

Terms of personal data protection (GDPR)

Contact details of the personal data manager:

UNIVERSE AGENCY spol. s r.o., ID: 45789347, with registered office at Botičská 419/2, 128 00 Prague 2, contact e-mail: info@author.cz

Name of the website to which these terms of processing are bound: en.author.eu

With this document, we would like to inform you about how your personal data will be processed. Processing takes place in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in connection with the processing of personal data and the free movement of such data and the repeal of Directive 95/46/EC (hereinafter also "GDPR").

We process personal data as personal data administrators, i.e. we determine the purposes and means of processing. Since the GDPR area is rather complicated, do not hesitate to contact us at the above e-mail and we will explain everything to you clearly.

1. Scope of processed personal data

We process the following information:

- ➔ Personal data that you provide to us when you contact us through the contacts listed on the website.
- ➔ Personal data we process when you purchase our products or services from us. Personal data may vary depending on what products or services you purchase from us, but in general it is about your contact details, address details, information needed for issuing the invoice and ensuring the functioning of the mutual contractual relationship. We may obtain this information from you in the course of the existence of a contractual relationship, through forms on the website, or through further communication with you, when concluding contracts etc.
 - ➔ Personal data we obtain from third-party tools deployed on our website. Can specifically deal with:
 - ➔ Information obtained from Google Analytics and other tools operated by Google Ireland Limited;
 - ➔ Information obtained from Sklik, operated by Seznam.cz, a.s.;
 - ➔ Information obtained from the Facebook pixel and other tools operated by Facebook Ireland Ltd.;
 - ➔ Information obtained from Twitter, operated by Twitter International Company.;
 - ➔ Information obtained from LinkedIn, operated by LinkedIn Ireland Unlimited Company.;
- ➔ Applicants' personal data (e.g. address, date of birth, education, gender, photo, telephone and e-mail) from the sent resumes. The data is used for the recruitment of employees and the selection process.

2. Purpose and legal basis of processing

- ➔ We use the personal data you provide to us through the website for the following purposes:
 - ➔ In order to contact you and possibly establish mutual cooperation. If we establish cooperation, it is processing based on the fulfillment of a mutual contractual relationship according to Article 6 paragraph 1 letter b) GDPR. If cooperation we do not bind, the processing is based on our legitimate interest according to Article 6 paragraph 1 letter f) GDPR, which consists in ensuring mutual communication.

➔ If you would contact us with a request to provide support in connection with the purchased products or services, we will use this information for the purposes of processing this request, based on the fulfillment of contractual obligations according to Article 6 paragraph 1 letter b) GDPR.

➔ If you are a job seeker, we will send your personal data in CVs and other documents processing related to recruitment for the purpose of the selection process and the creation of a possible employment relationship according to Article 6 paragraph 1 letter b) GDPR. We may retain personal data for a reasonably long period of time even after termination of the selection procedure, in case the given position becomes vacant again, or we would like to offer you a similar one position. We will be happy to provide you with more detailed information about processing in connection with recruitment during the selection process management.

➔ We process the personal data that we process when you purchase our products or services from us precisely in order to provide you with our products or services. The legal basis is the fulfillment of mutual contractual obligations according to Article 6 para. 1 letter b) GDPR. At the same time, we need to protect ourselves in case of possible lawsuits and requests that the state may make of us authorities, therefore we will process personal data on the basis of our legitimate interest according to Article 6 paragraph 1 letter f) GDPR. The law may also require us to store your personal data for a certain period of time, after which we will be personal data to process on the basis of the fulfillment of legal obligations according to Article 6 paragraph 1 letter c) GDPR.

➔ Personal data that we obtain from third-party tools that are deployed on our website, or from our own deployed tools, we can use for different purposes and it will always depend on what tools are currently in use we use. It can be tools that help us with analytics on our website, with traffic measurement, by recording your activity, etc. However, we most often use tools for analytical activities and finding out how you use our website or how many people visit these pages. The legal basis will thus be our legitimate interest, which consists in improving our goods and services and website according to Article 6 paragraph 1 letter f) GDPR.

➔ Used tools operating in most cases on so-called cookie files, which are stored in your browser. You can find a specific list of cookies in information bar that is placed on websites when you access them. TO we will require your active consent to store cookies.

We process your personal data in accordance with these principles based on the fulfillment of a mutual contract or your request, based on the fulfillment of our legal obligations, on the basis of our legitimate interest or on the basis of your possible consent, granted for a specific processing. We will always assess whether your consent is required before using information for a purpose that is not set out in this policy. IN in such a case, we will inform you and ask for your consent. If consent is not required, we will inform you in advance about the new scope processing.

