

## WEBSITE'S PERSONAL DATA PROTECTION POLICY

This Personal data protection policy governs how the company **Infini** s.r.o., with its registered office at Jablonského 639/4, Prague 7 – Holešovice, P. C. 170 00, ID No.: 279 04 989, registered in the Commercial Register administered by the Municipal Court in Prague, file No. C125506 (hereinafter as "**Infini**") transfers and processes personal data by using this website. The company Infini undertakes to ensure safety of your personal data.

If we requested providing of a certain information by which you could be identified while using this website, we assure you that this information shall be used only in compliance with this personal data protection policy. Infini is entitled to amend this policy by updating this website. This policy is valid commencing on **May 1, 2018**.

The controller of the personal data is the company Infini s.r.o. with its registered seat at Jablonského 639/4, Prague 7 – Holešovice, P. C. 170 00, ID No.: 279 04 989, registered in the Commercial Register administered by the Municipal Court in Prague, file No. C125506.

By providing of your personal data you give us a consent with data processing and their administration for the purpose and under the terms and conditions of use stated below. All the personal data received from you shall be collected, stored and used in compliance with the relevant legal provisions, in particular with the provisions of Act No. 101/2000 Coll., on personal data protection, the Act No. 480/2004 Coll., on certain Information Society Services and further in compliance with the relevant provisions of the Civil Code as well as the EU legislation, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter as the "Regulation GDPR").

The personal data means any information that enables to identify you as living individual, by itself or together with other information that we have.

### What type of personal data do we collect?

We may collect and process the following data relating to you:

- Information that you provided via access and filling in a form on our website [www.infini.cz](http://www.infini.cz) (hereinafter as the "**Website**")
- If you contact us, we may keep a record of such communication.
- Detailed information relating to your Website visits and resources which you have joined.

If you don't agree with your personal data being used in compliance with this personal data protection policy, please, do not forward your personal data to us through the Website.

### Your personal data

The information, you are asked for, may include:

- Name/surname
- Address of permanent residence, city, postcode/correspondence address

- Email address
- Phone number
- Other information relating to your identification
- Information provided in any "free text" gap on the Website (i.e. blank spaces where you can freely insert comments)

The list is not exhaustive and can be updated.

### **Where do we store your personal data**

Your personal data acquired through the Website are directed to one or more IT systems. There are the personal data stored and used for the purposes of:

- a) providing of benefits within the loyalty benefit scheme associated with issue of Infnit card;
- b) offering of goods and services, including sending of information about organized events, goods and other activities;
- c) sending of commercial communications via electronic means (in particular in a form of SMS and/or emails) according to the Act No. 480/2004 Coll., on certain Information Society Services;
- d) entering into the agreement (acceptance and execution of your order of goods).

Your personal data may be stored on our secure servers in our IT systems in the Czech Republic. By providing of your personal data you give your consent to this transfer, storing and processing. In order to ensure safe processing of your personal data in compliance with this personal data protection policy we use all the possible and necessary measures.

You agree that the personal data, you provide us with, shall be handled systematically in an automated way using automated and any other information system tools.

### **For what purpose do we process your personal data**

- to ensure the most effective way of presenting the content of our Website
- to ensure the fulfilment of the contract
- to keep internal records
- to provide information, products or services according to your request or providing of such information and services where we assume that you could be interested, including marketing documents circulation by using email address that you provided to us.
- to contact you occasionally for the purposes of a market survey
- to send direct marketing by electronic means (by email or SMS) about products and services (only if we have the appropriate approval from you)
- to notify you on changes of our services.

### **Direct Marketing**

We will contact you by electronic means (email) or by phone regarding the information that you requested and information with a similar subject-matter that was mentioned in your request or was a subject of your previous purchase at our shop. You are entitled to opt-out

from receiving of commercial communications for free within each commercial communication in a form described within the commercial communication.

