

PROTECTION OF PERSONAL DATA

If you are a customer or a visitor to the reklamavkine.cz, you give us your data. We are responsible for their protection and security. This document contains information regarding the protection of personal data visitors provide to the above website. Please familiarize yourself with the protection of personal data, principles, and rights you have in connection with the GDPR (Regulation EU 2016/679 on the protection of personal data).

WHO IS THE ADMINISTRATOR?

Visia cinema s.r.o., ICO 29452520, with address 17. listopadu 1139/3, 779 00 Olomouc. We process your data as an administrator, i.e. we determine how personal data will be processed, for what purpose, and for how long. In addition, we may select any other processors who will help us with the processing.

CONTACT

If you want to contact us about the data processing, you can contact us at the phone number +420 776 033 122 or by e-mail at jakub@reklamavkine.cz.

WE DECLARE

We declare that, as the administrator of your data, we comply with all legal obligations required by applicable legislation, in particular the Personal Data Protection Act No. 110/2019 Coll., on the processing of personal data and Regulation (EU) 2016/679 known under the abbreviation GDPR, and therefore that: we will process your data only based on a valid legal reason, primarily legitimate interest, fulfillment of a contract, legal obligation or consent, we fulfill the information obligation according to Article 13 of the GDPR even before the processing of personal data begins, we will enable and support you in applying and fulfilling your rights under the Personal Data Protection Act and the GDPR.

TYPES OF PERSONAL DATA COLLECTED

Personal data may fall into the category of "regular personal data" or it may be a special category of data, i.e. sensitive data, where the legal regulations set stricter conditions for their processing.

1. Personal data we collect

Name, surname, address, other mailing addresses, ID number, VAT number (only for entrepreneurs), cell number, e-mail, IP address, cookies, and other information necessary to fulfill the contract (in particular, the content and the subject of the contract), photos from our live meetings and educational events in which you participated and video recordings from these events.

2. Special category of („sensitive“) data we collect

We don't collect sensitive data.

SCOPE OF PERSONAL DATA AND THEIR PROCESSING

We process personal data that you voluntarily give us for the following legal reasons (and to fulfill these purposes):

Services, signing, and fulfillment of the contract

To sign a contract with us we need your data such as first and last name, address, ICO, e-mail, and cell number. We also need the content and the subject of the contract. If you contact us via the contact form on our website we need to know your first and last name, e-mail, and cell number to contact you back.

BOOKKEEPING, TAXES, AND OTHER LEGAL OBLIGATIONS

In order to comply with the legal obligations as well as other obligations resulting from applicable legal regulations (especially in the field of accounting, tax law and archiving) we process your personal data such as name, surname, e-mail, telephone, address. The period for which the data is processed is determined directly in the relevant legal regulations, which impose the obligation to process them.

Marketing – sending newsletters

Data such as name, surname, email, what you click on and how often open email are used for the purpose of direct marketing - sending business messages. If you are our customer, we do so out of legitimate interest as we reasonably assume that you are interested in our news, for a period of 5 years from the last order. If you are not our customer, we only send you newsletters based on your consent, for a period of 5 years from the granting of consent. In both cases, you can withdraw this consent by using the unsubscribe link in each email sent.

Advanced Consent Marketing

Only with your consent, we can send you inspirational articles, offers from third parties or use your e-mail address for remarketing and targeting advertising on Facebook, for a period of 5 years from the granting of consent. Consent can of course be revoked at any time via our contact form or in any email.

Legitimate interest – protection and proof of rights and legal claims

This is mainly about rights and claims from concluded contracts or caused damages. For these purposes, we process personal data for a period of 5 years after the termination of contractual cooperation or our last contact, if no contract was concluded. This deadline is set due to the statute of limitations for claims, taking into account the fact that we may not learn about a possible claim asserted in court at the moment of its assertion by the other party. For these purposes, data from orders, contracts and related documentation and our mutual communication are stored.

Photo and video documentation - live events and training

Only with your consent, we can take photos and videos of you as a participant during the trainings, so that they can be used for video and photo documentation on the website and in our promotional materials. You are entitled to revoke this consent at any time later by means of an e-mail message sent to our e-mail address or by letter sent to the address indicated above in the section about us. No other personal information will be included with the photos and recordings unless we discuss it first.

COOKIES

Security and protection of personal data

We protect personal data to the maximum extent possible using modern technologies that correspond to the level of technical development. We protect them as if they were our own. We have adopted and maintain all possible (currently known) technical and organizational measures that prevent misuse, damage or destruction of your personal data.

