

# Privacy Policy

This Privacy Policy is an integral part of our [Terms and Conditions](#) and it describes and explains how the personal data collected via our website [www.marketingfestival.cz](http://www.marketingfestival.cz) are processed throughout Marketing Festival s.r.o.

## I. Introductory Provisions

1. In this Privacy Policy are used some terms that have meaning as follows:
  - **Company** is Marketing Festival s.r.o., Renneská třída 393/12, 639 00 Brno, Czech Republic, business ID 016 46 486, VAT ID CZ01646486, registered in the Commercial Register, kept by the Regional Court in Brno, Section C, File 78922, represented by Jindřich Fáborský, hereinafter referred to as "Company", e-mail: [info@marketingfestival.cz](mailto:info@marketingfestival.cz), web page [www.marketingfestival.cz](http://www.marketingfestival.cz)
  - **Visitor** is a person who participated personally in previous years of Marketing Festival or has submitted an order of tickets, video recordings, alternative tickets and/or on behalf of whom such order was made by a third party, and it is likely that such person will participate or is interested in the event
  - **Guest** is a person who browse Company's website but have not visited Marketing Festival yet
  - **User** is an umbrella term for both, the Visitor and the Guest
2. The Company is an organizer of Marketing Festival event focused on online marketing that includes also workshops and particular events (hereinafter as "**Marketing Festival**").
3. The Company can change provisions of the Privacy Policy from time to time and will inform you about the changes at the same time via e-mail at least 30 days before effectiveness of the change.

## II. Processing and Protection of Your Personal Data

1. Processing of personal data of Users who are physical persons is under regulation of law no. 110/2019 Coll., on the processing of personal data, and Regulation of European Union 2016/679 general data protection regulation that comes in force on 25<sup>th</sup> May 2018.
2. Processing of personal data by the Company or authorized third parties starts by submission of ticket, alternative ticket or video recordings order, filling in e-mail address for newsletter receiving or by browsing the Company's website. Processing of personal data is going in compliance with this Privacy Policy.
3. The Company solely carries out personal data collected directly, consciously and voluntarily from the User. The User shall provide only complete, exact, true and up-to-date data regarding to her or his person. The User who provides to the Company personal data about another person is liable for lawful handling with the data and declare that does not infringe to the privacy of those third parties.

4. The Company process the following personal data – name and surname, billing information incl. the bank account number, business ID, address, e-mail address and IP addresses of User devices used for browsing of the Company’s website as well as data relating to the digital content made available through a user account.
5. The above personal data are processed for purchase contract performance (orders managements, organization of Marketing Festival event, customer help and customer support, providing of information about technical and organizational matters regarding to Marketing Festival event, workshops, video recordings and live stream). E-mail addresses and IP addresses are also processed for legitimate interest of the Company (providing of information regarding to Marketing Festival or similar events about digital marketing organized by Company’s partners, e.g. Digisemestr, preventive activities to avoid unauthorized use of User accounts and log analysis and evaluation of logs incl. statistical use of personal data).
6. Personal data according to previous paragraph that are processed for contract performance are processed for up to 1 year (corresponding to the limitation period) or the time until the user account is actively used by the User starting with acceptance of the order. Data processed due to legitimate interest of the Company are processed until the Marketing Festival events are held and for as long as the video recordings of the relevant Marketing Festival are made available to its participants.
7. In addition, the Company may also capture the likeness of Visitors physically present at the Marketing Festival, including at workshops and other locations where Visitors may be physically present, particularly in light of the fact that audio-visual recording and photography is made on the premises of the Marketing Festival event **as part of the Company’s legitimate interest**. Visitors expressly consent to the capture of their likeness, or their personal expression and likeness within the meaning of Section 84 et seq. of Act No. 89/2012 Coll., the Civil Code (hereinafter referred to as the "OZ"). Further use of such photographs and recordings includes, in particular, the preparation of promotional materials for future Marketing Festival events and the sharing of photographs and audio-visual recordings with other participants of the relevant edition of the Marketing Festival. Any Visitors whose likeness is captured in this way are not identified in any way in this processing, nor are such photographs or recordings compiled, aggregated or otherwise linked to other personal data of the Visitors in question, and such other data is not accessible to other Visitors to the Marketing Festival. Reasoned objections to such processing may be raised on the spot, which the Company will attempt to adequately resolve on the spot, otherwise no later than 30 days after the Marketing Festival is held. If the objection is upheld, the necessary steps will be taken to ensure that the photographs and recordings of the objecting Visitor are not further processed, in particular not published. The objection shall also be deemed to be a revocation of the consent to the use of the Visitor's likeness and personal expression within the meaning of Section 87 of the CC. If the Visitor is a legal person and/or has purchased a ticket for persons other than himself, he is obliged to inform all persons who will attend the Marketing Festival in connection with his purchase of the ticket(s) of the processing within the meaning of this provision.
8. **The Company also processes personal data of the Guests to inform them about information and news via e-mail about Marketing Festival or relating events**

