

## **DATA PROTECTION DECLARATION FOR BUSINESS PARTNERS AND LEGAL REPRESENTATIVES**

### **INTRODUCTION**

This Data Protection Declaration applies to the processing of all personal data of consumers, customers, suppliers, and business partners (“business partners”) by Zátíší Catering Group a.s. located at Novotného lávka 200/5, 110 00 Prague 1, Company ID: 15269574 (hereinafter referred to as “Our Company” or “we”). This Data Protection Declaration does not apply to data related to business activities or company data.

Our company is the controller of the personal data of the business partner. This declaration states who we are and for what purposes we process your personal data and other information about you. If you have any questions, you can use the contacts at the end of this declaration.

This data protection declaration is prepared to the extent required by legal regulations, in particular by Regulation (EU) 2016/679 (GDPR) of the European Parliament and of the Council and has been effective since May 25, 2018. The latest amendments were made on July 25, 2024. This declaration may change over time, and its current version is always published on our website. If significant changes are made, we will actively inform you.

### **FOR WHAT PURPOSES DO WE PROCESS YOUR PERSONAL DATA?**

Our company will process your personal data when conducting business transactions between you and our company, when you visit our websites or applications, or in any other contact with us.

#### **Responding to Your Inquiries**

If you contact us, we will use your personal data to respond to your inquiries.

For this purpose:

- we process your personal data based on your consent if you provide us with your personal data;
- we process your name, contact details, your correspondence with us, your inquiries, and any other personal data necessary to answer your inquiries.

#### **Development and Improvement of Products and/or Services**

We process your personal data to evaluate, analyze, and improve our products and (customer) services. We use your personal data to analyze customer behavior and make appropriate adjustments to our products and services. When you use our websites or applications or enter or search for data through these websites or applications, we also process your personal data to compile analytical reports. We use your personal data to analyze customer behavior and make appropriate adjustments to our products and services to improve them. This means we analyze how often you read our newsletters, how often you visit our websites and applications, which pages you click on, and which products and services you purchase through our websites and applications. To supplement our database used for the aforementioned purposes, we may obtain additional data from public sources.

For this purpose:

- we process your data based on our legitimate interest to improve our products and services;

- we process your contact details such as your address and email address, personal data such as your name and date of birth, payment information, and credibility, and correspondence with our company. Additionally, we process personal data that you entered through our websites or that were generated when using our websites and technical data from your device such as its IP address, the pages you visited on our website, information about the pages you click on and browse, and the length of your visit to our websites;
- if you choose to participate in our surveys, we may ask you to provide your personal data such as your address, email address, your name, and date of birth. For these purposes, we may also use the personal data you provided as part of a survey.

### **Evaluation and Acceptance of a Customer, Supplier, or Business Partner**

If you contact us, we will process your personal data for the purposes of confirming and verifying your identity and for the purposes of evaluating and verifying the possibility of further cooperation. Our company will also process your personal data for administrative purposes such as checks and comparisons with records available in public registers, state, and supervisory authorities.

For this purpose:

- we process personal data because it is necessary for the conclusion of a contract between you and our company. Our company cannot enter into contracts without obtaining the required information;
- we process your contact details such as your address and email address, personal data such as your name and date of birth, payment information, and credibility, and details of your correspondence with our company.

### **Conclusion and Fulfillment of the Contract**

If you have purchased a product or service from us as a customer or if you cooperate with us as suppliers or business partners, we process your personal data for administrative purposes such as sending invoices and making payments. We also use your personal data for the delivery, receipt, and management of our or your products and services. Our company will process your personal data for the further fulfillment of our contract, including the provision of customer services. If you request access to our company's premises, we process your personal data for control purposes.

If the Click to Pay service is used to make a payment by payment card, our company and the bank providing this service will process your personal data for the purpose of making the payment by payment card.

For this purpose:

- we process personal data because it is necessary for the conclusion of a contract between you and our company. Our company cannot enter into contracts without obtaining the required information;
- we process your contact details such as your address and email address, personal data such as your name and date of birth, payment information, and details of your correspondence with our company. For this purpose, we also process the name and

surname of your child and, if you provide it, the name and surname and contact details of the second legal representative;

- for the purposes of using the Click to Pay service, we process your contact details to the extent of the cardholder's name, email address, or phone number, and these details will be provided to the bank providing these services, which will process them in a secure payment gateway environment to make the payment by payment card.

