

PRIVACY POLICY

1. GENERAL PROVISIONS

1.1 Introduction. We put special emphasis on protection of personal data of visitors to our website, our potential and existing customers and other persons who provide us with their personal data. This privacy policy (hereinafter referred to as the “**Privacy Policy**”) provides you with the necessary information about how we, the company BLOCK CRS a.s., with its registered office at U Kasáren 727, 757 01 Valašské Meziříčí, ID No.: 073 33 366, a company registered in the Commercial Register maintained by the Regional Court in Ostrava under No. B 11061, receive, store and further process your personal data in our capacity as data controller in connection with the operation of our website <https://www.blockcrs.cz>, including the sites of the various services provided in our resort (hereinafter referred to as the “**Site**”), and in connection with the provision of our services.

1.2 Usage. This Privacy Policy explains and informs you about (i) how we collect and process your personal data, (ii) what rights you have and how you can exercise them.

1.3 Getting acquainted. We recommend you to become acquainted yourself with this Privacy Policy in detail. By continuing to use our Site and providing your personal data, you acknowledge that you have been informed of how we use your personal data as set forth in this Privacy Policy and the applicable personal data protection notices.

1.4 Applicable legislation. This Privacy Policy provides you with the information that result from Regulation (EU) No. 2016/679 of the European Parliament and of the Council of 27 April 2016 (hereinafter referred to as the “**GDPR**”).

2. CONTACT TO THE CONTROLLER

2.1 Contact details. You can contact us directly at our email info@blockcrs.cz or at our address.

3. TERMS AND DEFINITIONS

3.1 Personal data – means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, a surname, a date of birth, location data, an email.

3.2 Processing of personal data – means any operation or set of operations which is performed on your personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

3.3 Controller – means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union law or by the law of a Member State, the controller or the specific criteria for its nomination may be determined by Union law or by the law of a Member State.

3.4 Processor – means a natural or legal person, public authority, agency or other body that processes personal data on behalf of the controller.

3.5 Purpose – means the reason for which the controller processes your personal data.

3.6 Cookies – a cookie is a small data file (text file) that a website (web) – when a user visits it – asks the browser to store on your device to remember information about you, such as your language preferences or login details. The cookies we use can be divided into cookies used by us (technical cookies), which are necessary to provide you with the site's functions, and third-party cookies – which are cookies from another domain (for advertising and marketing purposes). This also includes other techniques that work in a similar way. For more information, please see our [Cookies Policy](#).

3.7 Recipient – means the person who receives the personal data.

3.8 Third party – means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who are authorised to process personal data under the direct authority of the controller or processor.

3.9 Consent – a freely given, specific, informed and unambiguous indication of your wishes in the form of a statement or clear affirmative action signifying your agreement to the processing of personal data relating to you.

4. PERSONAL DATA PROCESSED, PURPOSES, METHOD AND DURATION OF PERSONAL DATA PROCESSING

4.1 Scope of the data processed.

4.1.1 Sources of personal data. We obtain your personal data from various sources, in particular directly from you or from our activities, namely:

When you visit the Site;

When you sign up for the newsletter;

When you inquire about the provision of our services;

When you enter into a contractual relationship with us.

4.1.2 Data collected. We only process personal data that you or other persons authorised by you provide to us through the sources described above. In particular, we process the following personal data:

- **Identification data:** name, surname, date of birth, place of residence, possibly ID number, VAT number, and business address, ID card number or similar document, or visa number for foreigners.
- **Contact details:** e-mail address, delivery address, telephone.
- **Payment and transaction data:** account number, name of account holder, details of payments made.
- **Data on the performance of the contract:** subject matter of the contract, information on the performance of obligations under the contract and services provided, related communications, data on debt recovery under the contract, etc.
- **Data from cookies:** We may use cookies and other tracking techniques to automatically collect the following information when you access or use the Site: Information about the device (hardware model, operating system and its version, unique device identifiers, mobile network, device storage), information about the location (IP address, time zone, mobile service provider), information about the data usage (including, but not limited to: frequency of use, areas and functions of our Site you visit, usage patterns in general, involvement with particular functions).

4.1.3 Purpose, grounds and duration of processing. We process your personal data for the following purposes:

- **Keeping you up to date with the latest news.** If you subscribe to our newsletter, we use your Identification Data and Contact Data to inform you of new events within our company and to promote our products and services, including via email and telephone contact. The legal basis for this processing is your consent and we process your personal data until your consent is withdrawn, but for no longer than 3 years.
- **Answering questions.** If you ask us an enquiry through our Site, we will process your Identification Data, Contact Data and any other data provided in your

enquiry in order to respond to your enquiry. The legal basis for this processing is our legitimate interest in answering Site visitors' questions and we will process your personal data until your question is successfully answered.