It may happen that you receive an e-mail from us. If this email is related to the provision of our services or goods, or is related by answering your question that you have raised through our forms, we do so on the basis of a contractual relationship or our legitimate interest.

3. Recipients of personal data

Our company cares about the protection of your personal data, therefore we transfer personal data to third parties only for the above-mentioned purposes, namely only to the extent necessary.

The following recipients have access to your personal data:

➔ state administration bodies according to our legal obligations, in particular the Financial Administration of the Czech Republic and the Czech Social Security Administration security, or other authorities for the defense of legal claims, or on the basis of an official invitation sent to us;

➔ company providing management of our website and analytical tools on the web.

- ➔ providers of server, web, cloud or IT services:
- ➔ INTERNET CZ, a.s., Tomáš Flekna
- ➔ legal service providers:
 - ➔ External legal representative, office based in the Czech Republic.

If you are interested in knowing with whom your personal data is shared, write to us at our e-mail address and we will provide you with this information. IN if we use providers located in third countries, we will transfer personal data only on the condition that for there will be appropriate safeguards.

4. Cookies files

Cookies are small data files that websites store on your computer or mobile device when you browse our website. We subsequently obtain information from these files, for example to find out which pages you are viewing, so that we can customize them for you displayed advertising according to your preferences, or to simply ensure the functioning of our website.

On our website, we use cookies that are used to:

- ➔ implementation of analytics;
- ➔ ensuring marketing;
- ➔ providing functionalities that are not necessary for displaying the website and providing other services;

On the website, we can also use so-called technical cookies, which are used to make the website work as it should, if necessary to record whether or not you have consented to cookies. Unfortunately, there is no option to refuse the use of these cookies.

However, in addition to technical cookies, we also use other cookies for the purposes listed above. We store all these cookies only with your consent, for each of the stated purposes separately. If you decide to grant consent only to some cookies according to the settings at the time of granting consents, those cookies for which you have not given consent will not be activated. You can also withdraw your consent at any time by changing the settings according to of the appropriate button on the web page. However, revocation of consent does not affect the legality of processing prior to its revocation. In other words, to the one until you withdraw your consent, the use of cookies is authorized.

In connection with cookies, we specifically use the following tools:

- ➔ Google Analytics and other tools from Google Ireland Ltd., Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. More information: <https://policies.google.com/technologies/cookies?hl=en>
- ➔ The Sklik tool from the company Seznam.cz, a.s., with registered office at Radlická 294/10, Smíchov, 150 00 Prague 5, typically with this the tool stores the sid cookie and related cookies. More details can be found here: <https://o.seznam.cz/ochraudaju/personalizace-obsahu-a-reklamy/vyuzivani-cookies/>
- ➔ Facebook pixel tool and other tools from Facebook Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour Dublin 2 Ireland. More information: <https://www.facebook.com/policies/cookies/>
- ➔ Tools from LinkedIn Ireland Unlimited Company, of Gardner House, 2 Wilton Pl, Dublin 2, D02 CA30, Ireland. More information: <https://cz.linkedin.com/legal/cookie-table?#thirdparty>.
- ➔ Tools from Twitter International Company, of One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland. More information: <https://help.twitter.com/en/rules-and-policies/twitter-cookies> and here: <https://cdn.cms-twdigitalassets.com/content/dam/help-twitter/rules-and-policies/cookie-description-lists/cookie-description-list-en.pdf>

In the event that personal data is transferred to a territory outside the EU for any of the tools, such transfer is based on appropriate guarantees (especially standard contractual clauses and additional measures taken) or on the basis of a decision on adequate protection.

Description of individual cookies:

Cookie name	Storage time	Description of purpose	Type of cookies
PHPSESSID	sitting	The cookie is native to PHP applications. A cookie file is used to store and identify a unique session ID the user in order to manage the user session on the website. A cookie is a session cookie and is deleted hen all browser windows will close.	technical
sid	1 month	Sid cookie contains digitally signed and encrypted records of the user's Google account ID and the last time login.	analytical
_ga	2 years	_ga cookie, installed by Google Analytics, calculates data on visitors, sessions and campaigns and also tracks website usage for analytics site overview. A cookie stores information nonymously and assigns a randomly generated number to the recognition unique visitors.	analytical
_gid	1 day	_gid cookie installed by Google Analytics stores information about how visitors use website, and at the same time creates an analytical report on website performance. Some of the data that is collected include the number of visitors, their source and the pages that they visit anonymously.	analytical
_gat	1 minute	A variant of the _gat cookie set by the services Google Analytics and Google Brand Manager, which allows website owners to track behavior visitors and measure site performance. Pattern element in title contains a unique account or web identification number page to which it relates.	analytical