### **Relationship Management and Marketing**

We use the information stored in our customer database to send you suitable offers and newsletters, as well as for the purpose of providing customer services, account management, and sending updates. We also use your personal data for the development, implementation, and analysis of marketing surveys and marketing strategies.

For this purpose:

- when sending newsletters and/or marketing and other mutual communication, we process your personal data based on your consent. Additionally, we process personal data based on our legitimate interest to improve our marketing strategy;
- we process your contact details such as your address and email address, personal data such as your name, contact preferences, payment information, order history, and correspondence with our company.

### **Business Activities and Internal Management**

We process your personal data in conducting and organizing our business activities. This includes general management, order management, and asset management. Our company also processes your personal data for internal management purposes. We conduct audits, investigations, business controls, and manage and use directories of customers, suppliers, and business partners. Furthermore, we process your personal data for financial management and accounting, archiving, and insurance purposes, legal and business consulting, and dispute resolution.

For this purpose:

- we process personal data based on our legitimate interest to maintain and develop business activities;
- we process your contact details such as your address and email address, personal data such as your name, payment information, order, and payment history, correspondence with our company, and data generated during the fulfillment of the contract concluded between you and our company.

### **Organizational Analysis and Development, Reporting for Management, Acquisitions, and Sales**

In our company, we process your personal data to be able to prepare and submit reports and analyses. We use aggregated/anonymized personal data to prepare reports for our company's management and to analyze our business activities. We conduct surveys among customers, suppliers, and business partners to learn more about your opinions in preparing our reports for our company's management. We also process your personal data for reporting purposes to our management in connection with mergers, acquisitions, and sales, for the purpose of carrying out these transactions.

For this purpose:

- we process personal data based on our legitimate interest to maintain and develop business activities;
- we process your contact details such as address and email address, personal data such as your name and date of birth, order, and payment history, correspondence with our company, and information you provided in our surveys.

### **Use of Our Websites or Applications**

When you use our websites, we process technical data so that you can use the features of our websites and to enable our website administrators to manage and improve their functionality. If you enter data on our websites, such as product preferences or your location to receive information or features, our company will process these data to provide the requested information or features. Furthermore, we process your personal data to allow you to store your data (such as preferences and products) in your saved items and to share them with others to the extent of the sharing options you have set on your device.

For this purpose:

- we process personal data based on our legitimate interest to create and provide technically well-functioning websites and improve the functionality of our websites;
- we process personal data that you entered through the website or that were generated when using our company's website and technical data from your device such as its IP address, the internet browser you use, the pages you visited on our website, information about the pages you click on and browse, and the length of your visit to our websites.

### **Enabling Your Contact with Us**

Our company is active on social media platforms such as Facebook, Twitter, LinkedIn, and YouTube. If you contact our company through social media, we process your personal data to respond to your inquiries and react to your messages.

Additionally, when you use the "Contact" tab on one of our websites or applications, you can contact us through various communication channels, for example through an email address to send us your feedback and offered improvements, as well as links to our websites and Facebook network data.

For this purpose:

- we process personal data based on our legitimate interest to respond appropriately to your inquiries and refer you to our social media sites;
- we process the communication channels you chose to use when communicating with us and the personal data you provided to our company. This includes your (user) name, address, email address, and personal data you mentioned in your message. Additionally, when you use links to third-party websites or applications, the respective third party may store cookies on your device.

### **Monitoring and Control**

We monitor our processes to verify compliance with our guidelines and regulations. During monitoring activities, we may access and review your personal data.

For this purpose:

- we may process your personal data based on our legitimate interest in monitoring our internal processes and ensuring compliance with laws;
- we may access personal data stored in our systems, which may be reviewed for compliance control purposes. Personal data accessed and reviewed will not be retained for compliance control purposes unless we need them for further investigation of potential non-compliance;
- we do not retain your personal data for this purpose unless it relates to a potential violation. In such a case, we will retain your relevant personal data until the respective investigation or proceeding is completed.

### **Health Protection, Safety, and Integrity Assurance**

Our company highly values your health, safety, and integrity. We process your personal data to ensure the safety of our employees, customers, suppliers, and business partners. For this reason, we verify your authorization to access our premises and may conduct verification of your personal data with records available in public registers, state, and supervisory authorities. We also process your personal data to ensure the safety of our company's property and our employees and customers.

For this purpose:

- we may process your personal data based on our legitimate interest in monitoring our internal processes and ensuring compliance with laws;
- we process your contact details such as your address and email address, personal data such as your name and date of birth, order and payment history, and the history of your visits to our premises.