**organized by Company's partners and events on digital marketing education, such as Digisemestr. Carrying out the data according to this paragraph is based on a consent of the Guest granted by filling his e-mail on the Company's website. The news is sent as long as the consent is granted. The Guests have a right to unsubscribe from the e-mail campaigns in the footer of every single e-mail.**

9. The consent is valid also for the processors authorized by the Company whereby both Visitors and Guests consent to the use of these processors, in particular processors within the meaning of Article II(13) and (14) below.
10. The Company has a duty to provide to the Users as relevant information about the conference as possible. So that the IP addresses can be maintained by web analytical tools to evaluate website traffic and User's behaviour in online environment to provide individualized information within the legitimate interest of the Company and the consent provided by the Guests.
11. Personal data shall be disposed immediately after expiration of the period or extinction of the reason for processing.
12. The Company makes effort to prevent cases of unauthorized carrying out the personal data by third parties and is not liable for any damages caused by such unlawful processing of the data.
13. The User is aware that the Company uses cloud computing service Google Suite maintained by Google LLC, based in California, USA.
14. The Company also uses services such as iDoklad ([www.idoklad.cz](http://www.idoklad.cz)), MailChimp, Google Analytics or Nimble. The terms of use of the services are in compliance with European Union data protection laws. Circumstantially, also other services can be used (such as Eventbrite). Use of third party services is always within the purposes of data processing according to this Privacy Policy.
15. The personal data is, however, only ever shared with trusted third parties, and all consents within the meaning of this policy also apply to companies appointed by the Company. To the maximum extent possible, the Company retains data about its users on storage sites within the European Union and there is no transfer to third countries; should such a transfer occur, it is only done in accordance with the rights and obligations set out in the GDPR.
16. After User gives a consent, cookies may be saved to User's devices to achieve functional connection and reactions of the website, personalization of the advertisements, service offerings and finding out the User's preferences. Data accessed through cookies may be shared with Seznam's ([www.seznam.cz](http://www.seznam.cz)), Google's and Facebook's services.
17. The data shall be processed automatically as well as non-automatically. However, Users will not be object to automated-decision making nor profiling.
18. If the User thinks that his data is not processed in a proper way, e.g. unlawfully or in a way that is privacy infringing, he can:
  - a. Ask the Company for explanation by sending an e-mail to [info@marketingfestival.cz](mailto:info@marketingfestival.cz)

- b. Exercise right to object processing based on legitimate interest (II. 5) and ask for removal of the unlawful situation via e-mail on [info@marketingfestival.cz](mailto:info@marketingfestival.cz) (e.g. by blocking, repairing, renewal, addition or disposal of the data). The Company decides about the objection immediately. The User always enjoy the right to help from the data protection authority (list of data protection authorities is available at [http://ec.europa.eu/newsroom/article29/item-detail.cfm?item\\_id=612080](http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080)).
19. The User has a right to ask and request what data and how are processed by the Company by sending a request e-mail on [info@marketingfestival.cz](mailto:info@marketingfestival.cz).
20. The User is obliged to inform the Company about changes in his personal data with or without the previous demand to achieve processing of up-to-date data.
21. The Visitor agrees on making public the pictures from Marketing Festival in which he is captured on the website on social media of the Company.

### **III. Closing Provisions**

1. Any dispute, controversy or claim arising under, out of or relating to this Privacy Policy including, without limitation, its formation, validity, binding effect, interpretation, performance, breach or termination, shall be referred to and finally determined by Czech courts in accordance with the laws of the Czech Republic.
2. This Privacy Policy becomes effective on 30<sup>th</sup> May 2023.