- **Support and promotion of our products and services.** In addition, if you are negotiating a contract with us or have already entered into a contract with us, we use your Identification Data, Contact Data and Contract Performance Data to ensure our legitimate interests, which are the promotion of the sale of our products and services and the dissemination of information about them. We process your personal data for a period of up to 3 years from the date of termination of the contractual relationship or conclusion of contract negotiations.
- **Internal records and protection of our rights.** If we process or have processed your personal data for the purposes set out above, we will process your Identification Data, Contact Data, Payment and Transaction Data and Contract Performance Data to ensure our legitimate interests, specifically the protection of our rights and interests (i.e. legal claims), which are the maintenance of our internal records and the control of the proper provision of our services. For this purpose, we process your personal data for the duration of the limitation period, including the period covering any suspension or interruption thereof, but typically no longer than 16 years after the termination of our contract with you. In the event that legal, administrative or other proceedings are initiated, we also process your personal data to the extent necessary for the duration of such proceedings for the exercise or defence of our legal claims.
- **Fulfilling our legal obligations.** In accordance with applicable law, we process your Identification Data, Contact Data, Payment and Transaction Data and Contract Performance Data to fulfil our legal (statutory) obligations. These include, for example, tax and accounting obligations arising from the Local Tax Act and archiving obligations. For these purposes, we process your personal data for the period of time stipulated by the relevant legal regulations.
- **Site operation and security thereof (essential cookies).** We process your Data from cookies that are necessary for the operation of the Site, including their presentation, their functionality and ensuring your security. As part of this purpose, we identify you as a visitor when you browse or repeatedly login to the Site. The legal ground for this processing is our legitimate interest in the proper functionality and operation of our Site. We generally store your personal data for up to 2 years after your visit to our Site.
- **Site customization (preferential cookies).** We process your Data from cookies that are necessary to personalize our Site (preferential cookies). This is so we can make it easier for you to browse the Site. For this purpose, we customize the Site

– location, language selection and your device to your preferences, while your data may also be transferred to third parties. The legal ground for processing here is therefore your consent, granted via the Cookies sidebar. We store your data for the duration of your consent, but in any case, for no longer than 2 years after we have received your consent.

- **Promotion and marketing on our Site (marketing cookies).** We process your Data from cookies that are necessary for targeting and displaying our advertising (marketing cookies), and your Data may also be transferred to third parties. As part of this purpose, we promote products and services on the Site and display marketing communications to you regarding products and services in which you have expressed interest and promote our brand through online promotions, and your data may also be transferred to third parties. The legal ground for processing here is therefore your consent given via the Cookies sidebar. We store your data for the duration of your consent, but in any case, for no longer than 2 years from the receipt of your consent.
- **Site traffic analysis (statistics cookies).** We also process your Cookies Data which is necessary for the traffic analysis relating to our Site (statistics cookies). As part of this purpose, we monitor traffic to our Site, optimise them, ensure the security of your data and improve their fluidity and user-friendliness, while your data may also be transferred to third parties. We process your data on the basis of your consent, which you have given us via the Cookies sidebar. We store your data for as long as your consent is valid, but in any case, for no longer than 2 years after receiving your consent.

4.2 Cookies

4.2.1 When you use our Site, we may process your personal data (Data from Cookies) through cookies and other tracking technologies. Cookies are small text files stored in your web browser that allow us or a third party to recognize you. Cookies may be used to collect, store and share parts of information about your activities on various websites, including our Site. This also applies to other similar technologies used for this purpose.

4.2.2 We use the following Cookies:

- Essential cookies are necessary to ensure the proper functioning of the website;
- Optional cookies – preferential, statistics and marketing cookies.

4.2.3 You can set to allow or refuse all cookies or only some cookies. Rejecting cookies may adversely affect the functionality of websites, including the Site. You can modify your choices regarding cookies or delete them from your electronic device at any time.

Detailed information regarding cookies is provided on the website of the relevant web browser provider. Read more information about our [Cookies Policy](#).

4.3 Methods of data processing. We process your personal data to the extent and for the purposes described above in an automated manner, which includes the use of statistical methods. In some cases, we may also process your personal data manually.

4.4 Data on children. We do not knowingly collect or require personal data from persons under the age of 16.

4.5 Consequences of failure to provide data. The provision of your personal data is a requirement necessary to enter into a contract for the provision of our services, including the operation of the Site. If you do not provide this data, we would not be able to provide you with our services and to display the Site.

5. TRANSFER OF PERSONAL DATA TO THIRD PARTIES AND RECIPIENTS OF PERSONAL DATA

5.1 Transfer of data. We are entitled to transfer the personal data we collect in the ways described above to third parties that provide certain services related to the provision of our Services, including administration or IT support, data analytics, organization and storage of personal data, etc. At the same time, in some cases we are required to transfer personal data to public authorities. These entities are in the position of processors or controllers of your personal data.

