

Privacy Policy

1 Data Controller

- 1.1 The Data Controller, Šimon Polan, Business ID 08116440, with registered office at Rakovnická 373, Lišany 27052, Czech Republic, (hereinafter referred to as the "**Data Controller**"), declares that all personal data processed by the Data Controller are strictly confidential. The Data Controller handles them in accordance with national legislation and European Union regulations applicable to the protection of personal data.
- 1.2 The Data Controller collects, stores and uses Your personal data within the meaning of Act No. 110/2019 Coll. (Personal Data Processing 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 referred to as "**GDPR (EU Regulation 2016/679)**"). The individual purposes for which the Data Controller processes personal data are further specified below
- 1.3 The Data Controller also collects this personal data through its website at <https://moje.inastenky.cz> and <https://my.iboards.ai> (hereinafter referred to as the "**website**").
- 1.4 The Data Controller issues these policies so that you are adequately informed about which of Your personal data the Data Controller processes, for what purpose, for how long, who will have access to Your personal data, and what rights you have. These policies apply to all personal data collected by the Data Controller, whether collected for the purpose of performing a contractual relationship, fulfilling a legal obligation, pursuing a legitimate interest, or based on granted consent.

2 Processed Data

- 2.1 The Data Controller is authorized to process the following personal data according to purpose, categories of personal data, categories of data subjects, categories of recipients, and retention period as follows.

No.	Purpose of Processing	Categories of Personal Data	Categories of Data Subjects	Categories of Recipients	Retention Period

1	performance of a contract	address and identification data	application user	application administrator	10 years after termination of the contractual relationship
2	sending commercial communications and offering products and services	contact data	application user	application administrator	10 years after termination of the contractual relationship
3	accounting and tax purposes	bank account number	application user	application administrator	10 years after termination of the contractual relationship
4	statistical purposes	IP address	application user	application administrator	10 years after termination of the contractual relationship
5	legitimate interest	address and identification data	application user	application administrator	10 years after termination of the contractual relationship
6	fulfilment of further legal obligations	address and identification data	application user	application administrator	10 years after termination of the contractual relationship

2.2 The individual processing purposes mean the following:

- 2.2.1 **performance of a contract** means: the relationship between You and the Data Controller arising from an order, registration, a concluded contract, an application and participation in a competition, and the like;
- 2.2.2 **sending commercial communications and offering products and services** means: sending commercial offers by electronic mail (email), by short text message, or by telephone call;
- 2.2.3 **accounting and tax purposes** means: maintaining accounting records within the meaning of accounting and tax legislation;
- 2.2.4 **statistical purposes** means: anonymized measurement of website traffic, monitoring the number of page views, time spent on the website, and the type of device from which you access the website. We collect data to improve our services and offer clients relevant content;
- 2.2.5 **legitimate interest** means: effective defense in the event of a dispute; the retention period for personal data in such a case is 4 years from the expiry of the warranty period for goods, extended by the duration of any ongoing dispute. We continuously seek to improve our services and potentially provide new and better services; we wish to prevent the frustration of such activities; therefore, activities that contribute to achieving this objective constitute our legitimate interest. Legitimate interest also includes processing for the purposes of **fraud prevention** (e.g., assessing the risk of entering into a contract), **direct marketing** (e.g., offering relevant services to existing customers), **transfer of personal data within a group of undertakings** for internal administrative purposes, **reporting criminal offences** and transfer of personal data to the competent authority, **ensuring network and information security**. This list is illustrative only;
- 2.2.6 **fulfilment of further legal obligations** means: providing information to law enforcement authorities, providing information to other public authorities, and the like.
- 2.3 We process Your personal data for the period strictly necessary to ensure all rights and obligations arising from the mutual legal relationship, at a minimum for the period required to process an order, complete a transaction, or arrange a service, and further for the period during which the Data Controller is required to retain personal data under generally binding legal regulations, or for the period for which you have granted consent to the Data Controller. Otherwise, the retention period follows from the purpose for which personal data are processed or is determined by law.
- 2.4 Personal data are processed by the Data Controller both manually and in an automated manner. The Data Controller is authorized to process certain information

in an automated manner, for example to generate statistical information about visits to its website.

