

# ARMYRUN

## PRIVACY NOTICE

### **The controller of personal data and the data subject**

The controller of personal data is a company: **ARMY RUN s.r.o.**, ID No.: 07297181, with its registered office at Na Balkáně 450/25, Vysočany, 130 00 Praha 3, registered with the Business Register maintained by the Municipal Court in Prague, file C, insert 298199 (the **controller**).

The data subject is a natural person who provided the controller his/her personal data on the basis of a registration to an event organized by the controller (conclusion of an agreement) or on the basis of consent to the processing of personal data as part of a subscription to a newsletter sent by the controller.

### **The scope of processing of personal data**

The controller processes personal data in the scope in which they are provided to the controller by the data subject. The following personal data are processed: name, surname, gender, date of birth, email, telephone number and address of residence.

### **The purpose of personal data processing**

The controller processes the personal data of the data subject for the purpose of the performance of a contract concluded between the data subject and the controller, registration to the database of the controller and for the purpose of direct marketing (i.e. offering of products and services of the controller) including sending commercial communications pursuant to the Act No. 480/2004 Coll. on Information Society Services. The commercial communications are sent by the controller only if the data subject has subscribed to newsletter or if the controller acquired the electronic contract of the data subject in connection with the sale of products or services. The data subject has the possibility to unsubscribe in a simple way and free of charge from the newsletter using a link provided in each email.

### **Evaluation of necessity of the processing**

The controller values the privacy of the data subjects, and therefore, processes only personal data that are necessary for the intended processing purposes. For example: name, surname, date of birth and address of residence are needed by the controller for the purpose of execution of a contract (identification of the contractual parties). Date of birth is concurrently needed for the verification of age of the data subject as there is a minimum age requirement for participants to take part in events organized by the controller. The address of residence and email and telephone contact are necessary for the controller to send the data subject a ticket to the event, to contact him/her regarding the program of the event, to inform him/her about any possible changes to the date of the event etc. The telephone number is also necessary for the purpose of sending SMS messages with time results. The information about gender of the data subject is needed for the categorization of individual time results of the participants.

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## **Legal basis of processing of personal data**

The legal basis of the processing is performance of the contract concluded between the controller and the data subject (purchase of tickets to the event), or consent of the data subject with processing of personal data in case of subscription to the newsletter.

The controller also processes personal data of data subjects for the purpose of compliance with a legal obligation or for other reasons stated in the relevant legal regulation.

## **Retention of personal data**

In case of processing of personal data for the purpose of performance of contract the controller processes personal data for the duration of the relevant contractual relationship and subsequently for a further period of 10 years, taking into account the length of the limitation period for damages pursuant to Section 636 of the Act No. 89/2012 Coll, Civil Code, as amended (the **Civil Code**). In case of personal data processed on the basis of consent of the data subject the controller processes the personal data for the period of 10 years, unless the consent is withdrawn. This is without prejudice to the obligation of the controller to process personal data for a period of time determined by the relevant legal regulation or in compliance with it.

## **Withdrawal of consent with the processing of personal data**

If the data subject granted the controller consent with the processing of personal data, the data subject has the right to withdraw its voluntarily given consent with processing of personal data anytime and free of charge by sending an email message to the email address: [info@armyrun.cz](mailto:info@armyrun.cz). The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. The withdrawal of consent does not affect the processing of personal data which is being done by the controller on another basis than consent (e.g. if the processing is necessary for the performance of contract, compliance with legal regulation or other reasons stated in relevant legal regulation).

## **Access to personal data and publication**

The controller and, where applicable, third parties – processors, who provide appropriate safeguards and whose processing complies with the requirements of relevant legal regulation and which ensures adequate protection of data subject's rights, have access to personal data of data subjects. The processors are especially the administrators of the registration system, time measurement and, where appropriate, marketing companies.

The personal data of the data subjects processed for the purpose of the performance of contract shall be published on the results list in the following scope: name, surname, year of birth and gender. In case the data subject does not want his/her personal data to be published, he/she has the right to ask the controller or the administrator of time measurement (processor) to erase his/her personal data from the results list.

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## **Proof of identity of data subjects**

The controller is entitled to ask for proof of identity of the data subjects in order to prevent unauthorized persons from accessing personal data.

## **Rights of data subjects in relation to personal data**

In relation to personal data the data subject has especially the following rights:

- a) right to withdraw his/her consent anytime;
- b) right to rectify his/her personal data;
- c) right to request restriction of processing of personal data;
- d) right to object or complain to the processing in certain situations;
- e) right to data portability;
- f) right of access to the personal data;
- g) right to be informed about the breach of security of the personal data in certain cases;
- h) right to erasure ("right to be forgotten") in certain cases; and
- i) other rights stipulated in the Act on Personal Data Protection, in the Act on Processing of Personal Data and in the General Data Protection Regulation No. 2016/679.

## **What does it mean that the data subject has the right to object to processing?**

According to the Article 21 Section 2 of the General Data Protection Regulation No. 2016/679 the data subject, among other things, has the right to object to processing of personal data if the controller processes the personal data for the purposes of direct marketing. The objection needs to be delivered to the controller. Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes. More information about this right can be found especially in the Article 21 of the General Data Protection Regulation No. 2016/679.

## **Obligation to provide personal data**

The personal data is provided by the data subject voluntarily. The data subject has no obligation to provide it. There are no sanctions for not providing the personal data. However, if the data subject does not provide his/her personal data to the controller, it will be impossible to conclude and perform a contract between the controller and the data subject. Nevertheless, it is solely on the data subject's decision whether he/she wants to enter into a contractual relationship with the controller or not.

## **Security of personal data**

All personal data is secured by standard procedures and technologies. However, it is not objectively possible to fully guarantee the security of personal data. Therefore, it is also not 100 % possible to ensure that no third party may gain access to personal data, that it will not be copied, published, changed or destroyed through breach of security measures of the controller. Nonetheless, the controller ensures that the controller regularly inspects the system for vulnerabilities and attacks and uses such security measures which can be

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reasonably required from the controller so there is no unauthorized access to the personal data and which provide sufficient state of the art security. The security measures adopted are then regularly updated.

## **Expressions of personal nature**

The controller records expressions of personal nature of the participants during the course of the controller's events. In case the participant disagrees with recording, using or distributing his/her portrayal, pictures or other images concerning his/her person or his/her expressions of personal nature taken during the course of the event or immediately before or after the event, he/she has the right to contact the controller and demand removal of the expressions of personal nature from publicly available sources or their deletion. Recorded materials may be used for the promotion of the controller as well as for commercial purposes without the participant's right to any remuneration.