5.2 Recipients. In particular, we may share the personal data we collect with the following recipients:

- Our IT system suppliers who may have access to your personal data and act as data processors in certain cases;
- Analytics and marketing service providers who are data controllers or data processors.

5.3 Adequate level of security. We provide you with assurance that we have contracted with processors who provide the same level of security for your personal data as described in this Privacy Policy. We also strive to ensure that all controllers with whom we share any personal data provide adequate security for the personal data they

process. Where personal data are transferred outside the European Economic Area, we ensure that in all cases an adequate level of protection is provided for the personal data so transferred in accordance with the GDPR.

5.4 Confidentiality and Exceptions. We, including processors and controllers, are required to maintain the confidentiality of all personal data. An exception to this is the obligation to notify personal data to designated public authorities and other entities that are legally entitled to request personal data (i.e. the Police of the Czech Republic, the Tax Office, etc.).

6. SECURITY OF YOUR PERSONAL DATA

6.1 Security measures and policies. We have implemented such necessary technical and organizational internal control measures and information security processes in our system that are consistent with best practices and are in conformity with the potential risk. We also take into account the prospect of future technological progress to protect your personal data from unauthorized disclosure, access or loss. These measures include, but are not limited to, employee training on data protection, regular data backup, data recovery procedure and liability mechanism for breach of protected data, software and hardware protection.

7. YOUR RIGHTS

7.1 Information provided. If you exercise a right in accordance with this Article 7 of the Privacy Policy or other applicable law regulation, we will inform each recipient who processes your personal data of the measure taken about your personal data, provided that the communication to the recipient is feasible and/or does not require disproportionate effort.

7.2 Exercise of rights. If you wish to exercise your rights or obtain relevant information, please contact us using one of our contact details. When you contact us, we must ask you to provide us with your identification data or other personal data that you have previously provided to us. Providing this information is necessary to verify that it is indeed you who has made the request. We will provide you with a response no later than one month after we receive such a request, and we reserve the right to extend this period by two months.

7.3 Your rights. In accordance with applicable law, you may request access to the personal data we process, the right to rectification, erasure or portability, the right to file a complaint, the right to request restriction of processing and the right to object to processing. You may withdraw your consent to the processing of your personal data at any time.

7.4 Correction of your personal data. In accordance with the GDPR, you have the right to have inaccurate or incomplete personal data we process about you corrected. If you have a request for correction of your personal data, you can contact us with your request via one of our contact details. We take measures to ensure that your personal data is up-to-date and correct. You can contact us at any time with a request if we are still processing your personal data.

7.5 Erasure of your personal data. You can ask us to erase your personal data at any time. After you contact us with such a request and if one of the grounds for erasure applies, we will erase the personal data concerned from our databases without undue delay, unless we are processing some of your personal data because of our legal obligation or for the establishment, exercise or defence of our legal claims.

7.6 Withdrawal of consent to the processing of personal data. You may withdraw the consent to the processing of personal data that you have given us at any time without giving any reason. If you wish to withdraw your consent, please let us know via one of our contact details. Please note that withdrawal of consent does not affect the lawfulness of previous processing based on the consent given.

7.7 Access to and portability of your personal data. You have the right to obtain information about the processing of your personal data and a copy of the personal data processed by us. If you so request, we may transfer all or part of the personal data you provide (processed by automated means on the basis of contract or consent) directly to a third party (another personal data controller) that you specify in your request for the transfer of personal data, provided that such request does not adversely affect the rights and freedoms of others and is technically feasible.

7.8 Restrictions on processing. If you provide us with a request to restrict the processing of your personal data, in particular where you have doubts about the accuracy, lawfulness or our need to process your personal data, we will assess your request and may restrict the processing of your personal data to the minimum necessary (processing for the assessment, enforcement or defence of our legal claims or to protect the rights of another natural or legal person or for other reasons). However, if we cancel the processing restriction and continue to process your personal data, we will notify you without undue delay.

7.9 Objection to processing. You have the right to object to the processing of your personal data at any time on the basis of your particular situation, if this processing is based on our legitimate interest. We will not further process your personal data unless we can demonstrate a convincing legitimate interest to do so or unless such processing relates to direct marketing.

7.10 Complaint to the Office for Personal Data Protection. You have the right to file a complaint regarding our processing of personal data with the Office for Personal Data

Protection, seated at Pplk. Sochora 27, 170 00 Prague 7, Czech Republic, website:
<https://www.uoou.cz/>.

8. UPDATES OF THIS PRIVACY POLICY

8.1 Versions and updates. This Cookies Policy is up-to-date as of 1 January 2025. We continuously update this Privacy Policy. Any change to this Privacy Policy is effective when published on the Site.

QUESTIONS AND COMMENTS

If you have any comments or questions about any part of this Privacy Policy, if you need support, or if you have any claims, please contact us at info@blockcrs.cz.

In Valašské Meziříčí, on 1 January 2025