3 Personal Data Processed Based on Consent

3.1 Where we have obtained your consent to the processing of personal data, this was done for one of the following purposes:

3.1.1 Registration in the i-Boards application

4 Data Subject Rights

4.1 As a data subject you have the rights set out below, which arise for you from applicable law and which you may exercise at any time. These are:

4.1.1 **the right of access to personal data**, pursuant to which you have the right to obtain from the Data Controller information as to whether the Data Controller is processing Your personal data. The Data Controller is obliged to provide this information to You without undue delay. The content of the information is governed by Article 15 of the GDPR. The Data Controller is entitled to charge a reasonable fee not exceeding the costs necessary to provide the information;

4.1.2 **the right to rectification or erasure of personal data**, or restriction of processing, pursuant to which you have the right to have corrected personal data that are inaccurate or incorrect. If Your personal data are no longer necessary for the purposes for which they were collected, or are being processed unlawfully, you have the right to request their erasure. If you do not wish to request erasure of personal data but only a temporary restriction of their processing, you may request restriction of processing;

4.1.3 **the right to request an explanation** where you suspect that the processing of personal data by the Data Controller is contrary to applicable law;

4.1.4 **the right to contact the Office for Personal Data Protection** in the event of doubts as to compliance with obligations related to the processing of personal data;

4.1.5 **the right to data portability**, i.e., the right to receive personal data concerning you that you have provided to the Data Controller in a structured, commonly used and machine-readable format; see Article 20 of the GDPR for further details;

4.1.6 **the right to object to the processing of personal data**, which is processed for the purposes of performing a task carried out in the public interest or in the exercise of official authority, or for the purposes of protecting the legitimate interests of the Data Controller. The Data Controller shall cease processing without undue delay, unless it

demonstrates that there is a legitimate interest/reason for processing that overrides Your interests, rights or freedoms;

- 4.1.7 **the right to withdraw consent to the processing of personal data at any time**, where you have granted consent to the Data Controller for the processing of personal data.

5 Cookies

- 5.1 Cookies are small text files that a website sends to Your browser. They allow the website to record information about Your visit, such as your preferred language and similar settings, so that your next visit may be easier and more pleasant. Cookies are important because without them browsing the Internet would be considerably more complex. Cookies enable better use of our website and allow its content to be tailored to Your needs; almost every website in the world uses them. Cookies are useful because they improve the user-friendliness of a website you visit repeatedly.
- 5.2 On its website the Data Controller may use the following types of cookies:
 - 5.2.1 Session (i.e. temporary) cookies allow us to link your individual activities while browsing this website. They are activated when you open your browser window and are deactivated when you close your browser window. Session cookies are temporary and are all deleted when the browser is closed.
 - 5.2.2 Persistent cookies help us identify your computer when you visit our website again. A further advantage of persistent cookies is that they allow us to tailor our website to Your needs.
- 5.3 In accordance with Section 89(3) of Act No. 127/2005 Coll. on Electronic Communications, as amended, we hereby inform you that our website uses cookies in its operation, meaning that we process Your cookies, including persistent cookies.
- 5.4 Internet browsers typically include cookie management functionality. Within your browser settings you can likely delete, block, or completely disable individual cookies. For more information, please use the help function of your internet browser. If you do not permit the use of cookies, some features and pages may not function as intended.
- 5.5 We use cookies to personalize content and advertisements, to provide social media features, and to analyze our traffic. We share information about how you use our website with our partners in the areas of social media, advertising, and analytics. By using the website, you consent to the connection of the following services:
 - 5.5.1 Google

5.5.2 Facebook

5.5.3 LinkedIn

5.5.4 Hotjar

5.6 To displaying targeted advertising within advertising and social networks on other websites, we share data about your behavior on our website with those advertising and social networks; however, we do not share your identifying data with them.

6 Transfers to Third Countries

6.1 Your personal data will not be transferred to third countries.

7 Information and Queries

7.1 Further information on rights and obligations relating to the protection of personal data may be obtained by the data subject by email at info@inastenky.cz or info@iboards.ai.

8 Language and Governing Version

This document has been translated from Czech into English for informational purposes only. In the event of any discrepancy, ambiguity, or conflict between the English version and the Czech version of this document, the Czech version shall prevail and be deemed the authoritative text.