### **Compliance with Regulations**

In some cases, we process your personal data to comply with laws and other legal regulations, e.g., to fulfill tax obligations and legal obligations related to business activities. In cases prescribed by applicable laws and other regulations, we may be required to disclose your personal data to administrative or supervisory authorities.

For this purpose:

- we process your personal data to ensure compliance with applicable legal regulations;
- we process your contact details such as your address and email address, personal data such as your name and date of birth, order, and payment history, VAT, and other tax details.

### **Participation in Promotional and Other Events**

We send you information about promotional events and invitations to participate in various activities. If you decide to participate in any of these activities, we need your personal data to be able to organize these activities. Additionally, if you participate in any of these activities, we need your personal data to evaluate the respective promotional or other events.

For this purpose:

- we process your personal data based on your consent. You can withdraw your consent at any time without affecting the lawfulness of the processing based on your consent before its withdrawal;
- we process your name, address, email address, and records of the respective event.

## **HOW LONG DO WE RETAIN PERSONAL DATA?**

Our company will generally retain the business partner's data only for the period required for the respective business purpose to the extent reasonably necessary to meet the requirements of applicable legal regulations.

Immediately after the expiration of the respective retention period, the data will be:

- safely deleted or destroyed;
- anonymized;
- archived (unless prohibited by law or an applicable retention plan).

## **WHO HAS ACCESS TO YOUR PERSONAL DATA?**

### **Access to Your Personal Data within Our Company**

Your personal data may be shared among shareholders and companies affiliated with our company. We share your information for administrative purposes and to have a complete overview of your contracts with affiliated companies that our company belongs to. We may also share your data to offer you a complete package of services and products.

Employees of our company are authorized to access personal data only to the extent necessary for the specified purposes and to fulfill their work duties.

### **Access by Third Parties to Your Personal Data**

If necessary for the provision of our company's products and services, the following third parties may also have access to your personal data: banks, insurers, IT suppliers, accountants, consultants, and other entities that may process your data to the extent necessary for the needs of our company's activities.

When a third party gains access to your personal data, our company will take contractual, technical, and organizational measures to ensure that your personal data are processed only to the extent necessary for this processing. Third parties will process your personal data exclusively in accordance with the applicable legal regulations.

If personal data are transferred to a third party in a country that does not ensure an adequate level of personal data protection, we will take measures to ensure adequate protection of your personal data, e.g., by agreeing on standard contractual clauses of the EU with these third parties.

In other cases, your personal data will be transferred to third parties only if required by applicable legal regulations.

## **HOW ARE YOUR PERSONAL DATA SECURED**

We have implemented appropriate security measures to ensure the confidentiality and security of your personal data. We have implemented appropriate technical, physical, and organizational measures to protect personal data from accidental and unlawful destruction or accidental loss,

damage, alteration, unauthorized disclosure, or access, as well as from all other forms of unlawful processing (including excessive collection).

### **HOW CAN YOU EXERCISE YOUR PRIVACY RIGHTS?**

You have the right to request access to your personal data or an overview of them and, under certain conditions, also the right to correct or delete personal data. Additionally, you have the right to request the restriction of processing concerning your personal data, the right to object to processing, as well as the right to data portability. To exercise your privacy rights, please contact us using the contact details provided in the final section of this data protection declaration. Please note that we may ask you for additional information to verify your identity for the purposes of further communication.

### **CAN YOU WITHDRAW YOUR CONSENT?**

You can always withdraw the given consent. Please note that this withdrawal will not have a retrospective effect. To withdraw your consent, please contact us using the contact details provided in the final section of this data protection declaration.

### **HOW TO MAKE A COMPLAINT?**

If you have a complaint regarding the use of your personal data by our company, you can make this complaint through the contact person whose details are provided in the final section of this declaration. In addition to making a complaint to our company, you can also contact the supervisory authority - Office for Personal Data Protection, Pplk. Sochora 727/27, 170 00 Prague 7-Holešovice, <https://www.uoou.cz/>.

### **HOW CAN YOU CONTACT US?**

If you have any questions regarding the way we process personal data, please read this declaration first. For additional questions, please contact us at: [zatisiclub@zatisigroup.cz](mailto:zatisiclub@zatisigroup.cz), [marketing@zatisigroup.cz](mailto:marketing@zatisigroup.cz).

I confirm that I have read the content of this declaration and agree to the processing of my personal data for the purposes, to the extent, and in the manner specified in this declaration.