

Processing of personal data in business communications

Information on the processing of personal data provided in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data (hereinafter referred to as „GDPR“).

CONTENTS

- Controller of your data
- Purposes of processing your data
- Your data that we process

Controller of your data

All Aricoma companies are jointly the controller of your data. We are joint controllers because we handle this agenda as uniformly and jointly as possible. We work together on the basis of a written contract which contains the following essential elements:

- The exercise of the rights of the subjects will be possible through the contacts of one of the controllers in the section ‚What are your rights‘.
- The obligation to provide information will be performed jointly by all controllers

Purposes of processing your data

We process your personal data to the extent necessary for the purposes of:

- performance of contractual obligations;
- the performance of obligations arising from the terms of the services used;
- the performance of obligations arising from generally binding legal regulations;
- maintaining contact with customer representatives and business partners;
- sending commercial communications offering products and services;
- organising business events and training, including invitations and accommodation;
- personalised access to our online services;
- conducting surveys and polls;
- protecting our rights and legitimate interests;
- taking and using photographs and video recordings of business events and training;
- providing information about events held in connection with the promotion of the business;
- keeping and issuing accounting documents.

The controllers use your contact details for the purpose of sending you commercial communications with offers based on automated decision-making, including profiling, until you opt out of receiving commercial communications.

Legal basis for processing

We base many of our marketing activities on our legitimate interests, which include in particular the promotion, maintenance and development of our business, as well as, for example, internal record-keeping and control, promotion of group synergies or the protection of our rights. If we are in contact with you on the basis of an order, contract or other agreement, the legal title as such is a contract. For commercial communications for which the law requires your permission, it is the consent. We are unlikely to use your data to comply with our legal and other necessary obligations in this area, but your data may appear, for example, within an invoice or other documentation that we are required to transmit by law.



Your data that we process

We process the following categories of your personal data:

- **Identification data** - in order to identify you uniquely, we process personal data in the following scope: name, surname, degree, company, position in the company.
- **Contact details** - in order to contact you, we process personal data in the following fields: e-mail, telephone numbers, company address or contact address, content of communication.
- **Data on professional focus** - in order to provide you with information about our products and services that correspond to your area of expertise, we process personal data in the following areas: occupation, area of expertise, business questionnaires, data about the services you have subscribed to.
- **Data on the use of internet services** - in order to tailor business information to your interests, we process personal data in the following areas: records of the use of our Internet services, device IP addresses and cookie identifiers.
- **Audiovisual data** - in the case of taking photographs and video recordings of business events or training sessions, your image may be processed. This processing is primarily for the presentation of the company and is not intended to identify the persons involved.

Recipients of your data

Controllers share your personal data between them. If the processing of personal data is based on your consent, your personal data may be transferred to companies of the KKCG group.

We use other processors to process your personal data. For sending commercial communications we use the services of Webkomplet (ID: 29185084) and OPTYS, spol. s r.o. (ID: 428069048), for the operation of the Ekatalog internet service, we use the services of AT Computers a.s. (ID: 61672599), for online campaigns and invitation processes during the organization of events, we use the services of the advertising agency Aetna, spol. s r.o. (ID: 49969757). The processing of personal data can only be carried out for the controllers by processors on the basis of a contract for the processing of personal data.

Under certain conditions, your personal data may be disclosed to state authorities (Police, courts, Tax Office, etc.) in the exercise of their legal powers.

Period of processing of your data

Your personal data is stored with us for the duration of the contract concluded between the company you represent and one of the controllers or for the period of your registration to use the services of one of the controllers. After the termination of the contractual relationship between the company you represent and us or after the termination of your registration to use our services, we will continue to process your personal data only for the purposes and for the period for which we are obliged to retain such data under generally binding legal regulations or for the period necessary to protect our rights and interests.

If you have provided us with consent to process your personal data for the purpose of sending you commercial offers, the storage period for your personal data is 5 years from the date of consent.

What are your rights

We process your data transparently, fairly, and in accordance with the GDPR and generally binding legal regulations. You have the right to access and correct your data. In cases of processing of your data for which you have provided your consent, you are entitled to withdraw this approval at any time. If you wish to withdraw your consent to processing and there is no other legal basis for processing your data, or you refuse to receive commercial communications, you have the right to erasure or restriction of processing.

You can exercise your right to access your data and your other rights by sending a written request by post to one of our sales office or by sending it electronically to gdpr@aricoma.com. If you believe that the processing of your data is not in order, you can file a complaint with the Data Protection Authority. If you have questions, write to us at gdpr@aricoma.com.

