

PRINCIPLES OF PERSONAL DATA PROTECTION

These principles of personal data protection will determine in what way we use and protect your personal data, which are handed over to us when you use the website www.tafantastika.cz (hereinafter the “**Website**”). The personal data controller is **FANTAZMA spol. s r.o.**, registered office: Karlova 8, 110 00 Prague 1, registered number: 48111791, entered in the Commercial Register maintained by the Municipal Court in Prague, file reference C 16277 (hereinafter “**FANTAZMA**”). FANTAZMA undertakes to ensure the security of your personal data. All your personal data can be used only in accordance with these personal data protection principles. FANTAZMA is entitled to change these personal data protection principles from time to time by updating them at the Website. These personal data protection principles are valid from 28 May 2018.

Because you provide us with your personal data, this grants us your consent to processing and the administration of data provided for the purposes and under the conditions stipulated below. All the personal data that we receive from you will be collected, stored and used in accordance with valid legal regulations, in particular Act No. 101/2000 Coll., on personal data protection, as amended (hereinafter the “**Act**”), and 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 the “**Regulation**”), and Act No. 480/2004 Coll., on some information society services, as amended, and also in accordance with the relevant provisions of the Civil Code, as well as the European Union’s relevant standards.

Personal data are information that can identify you as a living individual, by themselves or in connection with other information that we have or could have.

What We Collect

We can collect and process the following personal data about you:

- Information that you provide to us by accessing and completing a form at the website www.tafantastika.cz;
- If you contact us, we can store a record of this correspondence;
- Detailed information about your visits to the Website and about the resources you connected to.

If you do not agree with your personal data being used in accordance with these personal data protection principles, please do not hand your personal data over to us through the Website.

Your Personal Data

The information we ask you for can include:

- First name/Surname;
- Address of permanent residence, city, post code/correspondence address;
- E-mail address;
- Telephone number;
- Password for communication;
- Method of payment, bank details;
- Other information concerning your identification;
- Information provided in any “free text” field at the Website (i.e. blank spaces where any comments can be input).

This list is not exhaustive and may be updated.

Where We Store Your Personal Data

Your personal data can be stored at our secured servers in our IT systems in the Czech Republic. Personal data are collected, processed and stored solely on the territory of the Czech Republic and are not and will not be handed over to other countries.

For What Purpose Do We Process Your Personal Data?

- To ensure the most efficient method of presenting the content of our Website;
- For negotiations on the conclusion or amendment of a contract;
- To ensure performance of a contract that we conclude together;
- To maintain business and statistical records;
- For the sending of direct marketing electronically (by e-mail or text message) about products and services (only if we have the relevant consent from you);
- For the provision of loyalty benefits.

Direct Marketing

Your personal data can be used for direct marketing purposes in the event that we obtain from you the relevant consent for their use for the purpose in question. For the purposes of using personal data for direct marketing, i.e. the sending of business communications electronically (by e-mail or text message) we ask you to consent to their receipt or enable you to de-register.

Every time you are asked to complete a form at the Website look for a field you can click on to signify whether you want to enable processing of your personal data for marketing purposes.

Data Administration Period

Personal data are stored for a period of six months from the day you handed your personal data over to us through the Website and in the event you conclude any contract with us and/or use our services the period of storage is extended to cover the duration of the contract and an additional period of ten years.

Security

We undertake to ensure the security of your personal data. In order to prevent unauthorised access to them or their unauthorised publication, we have introduced suitable physical, electronic and managerial procedures for the protection and security of information that we gather at the Website. You take note that the personal data that you provide to us will be administered systematically in an automatic manner, using automatic and all other tools of the information system.

Provision of Your Personal Data

We can provide your personal data to other companies that we engage to help us with our activities, e.g. companies ensuring the realisation of services you purchased and/or brokering the conclusion of a contract with us, companies for market research, IT hosting and maintenance providers, companies that perform activities for us as personal data processors with which we have concluded the relevant contract. The approach of such persons and processing of your personal data will always be performed by a third party based on a contract on processing of personal data and under the conditions stipulated by the Act on Personal Data Protection and other legal regulations.

We can also hand your personal data over to third parties, if we are under a duty to provide or share your personal data for the purpose of complying with a statutory duty.

Data Subject's Rights

We would hereby like to inform you that FANTAZMA, when gathering, processing and storing your personal data will ensure, in full, the protection of your rights, as results from the relevant provisions of legal regulations. In connection with the processing of personal data, you will have the rights specified below, which you can exercise as you see fit.