### **Time of data management**

The consent to personal data management, you granted to us, is valid for an indefinite period commencing from its granting (till withdrawal of the consent or any other termination of entitlement to process personal data).

### **Security**

We are committed to ensuring the security of your personal data. To prevent unauthorized access to or unauthorized disclosure of the personal data, we have put in place the appropriate physical, electronic and managerial procedures to protect and secure the information we collect on the Website. The information you provide us with will be handled systematically in an automated way using automated tools. All the information you provided us with shall be stored on our secured servers.

### **Providing of your personal data**

We may share your personal data with other companies that we engage to help us with our activities, such as shipping and delivery companies for your purchased products, market research companies, IT hosting and maintenance providers, companies that act as processors of personal data with whom we enter into the relevant contract (the list is not exhaustive). We may also transfer your personal data to the parties you have agreed to be shared with.

We may also transfer your personal data to third parties if we are required to provide or share your personal data in order to comply with a statutory obligation.

### **Rights of data subject**

We hereby inform you about rights you are entitled to in compliance with the relevant legal provisions in connection with processing of your personal data, in particular:

- right to access your personal data
- right to rectification of your personal data
- right to erasure (also "right to be forgotten") (with effect from May 25, 2018)
- right to restriction of your personal data processing (with effect from May 25, 2018)
- right to object at any time against the processing of your personal data on the grounds relating to the specific situation of the customer (with effect from May 25, 2018)
- right to data transferability (with effect from May 25, 2018)
- right to withdraw your consent at any time
- right to lodge a complaint against processing of your personal data with the Office for personal data protection, Pplk. Sochora 27, P. C. 170 00, Prague 7, [www.uoou.cz](http://www.uoou.cz).

If you find or presume that us or third parties authorized by us do process of your personal data contrary to the protection of your private or personal life or in contradiction with the law, in particular if the personal data are inaccurate regarding the purpose of their processing, you may require supplementing, correction, blocking or liquidation of your

personal data. You may withdraw your consent on the address: [hr@infinit.cz](mailto:hr@infinit.cz) or in writing on the address of company's registered office. The withdrawal of your consent is without prejudice to the lawfulness of the processing based on the consent granted prior to its withdrawal.

### **Links to other websites**

Our Website may contain links to other website. However, if you use such link and leave our Website, you should be aware that we have no control over these other websites. Therefore, we cannot be responsible for the protection and privacy of any information you provide when visiting such sites, and such sites are not subject to this personal data protection policy. You should be careful and search a personal data protection policy valid for the relevant website.

### **Do the Website use cookies and what do these files represent?**

We have the ability to collect cookies information on the end user's device and other similar technologies, such as the local browser data store or help.

A cookies is a small text file that a browser saves on a user's end device. Cookies often contain an anonymous, unique identifier that allows us to determine and count browsers that visit our site. Cookies also allow us to collect information about how and when services are used: for example, from which site the user has accessed our services, when and what the user of the site views on our Website, which browser he uses, what the screen resolution is, what the operating system is, such as the user's IP address and serial number. Cookies also provide the user with the option not to enter a user name, password, and personal customization each time.

Cookies do not move on the network themselves, they are only assigned to the user's terminal through a web page that the user loads. Cookies can be read and used later only by the server that sent them. Cookies and similar technologies do not damage the user's terminal or its files, nor can they be used to run programs or spread viruses.

Users cannot be identified only by cookies or other technologies and our Website cannot know the user's email address, for example, unless he tells us himself. With respect to privacy and privacy policies for each service, the information received from cookies and other similar technologies may be linked to any other information obtained from the user by other means.

### **Why are cookies used?**

Cookies and similar technologies are used to analyse and further development of our services to provide our users with better services. We also use cookies and similar technologies to track the number of visitors and to statistically monitor the effectiveness of advertising. For example in case of marketing emails and leaflets, we can find out which reports have been opened and track the movement from an online store. To improve the usability of our Website, we perform short-term studies in which we can store user mouse movement data and visits to specific pages.