Disclosure of personal data to third parties

We do not sell, trade or otherwise transfer your personally identifiable information to third parties. This does not include trusted third parties who assist us in operating our website or conducting our business, as long as the parties agree that such information is confidential. Our associates therefore have access to your personal data. To ensure specific processing operations that we are unable to ensure on our own, we use the services and applications of processors who can protect data even better than us and specialize in the given processing. They are the providers of the following platforms:

Analytical and marketing tools

Google Analytics – website statistics

Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Facebook Pixel

Facebook Inc., sídlem 1601 Willow Road, Menlo Park, CA 94025, USA

MARKETING AND CUSTOMER SERVICE

Facebook – social network

Facebook Ireland Ltd, 4 Grand canal square, Dublin 2, Irsko, VAT IE9692928F

This list may not be complete and providers may change in the future. If in the future we decide to use other applications or processors, to facilitate and improve the quality of processing, we promise you that in such a case we will place at least the same demands on the security and quality of processing on the processors as we do on ourselves. We conclude contracts with all external processors in accordance with applicable legislation on the processing of personal data. Personal data will also be made available to the relevant administrative authorities if the law imposes such an obligation on us (i.e. in particular in the case of an inspection during which the authority in question is authorized to require the submission of personal data).

Processing of data outside the European Union

All processing of personal data will be carried out in the territory of the EU.

Your rights in connection with the protection of personal data

You have a number of rights in connection with the protection of personal data. If you would like to use any of these rights, please contact us at e-mail jakub@reklamavkine.cz. You have the right to information, which is already fulfilled by this information page with the principles of personal data processing. The right of access gives you chance to challenge us at any time and we will provide you with proof within 30 days of what personal data we process and why. If something changes about you or you find your data out of date or incomplete, you have the right to supplement and correct your data. You can use the right to restrict processing in the cases set out in Article 18 of the GDPR, i.e. if you believe that we are processing your inaccurate data, you believe that we are processing illegally, but you do not want to delete all data, or if you have objected to the processing. You can limit the scope of personal data or processing purposes. (For example, by unsubscribing from the newsletter, you limit the purpose of processing for sending commercial messages.) In cases where we process personal data for legitimate interests, you have the right to object to such processing and then we will no longer process the data unless our legitimate interest outweighs your interests or rights and freedoms. If the legitimate interest is direct marketing, then objecting always results in the termination of further processing for direct marketing.

The right to move your data

If you would like to take your data and transfer it to someone else and the conditions of Article 20 GDPR are met, we will proceed in the same way as when exercising the right of access - with the only difference that we will deliver the information to you in a machine-readable form. Here we need at least 30 days.

The right to erase your data (the right to be forgotten)

Your other right is the right to be deleted (forgotten) if the conditions of Article 17 of the GDPR are met. We don't want to delete you, but you have the right to do so if you wish. In this case, we will delete all your data from our system and the system of all sub-processors and backups. We need 30 days to ensure the right to erasure. In some cases, we are bound by a legal obligation, and, for example, we must register issued tax documents for a period specified by law. In this case, we will delete all such personal data that are not bound by another law. We will notify you by e-mail when the deletion is complete.

Complaint to the Office for Personal Data Protection

If you feel that we are not handling your data in accordance with the law, you have the right to contact the Office for Personal Data Protection at any time with your complaint. We would be very happy if you first inform us about this suspicion so that we can do something about it and correct any errors. You can find more information about the office and personal data protection directly on the website of the office www.uouu.cz.

Odhlášení ze zasílání newsletterů a obchodních sdělení

If you are our customer, we send you e-mails with inspiration, articles, products, and services, based on our legitimate interest. If you are not a customer, we only send them to you based on your consent. In both cases, you can unsubscribe from our emails by clicking on the unsubscribe link in each email sent.

Secrecy

We would like to assure you that our colleagues who will process your data are obliged to maintain confidentiality about personal data and about security measures, the disclosure of which would endanger the security of your data. At the same time, this confidentiality continues even after the end of our contractual relations with us. Without your consent, your data will not be released to any other third party, unless such an obligation is directly imposed by law or an immediately binding EU regulation.

Other important information for exercising your rights

If you have further questions about the processing of your data by us, you can contact us by e-mail at jakub@reklamavkine.cz. You can also directly exercise your rights, which we write about in this document, by sending a message to this e-mail or sending a written request to our address. We just want to point out that for the purpose of verifying that the request is made directly by you, we may contact you afterward and verify the identity and the request in a reasonable way. The current wording of this document can always be found on the reklamavkine.cz website.

These personal data processing policies are valid from 6/30/2022.



**VISIA
CINEMA**