- The right to access your personal data ;
- The right to rectification of your personal data; with regard to the purposes of processing the data subject is entitled to supplementation of incomplete personal data;
- The right to erasure ("right to be forgotten") (*with effect from 28 May 2018*) that affects the relevant data subject, and the controller is obligated to erase the personal data without undue delay, for the exhaustively listed reasons stated in the Regulation: a) the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; b) the data subject withdraws consent on which the processing is based and there is no other legal ground for the processing; c) the data subject objects to the processing and there are no overriding legitimate grounds for the processing; d) the personal data have been unlawfully processed; e) the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the controller

- is subject; f) the personal data have been collected in relation to the offer of information society services. The details and exceptions to the exercise of such right are governed by the Regulation;
- The right to restriction of processing of personal data (*with effect from 28 May 2018*) in each of the following cases: a) the accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data; b) the processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead; c) the controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims; d) the data subject has objected to processing pending the verification whether the legitimate grounds of the controller override those of the data subject;
 - The right to object to the processing of personal data for a reason concerning a customer's specific situation (*with effect from 28 May 2018*) that concern them, including profiling based on the provisions of the Regulation. The controller will not further process the personal data unless serious legitimate reasons for processing are proved that predominate over the interests or rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims;
 - The right to obtain from the controller confirmation as to whether his or her personal data were processed or not;
 - The right to data portability (*with effect from 28 May 2018*), i.e. to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where: a) the processing is based on consent or on a contract, the processing is carried out by automated means;
 - The right not to be the subject of any decision based solely on automatic processing, including profiling, that has for him or her legal effects or materially affects him or her in a similar manner. The Regulation lays down exceptions and details;
 - The right to rescind his or her consent at any time;
 - The right to submit a complaint against the processing of his or her personal data to the Office for Personal Data Protection, Pplk. Sochora 27, post code: 170 00, Prague 7, www.uoou.cz.

If you believe or ascertain that we or third parties authorised by us are performing processing of your personal data that is in conflict with the protection of your private and personal life or in conflict with the relevant legal regulations, in particular if your personal data are inaccurate with regard to the purpose of their processing, you can ask us to supplement, rectify, block or destroy your personal data. You can rescind your consent by writing to produkc@tafantastika.cz or sending a letter to the address: **FANTAZMA spol. s r.o.**, registered office: Karlova 8, 110 00 Prague 1. The rescinding of your consent does not affect the lawfulness of processing based on the consent granted before it was rescinded.

Links to Other Websites

Our Website may contain links to other websites. If, however, you follow such link and leave our Website, you should be aware that we do not have any control over such other websites. We therefore cannot be responsible for the protection and privacy of any information that you provide when visiting such websites, and these principles of personal data protection do not apply to such websites.

Does the Website Use Cookies and What Are They?

We have the option of collecting information about cookies on the user's terminal equipment and other similar technology, such as local data repositories of a browser or a help function.

A cookie is a small text file that the browser stores on a user's terminal. Cookies often contain an anonymous unique identifier that enables us to determine and count browsers that visit our website. Cookies also enable us to collect information about how and when services are used: for example, from which page a user reaches our services, when and what a website user browses at our Website, which browser they use, what the screen resolution is, what the operating system is, what the IP address of the user's terminal and its serial number are. Cookies also provide the user with the option of not inputting his or her user name, password and personal settings every time.

The cookies do not move around the network themselves, in the user's terminal they are allocated to a website that the user loads. Cookies can later be read and used only by the server that sent them. Cookies and similar

technologies do not damage a user's terminal or his or her files and cannot be used to run programs or disseminate viruses.

Users cannot be identified only using cookies or other technologies and our Website cannot know, for example, a user's e-mail address, unless they have communicated it to us. With regard to legal regulations on protection of privacy and the principles of personal data protection for every service, information obtained from cookies and other similar technologies can be linked with other information obtained from a user in another manner.

Why Are Cookies Used?

Cookies and similar technologies are used to analyse and further develop our services, so that we can provide our users with better services. We also use cookies and similar technologies to ascertain the number of visitors and in statistical monitoring for measuring the efficiency of advertising. For example, in the case of marketing e-mails and leaflets we can ascertain what news items were opened and, based on them, monitor the movement from the e-shop. In order to improve the usability of our Website we perform short-term studies in which we can store data about a user's mouse movements and visits to specific pages.

In the event you have any questions or information regarding handling of personal data at FANTAZMA, please contact the administrator at:

produkcce@tafantastika.cz.cz or by sending a letter to the address: **FANTAZMA spol. s r.o.**, registered office: Karlova 8, 110 00 Prague 1.