

## PRIVACY POLICY

This Privacy Policy determines how we use and protect your personal information that is transmitted to us through the use of this website [www.animalmusic.cz](http://www.animalmusic.cz) (the "**Website**"). The personal data manager is Petr Ostrouchov - Animal Music, ID: 70547131, with registered office at Jižní III 806/24, 141 00, Prague - Záběhlce, contact address: Voršilská 10, 110 00 Prague 1 (hereinafter referred to as "**Animal Music**"). Animal Music is committed to ensuring the security of your personal information. All your personal data may only be used in accordance with this Privacy Policy. Animal Music is authorized to change this Privacy Policy from time to time at their Website. This Privacy Policy is valid from 1 November 2017.

By providing us with your personal information, you grant us your consent to process and manage the data provided for the purposes and under the conditions set out below. All your personal data received from you will be collected, stored and used in accordance with applicable laws, in particular with Act No. 101/2000 Coll., on the Protection of Personal Data (hereinafter referred to as the "**Act**"), Act No. 480/2004 Coll. on certain information society services, the applicable provisions of the Civil Code, as well as the applicable European Union standards.

Personal information is information that can identify you as a living individual, whether on our own or in conjunction with other information we have or can have.

### What we collect

We may collect and process the following personal data about you:

- Information that you provide through access and filling in the form on the Website [www.animalmusic.cz](http://www.animalmusic.cz);
- If you contact us, we can keep a record of this correspondence;
- Detailed information about your visits to the Website and resources which you have joined.

If you do not agree to your personal data being used in accordance with these privacy policies, please do not forward your personal data to us through the Website.

### Your personal information

The information we ask for may include:

- Name/Surname
  - Address of permanent residence, city, postcode / mailing address
  - Email address
  - Mobile telephone number, work telephone number
  - Password for communication
  - Payment method, bank connection
  - Other information about your identification
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- Information provided in any "free text" field on the Web page (i.e. blank spaces where you can freely insert comments)

This list is not exhaustive and can be updated.

## **Where we store your personal information**

Your personal data may be stored on our secure servers in our IT systems in the Czech Republic. Personal data are collected, processed and stored exclusively on the territory of the Czech Republic and are not transferred nor will they be transferred to other countries.

## **For what purpose do we process your personal information**

- To ensure the most effective way of presenting the content of our Website
- Negotiations on the conclusion or modification of a contract
- To ensure the fulfilment of the contract we conclude
- To conduct business and statistical records
- To send direct marketing by email (by email or SMS) about products and services (only if you have the appropriate approval from us)
- To provide loyalty benefits

## **Direct marketing**

Your personal data may be used for direct marketing purposes if we obtain the appropriate consent to use it for that purpose. For the purpose of using personal data for direct marketing, i.e. by sending business messages electronically (by email or SMS), we will ask you to consent to its collection or we will allow you to unsubscribe from it.

Whenever you are prompted to fill out the form on the Website, look for a check box where you can click on the sign that you want to allow processing your personal data for marketing purposes.

## **Time of data management**

Personal data is kept for 12 months from the date you submitted to us your personal information through the Website, and if you enter into any agreement with us and / or use our services, the retention period is for the duration of the agreement and / or duration of use of our services and for an additional period of 10 years.

## **Security**

We are committed to ensuring the security of your personal information. To prevent unauthorized access to or unauthorized disclosure of the information, we have put in place the appropriate physical, electronic and managerial procedures to protect and secure the information we collect on the Website. You acknowledge that the personal information you provide us with will be handled systematically in an automated way using automated and any other information system tools.

## **Providing your personal information**

We may share your personal information with other companies that we engage to help us with our activities, such as shipping and delivery companies for your purchased products, market research companies, IT hosting

and maintenance providers, companies that act as processors of personal data with whom we have a corresponding contract. The access of these persons and the processing of your personal data by a third party will always be carried out on the basis of a contract for the processing of personal data and under the conditions set forth in the Personal Data Protection Act and other legal regulations.

We may also transfer your personal information to third parties if we are required to provide or share your personal information in order to comply with a statutory obligation.

## **Rights of data subjects**

We hereby inform you that Animal Music collects, processes and stores your personal data in full respect of the protection of your rights as provided by applicable legal provisions. In connection with the processing of your personal information, you are entitled to the rights specified below, which you may use to your sole benefit.

- Right to access your personal data
- The right to correct personal information
- The right to delete ("right to be forgotten") (*effective 28 May 2018*)
- The right to limit the processing of your personal data (*with effect from 28 May 2018*)
- The right to object at any time to the processing of their personal data on grounds relating to the specific situation of the customer (*with effect from 28 May 2018*)
- The right to data transferability (*with effect from 28 May 2018*)
- Your right to withdraw your consent at any time
- The right to file a complaint against the processing of your personal data with the Office for Personal Data Protection, Pplk. Sochora 27, Postal Code 170 00, Prague 7, [www.uoou.cz](http://www.uoou.cz).

If you believe or find that we or third parties authorized by us do process your personal data contrary to the protection of your private and personal life or in violation of applicable laws, especially if your personal information is inaccurate with regard to the purpose their processing, you may request us to add, repair, block or liquidate your personal data. You may refer to [info@animalmusic.cz](mailto:info@animalmusic.cz) or in writing to Petr Ostrouchov - Animal Music, contact address: Voršilská 10, 110 00 Prague 1. The withdrawal of your consent is without prejudice to the lawfulness of the processing based on the consent granted prior to its withdrawal.

## **Links to other websites**

Our Website may contain links to other websites. However, if you use such a link and leave our Website, you should be aware that we have no control over these other websites. Therefore, we can not be responsible for the protection and privacy of any information you provide when visiting such sites, and such sites are not subject to this privacy policy.

## **Do the Websites use cookies and what do these files represent?**

We have the ability to collect cookie information on the end user's device and other similar technologies, such as the local browser data store or help.

A cookie is a small text file that a browser saves on a user's end device. Cookies often contain an anonymous, unique identifier that allows us to determine and count browsers that visit our site. Cookies also allow us to collect information about how and when services are used: for example, from which site the user has accessed our services, when and what the user of the site views on our Website, which browser he uses, what the screen resolution is, what the operating system is, such as the user's IP address and serial number. Cookies also provide the user with the option not to enter a user name, password, and personal customization each time.

Cookies do not move on the network themselves, they are only assigned to the user's terminal through a web page that the user loads. Cookies can be read and used later only by the server that sent them. Cookies and similar technologies do not damage the user's terminal or its files, nor can they be used to run programs or spread viruses.

Users can not be identified only by cookies or other technologies and our Websites can not know the user's e-mail address, for example, unless he tells us himself. With respect to privacy and privacy policies for each service, the information received from cookies and other similar technologies may be linked to any other information obtained from the user by other means.

## **Why are cookies used?**

Cookies and similar technologies are used to analyse and further develop our services to provide our users with better service. We also use cookies and similar technologies to track the number of visitors and to statistically monitor the effectiveness of advertising. For example in case of marketing emails and leaflets, we can find out which reports have been opened and track the movement from an online store. To improve the usability of our Websites, we perform short-term studies in which we can store user mouse movement data and visits to specific pages.

In case of any questions or information regarding the handling of personal data within Animal Music, please contact the administrator at:

info@animalmusic.cz or in writing at Petr Ostrouchov - Animal Music, contact address: Voršilská 10, 110 00 Prague 1.