

## PERSONAL DATA PROTECTION NOTICE

### I.

#### Introduction

The purpose of this Personal Data Protection Notice is to inform you how the **ppm factum research s.r.o.** company, IČO (Company ID): 471 21 793, with registered office at Prague 5 - Stodůlky, Bucharova 1281/2, PSČ (Postal Code) 158 00, registered in the Commercial Register under file mark C 13338 (hereinafter referred to as “the Company”) collects, records, stores or otherwise processes your personal data.

### II.

#### Sources of personal data

The Company processes personal data obtained mainly in connection with the occurrence and duration of a contractual relationship with another entity on the basis of a concluded contract.

The Company has received the personal data undergoing processing directly from its contractual partner(s) or the data have been extracted from legal and publicly available sources (such as the Commercial Register, the Trade Register and similar registers).

### III.

#### Categories of data subjects

Our company processes the personal data in the following categories of data subjects:

- Customers of the Company,
- Suppliers of products and services,
- Employees of the Company,
- Jobseekers of the Company,
- Participants in research conducted by the Company,
- Other contractual partners of the Company.

### IV.

#### Categories of personal data concerned

The personal data we process may include the following information:

- Address and identification data used for unambiguous and unmistakable identification of data subjects (e.g. name, surname, title, IČO (Company ID number), permanent address or registered office),
- Contact information such as e-mail and telephone number, if necessary for the performance of the contract,
- Other categories of personal data obtained with the consent of the concerned data subject or necessary to meet the Company's statutory obligation.

### V.

#### Purpose of processing of personal data

We process your personal data for the purpose and to the extent necessary for:

- Fulfillment of the rights and obligations resulting from the concluded contractual relationship,
- Compliance with statutory obligations,
- The protection of our property and business, including the protection of our potential legal claims;

### VI.

#### Time of processing of personal data

We will process your personal data only for the minimum necessary period of time and for the duration of the processing purpose. If we retain any of your personal data even after termination of the contractual relationship, it will be for the sole purpose of fulfilling a legal obligation or for the purpose of protecting and enforcing our possible legal claims.

Your personal data will be erased gradually as the purpose of its processing expires, but no later than 3 years after the termination of our contractual relationship, unless a longer retention is justified by the law or the protection of our possible legal claims.

## **VII.**

### **Personal data processors**

The Company may provide personal data for further processing to:

- External service providers that provide services to the Company in connection with its business and management of its assets (e.g. payroll, accounting, legal and similar services),
- Persons, the Company is required to disclose personal data by law or other legislation,
- Partners of the company due to the fulfillment of contractual obligations.

The Company does not intend to transfer your personal data to third parties.

## **VIII.**

### **Rights of the data subject**

The affected data subject may contact our Company and exercise the following rights:

- The right of access, or information, or explanation regarding the processing of his/her personal data, incl. copies of these data,
- The right to have inaccurate or incorrect personal data corrected,
- The right to request, in certain cases, the complete deletion of personal data if it is no longer necessary for the purposes for which it was collected or otherwise processed;
- The right, in cases regulated by valid legislation, to require restrictions on the processing of personal data,
- The right to object to the processing of personal data in order to protect our legitimate interests if you decide that it has not been ascertained whether the legitimate interests of the Company outweigh the legitimate interests of the data subject,
- The right to lodge a complaint against the Company with the Supervisory Authority,
- The right to withdraw consent to the processing of personal data in cases where the Company processes personal data based on the consent of the data subject,
- The right to obtain personal data in a structured, commonly used and machine-readable format from the Company and forward it to another personal data controller if (i) the Company processes personal data on the basis of the data subject's consent; or (ii) when the data processing is automated,

## **IX.**

### **Protection of personal data**

Our Company has taken appropriate technical and organizational measures to prevent the unauthorized access, modification or deletion of personal data by unauthorized persons. Access to personal data is restricted to authorized persons who process and store it in lockable premises and, if stored in electronic form, the data are protected by access passwords and other appropriate software security features.

## **X.**

### **Use of Cookie files**

If cookies are enabled by the data subject in his/her web browser, the Company processes behavior from cookies on the Company's website for the purpose of ensuring better website operation and for the provision of Internet advertising.

Used types of cookies:

- Functional cookies are required for basic page features and make it easy for visitors to navigate the web; they are always permitted, their use is allowed by legitimate interest, the Company is obliged to inform the site visitors about their use,

- Analytical cookies collect non-personal information that helps understand the behavior of visitors on the web; if consent is not selected, sending data to Google Analytics is disabled,
- Marketing cookies are used to personalize advertising that is relevant and intriguing to individual users, and more valuable to publishers and third-party advertisers.

All cookies used by the server of the Company are used in accordance with current EU law on cookies. Cookies can be deleted at any time; but it may result in loss of all information that allows faster and more effective website access, including customization of settings.

The use of cookies is part of the Internet browser settings. Most browsers automatically accept cookies by default. It is possible to reject cookies via a web browser or restrict them to selected types.

Information about browsers and how to set preferences for cookies can be found in the documentation of the respective web browsers.

## **XI.**

### **Contact information**

Contact email for all communication regarding personal data: [gdpr@ppmfactum.cz](mailto:gdpr@ppmfactum.cz)