

Processing of personal data in business communication

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 („GDPR“).

CONTENTS

- Controller of your data
- Purposes of processing your data
- Your data that we process
- Recipients of your data
- Duration of processing your data
- Your legal rights

Controller of your data

All Aricoma companies are joint controllers of your personal data. We are joint controllers because we handle the above agenda as uniformly and collectively as possible.

Purposes of processing your data

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

- performance of contractual obligations;
- fulfilment of obligations arising from the terms and conditions of the services used;
- compliance with obligations arising from generally binding legislation;
- maintenance of contacts to customer representatives and business partners;
- sending commercial communications offering our products and services;
- organization of business events and training, including invitations and accommodation;
- personalised access to our online services;
- conducting surveys and polls;
- protection of our rights and legitimate interests;
- taking and using photographs and video recordings of business events and training sessions.

In accordance with Act No. 480/2004 Coll., on certain services of the information society, the controllers use your contact data for the purpose of sending commercial communications with offers based on automated decision-making, including profiling, until you specifically object to this use of your personal contact.

Legal basis for processing

We base many of our marketing activities on our legitimate interests, which include in particular promotion, maintenance and development of our business, as well as, for example, internal record-keeping and control, promotion of group synergies or protection of our rights. If we are in contact with you on the basis of an order, contract or other types of agreement, the legal title is defined as a contract. For commercial communications for which the law requires your consent, it is only via your personal consent. We are unlikely to use your data to comply with our statutory and other legal obligations in this area, but your data may appear, for example, within an invoice or other alternative documents 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 correctly, we process personal data in the following scope: name, surname, degree, company, position in the company.
- **Contact data** - In order to contact you, we process personal data in the following scope: 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, and data on the services that 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.
- **Audio-visual data** - in the case of taking photographs and video recordings of business events or training sessions, your image may be processed. The 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 the KKCG group companies, in particular, to the companies shown at <https://kkcg.com/cs/business>.

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 No.: 61672599). For online campaigns and invitation processes for the organization of events we use the services of the advertising agency Aetna, spol. s r.o. (ID No.: 49969757). The processing of personal data can only be carried out for the administrator by processors on the basis of a contract for the clarification of personal data.

Under certain conditions, your personal data may be disclosed to state authorities (Police of the Czech Republic, courts, Financial Administration of the Czech Republic, etc.) to exercise their legal powers.

Duration of processing 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 duration 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 our company or after the termination of your registration to use our services, we 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.

If you have granted your consent to our company 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.

Your legal rights

We process your data transparently, fairly, and in accordance with the GDPR and generally binding legal regulations. You have the legal right to access and correct your data. In cases of processing of your data for which you have given your consent, you are legally entitled to withdraw this consent 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 do not wish to receive commercial communications, you have the right to erase or restrict the processing.

You can exercise your right to access your data and other rights by sending a written request by post to the address of the AUTOCONT regional centre you use or by sending it electronically to gdpr@aricoma.com. If you believe that the processing of your data is not in compliance with legal regulations, you can file a complaint to the Data Protection Authority. If you have any questions, please e-mail us at gdpr@aricoma.com.

