

# PRIVACY POLICY

## 1. DATA CONTROLLER

The data controller (responsible entity) is KINET TV s.r.o., V Lukach 253, 267 01 Kraluv Dvur, Czech Republic (“we”).

## 2. WHAT IS PERSONAL DATA?

Personal data is all information relating to an identified or identifiable natural person (e.g. name, address, phone number, date of birth and e-mail address).

## 3. WHAT IS THE LEGAL BASIS UPON WHICH WE PROCESS PERSONAL DATA?

We will only process your personal data on the basis of the **performance of a contract** we concluded with you, the compliance with **legal obligations**, **legitimate interests** and/or your **consent**.

- If you use our contact form to send us a message, we will process your personal data in order to initiate or fulfil a **contractual agreement**.
- If we obtain your **consent** to process your personal data, this serves as the legal basis. This is the case with newsletters, for example.
- We also process your personal data on the basis of our **legitimate interests**. This includes processing it for the purpose of providing and optimising online services.
- If personal data is processed due to a **legal obligation**, this serves as the legal basis. For instance, this may be the case when personal data is passed to third parties, or for storage periods and retention periods.

## 4. WHICH PERSONAL DATA DO WE COLLECT?

- First and last name, email, phone, address, job title, company.
- If you are our customer, we may collect which products and services you use.
- If you sign a contract with us, we may collect further details such as your signature or other proof of identity, the IP address (if signing a contract digitally).
- Other data you have provided while contacting us, especially using the contact, download, or signup forms on our website.

## 5. PURPOSES FOR WHICH YOU PROVIDE YOUR PERSONAL DATA

We may use your personal data for:

- our communication with you;
- the offering, marketing and selling our products and/or services to you;
- the provision of our services and safeguarding the quality of our services;
- marketing and business development activities and communications (including sending mailings and/or newsletters);
- generating statistics on the use of our website;
- compliance with applicable laws and regulations.

## 6. SHARING OF PERSONAL DATA

We will not share your personal data with third parties, unless such is required for or conducive to the performance of the contract with you or the compliance with legal obligations. We will only transfer your personal data to any third party for the purposes and to the extent such is based on (any of) the legal grounds set forth in this privacy policy.

Third parties to whom we transfer your personal data are themselves responsible for compliance with privacy legislation. To the extent that a third party processes your personal data as a data processor of KINET TV, we will conclude a processor agreement with such party that meets the requirements set forth in the GDPR and related laws and regulations. We shall not transfer your personal data to countries or organizations outside of the Economic European Area (EEA) which do not ensure an adequate level of protection.

## **7. RETENTION PERIOD**

We retain your data under the following circumstances:

- If you have consented to this as part of processing, until such time as you withdraw your consent
- If we need the data to undertake an agreement, until such time as the contractual relationship with you ceases or legal retention periods expire
- If we use the data on the basis of legitimate interest, until such time as your overriding interest obliges us to delete or anonymise them

## **8. WHAT ARE YOUR RIGHTS?**

You have the following rights in relation to the processing of your personal data:

- to access, rectify and, subject to compliance with our legal and regulatory obligations, erase your personal data;
- to object to or restrict processing of your personal data by us, although there may be circumstances in which we may be legally required to deny such request;
- to request us to receive your personal data in a structured, commonly used and machine-readable format (data portability);
- to lodge a complaint with the relevant supervisory authority; and
- to withdraw your consent to the processing of your personal data, although we may continue processing your data if such is required in view of our compliance with applicable laws and regulations.

To exercise your rights, please contact us at [info@kinet.tv](mailto:info@kinet.tv).

## **9. SECURITY MEASURES**

We have taken appropriate technical and organizational measures to ensure an appropriate level of security to protect your personal data from unauthorized or unlawful processing and to prevent loss, destruction, damage, alteration or disclosure of your personal data.

## **10. CONTACT**

If you have any questions, comments or complaints regarding the processing of your personal data, you can contact us at [info@kinet.tv](mailto:info@kinet.tv).

## **11. UPDATES**

We reserve the right to modify this Privacy Policy. You should therefore read it regularly. It was last updated Sep 30, 2022.