



# BURDA. DESIGN

## PERSONAL DATA PROCESSING AND PROTECTION POLICY

We would like to inform you about the processing of your personal data by burda.design s.r.o., ID No.: 09742361. This policy describes how we obtain and process your personal data. At the same time, we would like to assure you that all personal data processed by burda.design s.r.o., ID No.: 09742361, is treated as strictly confidential and is handled in accordance with applicable law. Personal data is under electronic and procedural control and burda.design s.r.o., ID No.: 09742361, has mechanisms in place to ensure adequate protection of processed personal data against misuse. The following does not concern information about legal entities (such as name, legal form, contact details, etc.).

### 1. WHO CONTROLS YOUR PERSONAL DATA?

The control and processing of your personal data is performed by KSys s.r.o., ID No.: 09742361, at the registered office at Palackeho trida 277/30, Brno, 612 00, where your personal data is collected, stored, and further processed to aid the performance of business activities. Within the company, personal data is only made available to authorised employees and only to the extent necessary for the purposes of processing. We place great emphasis on the security policy within the company, the confidentiality of our employees, compliance with internal guidelines, and the selection of suitable contractors.

### 2. WHAT PERSONAL DATA DO WE PROCESS?

Data we process includes identification (name, surname, title, registration number, VAT number) and contact data (contact address, telephone number, email address), as well as data from our mutual communication. You have provided us with all the above-mentioned personal data as part of our cooperation. Personal data is processed by burda.design s.r.o., ID No.: 09742361, both manually and automatically.

### 3. REASONS FOR PROCESSING PERSONAL DATA

We legally process personal data for contract performance in cases where we must fulfil a contractual obligation, including related commercial and financial communications. Furthermore, we legally process personal data for the purpose of fulfilling legal obligations (bookkeeping, tax payments, payroll and personnel, providing assistance to state authorities as required by law). For our legal legitimate interest, we send you, as our customer, a newsletter. If you are not our customer and would like to receive newsletters from us, we do so with your consent. If you are interested in working for burda.design s.r.o., ID No.: 09742361, we process personal data provided with consent for the purposes of the selection procedure and use this data for the evaluation of a suitable candidate and subsequent correspondence. The burda.design website of burda.design s.r.o., ID No.: 09742361, uses "cookies" only with your prior express consent. Cookies are small data files stored on your hard drive by your browser. They store specific information that your browser can transfer back to us the next time you access the burda.design website of burda.design s.r.o., Reg. No.: 09742361. These files allow us to analyse your use of the burda.design website of burda.design s.r.o., Reg. No.: 09742361. The first time you access the burda.design website of burda.design s.r.o., ID: 09742361, a banner will appear asking for your consent to the use of "cookies".

### TECHNICAL OR FUNCTIONAL COOKIES

Some cookies ensure that certain parts of the site work properly and that your user preferences remain known. By placing functional cookies, we make it easier for you to visit our website. This way, you do not have to re-enter the same information when you visit our website and, for example, items remain in your shopping basket until you pay. We may place these cookies without your consent.

## **ADVERTISING COOKIES**

We use advertising cookies on this site, which allow us to tailor ads for you and for us (and third parties) to obtain information about campaign results. This is done based on the profile we create according to your clicks and surfing on the burda.design website of burda.design s.r.o., ID: 09742361, and beyond. With these cookies, you are associated with a unique ID as a visitor to the site, ensuring, for example, the same ad is not shown more than once.

## **MARKETING/TRACKING COOKIES**

Marketing/tracking cookies are cookies, or any other form of local storage, used to create user profiles to serve ads or to track a user on this site or multiple sites for similar marketing purposes. As these cookies are designated as tracking cookies, we ask you to allow them.

## **4. RETENTION PERIOD OF PERSONAL DATA**

We keep your personal data for the period necessary to ensure all rights arising from the contract, i.e. the period of ensuring the implementation of the contractual relationship (including the time of full settlement of the rights and obligations arising from the contract and the simultaneous demonstration of the history of the contractual relationship) and for the period for which burda.design s.r.o., ID No.: 09742361, is obliged to keep it under the applicable legislation or for the period for which you have given us your consent for processing.

## **5. IS THE PROCESSING OF YOUR PERSONAL DATA VOLUNTARY?**

If you are not our customer, the processing of personal data is always done with your consent (for the purpose of sending newsletters or recruitment). All other data processing of personal data is not voluntary, and its lawfulness is based on the legal grounds mentioned above. The issue of voluntary processing of personal data in the context of "cookies" is set out in Article 3 of this policy.

## **6. WHAT RIGHTS DO YOU HAVE?**

According to the legislation in force, you have the following rights against burda.design s.r.o., ID No.: 09742361:

- the right of access to personal data
- the right to rectification of inaccurate personal data processed
- the right to erasure (in particular, if the purpose of the processing has passed or upon withdrawal of the consent on which the personal data were processed)
- the right to portability of your personal data
- the right to withdraw consent (in the case of processing of personal data on the basis of consent - e.g. sending newsletters)
- the right to object to processing against burda.design s.r.o., ID No.: 09742361
- the right to lodge a complaint about the processing of personal data by burda.design s.r.o., ID No.: 09742361, with the Office for Personal Data Protection (Pplk. Sochora 27, 170 00 Prague 7). To exercise your rights, please contact Frantisek Burda - fb@burda.design. The company burda.design s.r.o., ID No.: 09742361, reserves the right to verify the identity of the applicant in a reasonable manner. We will be happy to answer any questions you may have about data protection and will make every reasonable effort to provide, correct, or delete personal information from our records. We will respond to your asserted rights within a reasonable period, corresponding to the technical and administrative capabilities of burda.design s.r.o., ID No.: 09742361.