



INFORMATION ON PROCESSING OF PERSONAL DATA FOR MARKETING PURPOSES BASED ON CONSENT

WHAT IS THE PURPOSE OF THIS DOCUMENT?

The purpose of this document is to provide you with information about the conditions under which the processing of personal data you provide will be carried out. If in the rest of this document "us" or "our company" is referred to, it means AC Sparta Praha fotbal, a.s.

WHY IS MY PERSONAL DATA PROCESSED?

We will process your personal data based on your freely given consent, in particular for the purpose of sending you commercial communications, providing you with information about our activities, offering our products and services and offering products and services of third parties ("marketing purposes").

WHO WILL PROCESS MY DATA?

The controller of personal data is AC Sparta Praha fotbal, a.s., ID No.: 46356801, with registered office at Milady Horákové 1066/98, 170 82, Prague 7, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 2276. Contact details: ochrana-soukromi@sparta.cz, +420 296 111 400, <http://www.sparta.cz/ochrana-soukromi>.

WHAT PERSONAL DATA WILL BE PROCESSED AND WHAT IS THE LEGAL BASIS FOR THIS PROCESSING?

For marketing purposes, we will process your identification and contact data in the scope of name, surname and e-mail and other data such as:

- (if you attended our event) an indication of such event,
- (if you are using our product or service) transaction history, use of such product or service, delivery address (if provided),
- information about the basic interaction with the commercial communication (open and click rate).

The provision of the aforementioned data for marketing purposes is optional and is therefore not strictly necessary for the performance of the contract or legal obligations. However, the processing will let us to improve the our services and send you offers that will be of interest to you.

The legal basis is the consent given.

WHO WILL HAVE ACCESS TO MY PERSONAL DATA?

Access to your personal data is granted to employees of our company who are entrusted with specific tasks related to the purpose of processing personal data and, where applicable, to processors, which may be, in particular, our suppliers, typically supplier of the mailing system, supplier of the database system etc. An up-to-date list of processors will be provided upon request.

WILL MY PERSONAL DATA BE TRANSFERRED OUTSIDE THE EUROPEAN UNION?

No.

WHAT IS THE DURATION OF PROCESSING OF MY PERSONAL DATA?

This consent is granted for an unlimited period of time and can be withdrawn at any time in the manner specified in any commercial communication (typically

by an active link), or by a request sent to email address ochrana-soukromi@sparta.cz.

The consent you have given or the consent form will be archived for as long as your consent is given and for a period of four years after its withdrawal in order to prove that the processing of personal data was lawful. The legal basis for this processing is the legitimate interest of our company.

WHAT ARE MY RIGHTS IN RELATION TO THE PROCESSING OF PERSONAL DATA?

You have the right to request access to your data at any time - this means that we will provide you, upon your request, with information about what personal data we process, for what purpose, from what source the personal data was obtained and for how long it will be processed. You have the right at any time to request the rectification of inaccurate personal data or to have it completed if it is incomplete.

You also have the right to request the erasure of personal data that are no longer necessary for the purpose for which they were originally collected or that the controller is no longer entitled to use for other reasons (e.g. they have been processed unlawfully, their erasure is required by law, etc.).

You have the right to request a restriction of the processing of your personal data - this means that you can ask us not to delete your data where we would otherwise be obliged to do so, and you can also ask us not to process your personal data any further until it is clear whether the data processed is accurate or whether your objection to the processing of your personal data has been raised on reasonable grounds (see right to object below).

You have the right to the portability of your personal data - this means that you can request that we provide you with the personal data processed by us (if it is processed by automated means) in electronic form so that it is easily transferable to another controller (service provider). This right only applies to personal data that we have obtained in electronic form, either on the basis of your consent or on the basis of a contract.

You have the right to object to the processing of your personal data based on our legitimate interest - in which case we will only continue to process your data if it is demonstrated that there are compelling legitimate grounds for doing so.

HOW CAN I EXERCISE MY RIGHTS?

You exercise your rights (including the right to object) with the data controller, which is our company. You can contact us in writing, by telephone or by e-mail (contact details are given above). Our company has also established a data protection officer whose contact details are AC Sparta Praha fotbal, a.s., Milady Horákové 1066/98, 170 82, Prague 7 or email ruzickova@sparta.cz.

HOW TO PROCEED IF I BELIEVE THAT THE PROCESSING OF MY PERSONAL DATA HAS VIOLATED THE LAW OR THE EUROPEAN DATA PROTECTION REGULATION?

In such case, you have the right to file a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, phone +420 234 665 111, e-mail: posta@uouu.cz, website: <https://www.uouu.cz>.

DOES THE PROCESSING OF MY PERSONAL DATA INVOLVE AUTOMATED DECISION-MAKING, INCLUDING PROFILING?

Automated decision-making means a decision that is made by a machine (computer) without human intervention and that has legal or other similarly significant consequences for you (e.g. termination of a contract). Such processing of personal information does not take place in this case; the relevant actions are always decided by a specific employee of the company.