5. Period of retention of personal data

We will process your personal data only for the time necessary to fulfill the above purposes for which they were collected. Need retention periods may vary for different types of data in the context of different products and services, and therefore the actual retention period will also vary. Between the criteria on the basis of which the information retention period is determined include:

- ➔ How long are personal data needed to provide our products or services and to ensure the operation of our company? It includes activities such as maintaining and improving our products or services, maintaining the security of our systems, and maintaining relevant business and financial records. This is a generally valid rule that is the basis for determination in most cases data retention periods.
- ➔ Do you provide us with your data with the expectation that we will keep it until you explicitly want to delete it? If yes, we will keep them for this period.
- ➔ Are these personal data sensitive? If so, it is generally advisable to use a reduced data retention period.
- ➔ Have we implemented and communicated a specific retention period for a certain type of data? If so, we will definitely never cross it.

- ➔ Have you given your consent to the extension of the information retention period? If so, we will store the data in accordance with yours I agree.
- ➔ Are we subject to legal, contractual or similar obligations to retain data? If so, we will store the data in accordance with these obligations. Examples include mandatory data retention laws, government regulations to retain data related to investigation or data that needs to be retained for litigation purposes.
- ➔ If you receive commercial communications from us, we will send them as long as you do not refuse to send them to us, if the time that is indicated in the text when you subscribe or give us your consent to send them.

6. What rights do you have in relation to the protection of your personal data?

In relation to our processing of your personal data, you have the following rights:

- ➔ the right to access personal data;
- ➔ right to correction;
- ➔ right to erasure ("right to be forgotten");
- ➔ the right to restrict data processing;
- ➔ the right to object to processing;
- ➔ the right to data portability;
- ➔ the right to withdraw consent to the processing of personal data;
- ➔ the right to file a complaint about the processing of personal data.

Your rights are explained below to give you a clearer idea of their content.

The right of access means that you can request confirmation from us at any time as to whether or not personal data relating to you is being processed, and if they are, then for what purposes, to what extent, to whom they are made available, how long will we process them, whether you have the right to correction, erasure, restriction of processing or to raise an objection, where we obtained personal data from and whether, based on the processing of your personal data, the automated decision-making, including possible profiling. You also have the right to obtain a copy of your personal data.

The right to correction means that you can ask us at any time to correct or supplement your personal data if it is inaccurate or incomplete.

The right to erasure means that we must erase your personal data if (i) it is no longer necessary for the purposes for which it was collected or otherwise processed, (ii) the processing is unlawful, (iii) you object to the processing and there are no overriding legitimate reasons for processing, (iv) we are required to do so by law or (v) in relation to personal data for which you have given consent, this consent you cancel.

The right to restriction of processing means that until we resolve any disputed issues regarding the processing of your personal data, we may not Process your personal data in a way other than that we will only have it stored and possibly use it only with your consent or from for the purpose of determining, exercising or defending legal claims.

The right to object means that you can object to the processing of your personal data that we process for the purposes of direct marketing or due to legitimate interest, including profiling based on our legitimate interest. If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes. In case of objection to processing, based on other reasons, this objection will be evaluated and we will then inform you whether we have complied with it and we

will no longer use your data to process, or that the objection was not justified and the processing will continue. Anyway, until the objection is resolved, it will be processing limited.

The right to withdraw consent to the processing of personal data means that if you have given us consent for a certain purpose (for example, in connection with commercial communications), you have the right to revoke it at any time, for example by contacting us at the e-mail address below. If we send you commercial communications based on your consent, you can also withdraw your consent by unsubscribing in each individual commercial communication. Specific we will always provide the rules for withdrawing consent when obtaining consent. Revocation of consent does not affect the legality of the processing before it by appeal.

The right to portability means that you have the right to obtain personal data relating to you that you have provided to us based on your consent or contract, and which are at the same time processed automatically, in a structured, commonly used and machine-readable format, and the right to that these personal data are transferred directly to another administrator.

If you have a comment or complaint regarding the protection of personal data or a question or exercise any of your rights, please get in touch us at the e-mail address info@author.cz. We will respond to your questions or comments within one month.

Our activity is also supervised by the Office for the Protection of Personal Data, with whom you can file a complaint if you are not satisfied. More you can find out on the office's website (www.uouu.cz).

CHANGES TO POLICY

Our policies may be changed from time to time. We will publish all changes to the privacy policy on en.author.eu and if possible deal with significant changes, we will inform you in more detail (in the case of some services, we may notify policy changes by e-mail).

We archive previous versions of this policy for you so that you can access them in the future.

These policies are effective from 4/27/2022