



# PRIVACY POLICY

## INFORMATION ON PERSONAL DATA PROCESSING

FROM THE ROLE OF A CONTROLLER, THE COMPANY MAREK RUFERT FOLLOWS THE RULES FOR THE PROTECTION OF PERSONAL DATA, WHICH YOU PASS ONTO US. IT IS IMPORTANT THAT YOU KNOW THAT WE PROCESS THE PERSONAL DATA YOU PROVIDE TO US LEGALLY, TRANSPARENTLY, CORRECTLY, IN THE MINIMUM EXTENT AND FOR THE TIME STRICTLY NECESSARY TO FULFIL THE PURPOSE OF PROCESSING AND IN ACCORDANCE WITH REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL.

## YOUR PERSONAL DATA SECURITY

WE FOLLOW THE RULES REGARDING THE SECURITY OF PERSONAL DATA YOU PROVIDE TO US. WE HAVE TAKEN APPROPRIATE TECHNICAL AND ORGANISATIONAL MEASURES TO ADEQUATELY PROTECT YOUR DATA. ONLY AUTHORISED PERSONS HAVE ACCESS TO YOUR PERSONAL DATA AND WE DO NOT PASS IT ONTO OTHER ENTITIES FOR FURTHER PROCESSING WITHOUT YOUR CONSENT, UNLESS REQUIRED BY LAW.

## THE RIGHT TO INFORMATION

IT IS YOUR RIGHT TO ASK US FOR INFORMATION ABOUT WHAT PERSONAL DATA AND TO WHAT EXTENT AND FOR WHAT PURPOSE YOUR PERSONAL DATA IS PROCESSED BY US. WE WILL PROVIDE YOU WITH THIS INFORMATION FREE OF CHARGE WITHIN 30 DAYS AT THE LATEST, AND WITHIN 90 DAYS AT THE LATEST IN EMERGENCY SITUATIONS. WE WILL INFORM YOU IN A TIMELY MANNER ABOUT THE EXTENSION OF THE DEADLINE IN EXCEPTIONAL CASES. IF YOU REQUIRE DISCLOSURE OF THE INFORMATION WE RECORD ABOUT YOU, WE WILL FIRST NEED TO VERIFY THAT YOU ARE INDEED THE PERSON TO WHOM THIS INFORMATION BELONGS. THEREFORE, PLEASE, SUFFICIENTLY IDENTIFY YOURSELF IN THE REQUEST. IF NECESSARY, WE HAVE THE RIGHT TO REQUEST ADDITIONAL INFORMATION TO IDENTIFY YOU BEFORE WE PROVIDE YOU WITH PERSONAL DATA THAT WE PROCESS ABOUT YOU.

IT IS OUR RIGHT, THEN, TO JUSTIFIABLY REJECT REQUESTS FOR INFORMATION THAT ARE BASELESS OR UNREASONABLY REPETITIVE, OR THAT OBTAINING THEM REQUIRES A DISPROPORTIONATE EFFORT OR WOULD BE DIFFICULT TO OBTAIN.



## DATA UPDATE, RIGHT TO DATA RECTIFICATION

AS PERSONAL DATA MAY CHANGE OVER TIME (FOR EXAMPLE, A CHANGE OF SURNAME), WE WILL BE HAPPY IF YOU INFORM US THAT YOU HAVE MADE A CHANGE SO THAT YOUR PERSONAL DATA IS UP-TO-DATE AND THERE ARE NO MISTAKES. SUBMISSION OF INFORMATION ON DATA CHANGES IS ESSENTIAL FOR US TO BE ABLE TO PROPERLY PERFORM OUR ACTIVITIES AS A CONTROLLER. THIS IS ALSO RELATED TO YOUR RIGHT TO RECTIFICATION OF PERSONAL DATA THAT WE RECORD ABOUT YOU.

## OBJECTIONS

IF YOU BELIEVE THAT WE ARE NOT PROCESSING YOUR PERSONAL DATA IN ACCORDANCE WITH THE APPLICABLE LEGISLATION OF THE CZECH REPUBLIC AND THE UNION, YOU HAVE THE RIGHT TO OBJECT AND WE WILL SUBSEQUENTLY VERIFY THE VALIDITY OF YOUR REQUEST. AT THE TIME OF THE DISPUTE, THE PROCESSING OF YOUR PERSONAL DATA WILL BE LIMITED UNTIL IT IS VERIFIED THAT THE OBJECTION IS JUSTIFIED. WE INFORM YOU THAT YOUR RIGHT IS ALSO TO CONTACT US WITH AN OBJECTION TO THE PROCESSED PERSONAL DATA THAT WE PROCESS ABOUT YOU TO THE RELEVANT SUPERVISORY AUTHORITY FOR PERSONAL DATA PROTECTION AT THE ADDRESS: OFFICE FOR PERSONAL DATA PROTECTION, PPLK. SOCHORA 27, 170 00 PRAGUE 7

## RIGHT TO RESTRICTION OF PROCESSING

YOU HAVE THE RIGHT TO THE RESTRICTION OF PROCESSING OF YOUR PERSONAL DATA IF YOU BELIEVE THAT THE DATA RECORDED IN THIS WAY IS NOT ACCURATE, OR IF WE PROCESS IT ILLEGALLY AND IF YOU BELIEVE THAT WE NO LONGER NEED THIS DATA FOR THE PURPOSES OF ITS PROCESSING. THIS DOES NOT APPLY TO THE PROCESSING OF PERSONAL DATA FOR LEGAL REASONS.

## RIGHT TO ERASURE

IF YOU HAVE EVER GIVEN US CONSENT TO THE PROCESSING OF YOUR PERSONAL DATA (FOR EXAMPLE, AN E-MAIL ADDRESS WITHIN THE CIRCULATED NEWSLETTER), YOU HAVE THE RIGHT TO REVOKE IT AT ANY TIME AND WE ARE OBLIGED TO ERASE DATA THAT WE PROCESS SOLELY ON THE BASIS OF YOUR CONSENT. THE RIGHT TO ERASURE DOES NOT APPLY TO PROCESSED DATA WITHIN THE OBLIGATION TO PERFORM A CONTRACT, LEGAL REASONS OR LEGITIMATE INTERESTS. IF SOME OF YOUR DATA IS STORED IN BACKUP SYSTEMS, WHICH AUTOMATICALLY ENSURE THE RESILIENCE OF ALL OUR SYSTEMS AND PERFORM THE FUNCTION OF DATA LOSS PROTECTION IN CASE OF ACCIDENTS. HOWEVER, THIS DATA IS NO LONGER ACTIVELY PROCESSED IN ANY WAY AND WILL NOT BE USED FOR OTHER PROCESSING PURPOSES.

## ANALYSIS AND STATISTICS

WE MONITOR AND ANALYSE WEBSITES USING ANALYTIC SERVICES. NONE OF THE DATA WE ANALYSE USING THIS SERVICE IS YOUR PERSONAL DATA. WITH THIS SERVICE, WE DETERMINE TRAFFIC AND GEOGRAPHIC DATA, BROWSER INFORMATION AND THE OPERATING SYSTEM FROM WHICH YOU ACCESS OUR WEBSITE. ALL THIS INFORMATION CAN BE USED FOR MARKETING PURPOSES, FOR THE PURPOSE OF FURTHER IMPROVING THE WEBSITE AND CONTENT AND ALSO FOR LEGAL PROTECTION PURPOSES.

