contact details comprising your name, surname and e-mail address will be processed, as well as other details:

- (if you participated in our event) information on the event,
- (if you use our product or service) the history of transactions, the use of such a product or service, and your delivery address (if any)
- (if you have allowed cookies in your web browser) records on your behaviour on websites managed by our company.

The provision of the aforementioned data for marketing purposes is voluntary and is thus not necessary for the performance of a contract or legal obligations. However, processing this data allows us to improve the quality of our services and send offers that will be of interest to you.

The legal basis for the processing is your consent.

WHO WILL HAVE ACCESS TO MY PERSONAL DATA?

Employees of our company that are entrusted with specific tasks related to the purpose of personal data processing and data processors, namely the supplier of the mailing system and the supplier of the database system, will have access to your personal data. An up-to-date list of processors will be provided on request.

WILL MY PERSONAL DATA BE TRANSFERRED OUTSIDE THE EUROPEAN UNION?

No.

FOR HOW LONG WILL MY PERSONAL DATA BE STORED BY YOUR COMPANY?

This consent is granted for an unlimited period of time, and you can revoke it at any time in the manner specified in each business communication, or by sending a request to our e-mail address info@badz.cz

Your consent or the consent form will be archived for the entire period for which your consent is granted and for a period of four years after its revocation for the purpose of proving that the processing of your personal data was lawful. The legal basis for this processing is the legitimate interest of our company.

WHAT ARE MY RIGHTS IN RELATION TO THE PROCESSING OF MY PERSONAL DATA?

You have the right to request access to your data at any time - this means that, at your request, we will provide you with information on what personal data is being processed, for what purpose, what source the personal data was obtained from, to whom your personal data was provided and the duration of the planned data storage period.

You have the right to request, at any time, the correction of inaccurate personal data or its completion if it is incomplete. You also have the right to request the deletion of personal data that is no longer needed for the purpose for which it was originally collected or which the controller is no longer entitled to use for other reasons (e.g. if it was processed illegally or its deletion is required by law).

You have the right to require that the processing of your personal data be restricted - this means that you can request us not to delete personal data that we would otherwise be obliged to delete, and you can also request us to suspend the processing of your personal data until it is clarified whether or not the data being processed is accurate, or whether your objection to the processing of the personal data is justified (See the right to object below).

You have the right to the portability of your personal data - this means that you may request us to provide you with personal data that we are processing (if it is processed automatically) in electronic form so that it can be easily transferred to another data controller (service provider). This right only applies to personal data that we have obtained in electronic form based on your consent or a concluded contract.

You have the right to object, at any time, to the processing of your data for the purposes of direct marketing (sending business offers). If you do so, your personal data will no longer be used for this purpose. You also have the right to raise an objection to the processing of your personal data that is based on our legitimate interest - in such a case, we will continue to process your data only if there are serious justified reasons for doing so.

IN WHAT MANNER CAN I EXERCISE MY RIGHTS?

You can exercise your rights (including the right to object) with the personal data controller, namely our company. You can contact us in writing, over the phone or via e-mail (the contact details are specified above). Our company has also appointed a data protection officer, whose contact details are BADZ

Koloděje, z.s., Company ID No.: **05889863**, with its registered office at:
Pod čihadlem 16, Prague 4 - Točná, or e-mail: info@badz.cz

HOW SHOULD I PROCEED IF I BELIEVE THAT MY PERSONAL DATA IS BEING PROCESSED UNLAWFULLY, I.E. IN CONFLICT WITH THE GENERAL DATA PROTECTION REGULATION?

In this case, you have the right to file a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, phone: +420 234 665 111, e-mail: posta@uouu.cz, website: <https://www.uouu.cz>.

DOES AUTOMATED DECISION-MAKING (INCLUDING PROFILING) TAKE PLACE DURING THE PROCESSING OF MY PERSONAL DATA?

Automated decision-making is decision-making carried out by a machine (computer) without human intervention which has legal or other similarly serious consequences for you (such as the termination of a contract). Such processing of personal data does not take place in our company. The relevant steps are always decided on by a particular company employee.