

# Privacy policy and information on the rights of Data subjects

This Privacy Policy is valid since March 1<sup>st</sup> 2021.

**We care about protecting Your privacy. Therefore, please read these Privacy Policy and information on the rights of Data subjects carefully (hereinafter referred to as the "Processing Conditions").**

This Privacy Policy describes in detail how We collect, use, store and, where applicable, disclose Your personal information in connection with the individual activities performed by MADWIRE. In case of any questions, inquiries or requests concerning privacy protection, please contact Us at [info@predpredaj.sk](mailto:info@predpredaj.sk).

If the term "MADWIRE", "We", "Us", etc., is used in this Privacy Policy it means the company **MADWIRE, s. r. o.**, with its registered seat at Šoltésovej 14, 811 08 Bratislava, Company Identification Number: 47 436 310, entered in the Commercial Register of the District Court Bratislava I, Section: Sro, File No. : 92577 / B, established in the Slovak Republic.

For the purposes of this Privacy Policy, the following terms have following meanings:

**"Personal Data"** means all personal data relating to a specific living individual who is identifiable or could be identified by such data and which We process for any of the purposes set out in this Privacy Policy.

**"Controller"** means a specific person who determines the purpose of processing Personal Data, in this case it is MADWIRE in accordance with this Privacy Policy.

**"Customer Profile"** is a user profile on the Website, which can be created by filling out and submitting a registration form on the Website.

**"GTC"** are our General Terms and Conditions for the sale of tickets published on the Website.

**"Pseudonymised data"** means information and data on all data subjects or on individual categories and groups of data subjects, which are anonymised and processed in a form which no longer makes it possible to identify a specific natural person without the use of additional data.

**"Processor"** means a person other than the Controller in each case, who processes Personal Data on behalf of the Controller in a specific case.

**"GDPR Regulation"** means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals regarding the processing of personal data and on the free movement of such data.

**"Website"** means websites and their parts located on the domain [www.predpredaj.sk](http://www.predpredaj.sk) and / or [www.predpredaj.zoznam.sk](http://www.predpredaj.zoznam.sk), operated by the Operator and possibly also a web or mobile application if they are created.

**"Facebook pages"** means the fan pages We operate on the social network Facebook.

**"Personal Data Protection Act"** means Act no. 18/2018 Coll. on the protection of personal data and on the amendment of certain laws.

Terms that are not defined in these Privacy Policy have the meaning given to them in the GTC.

We process Your Personal Data in accordance with the GDPR Regulation and the Personal Data Protection Act.

## **Privacy Policy for our Website**

In this section of Privacy Policy, We will provide You with information on how We handle Your Personal Data that You provide to Us when using the Website.

### **A. What Personal Data do We collect about you?**

1. *Personal Data You provide to us:*

You provide Us with Personal Data when you

- a. fill in and submit Your Personal Data (name, surname, e-mail, country, phone number) in the registration form for the registration of the Customer Profile;
- b. fill in and submit Your Personal Data (e-mail) in the order form for purchasing Tickets;
- c. fill in and submit Your Personal Data (name, surname, e-mail, country, phone number) in the form for expressing Your interest in the event;
- d. decide to fill in and submit one of the contact forms for subscribing to our newsletter;
- e. decide to contact Us via the communication functions of the Website, by e-mail or in another way.

You provide any Personal Data to Us voluntarily and You should consider to what extent You provide such Personal Data. However, without providing some of Your Personal Data, it may not be possible to complete the registration of Your Customer Profile or complete the order of the Ticket (to enter into a contract arising from the registration of Your Customer Profile or from Your order for Ticket), without the provision of some of Your Personal Data, We also cannot respond to Your suggestion or request.

You are responsible for the accuracy, completeness and veracity of the Personal Data provided and MADWIRE will rely on the accuracy, completeness, and veracity of this Personal Data. MADWIRE is not liable for any damages that may arise to You or any third party in connection with the provision of incorrect, incomplete, or untrue Personal Data.

2. *Personal Data that We obtain from Your use of the Website*

We may also obtain some data that allows Your identification indirectly from Your use of the Website. These are mainly including the following data:

- a. information and data from the devices You use to access the Website, which may include general information about Your device;
- b. log data, which is data and information that our servers automatically store whenever You access the Website (especially the IP address, access time, information about the hardware and software You use, the number of clicks, the pages You see or their order and the time You site You spend and others);
- c. information about Your use of the Website;
- d. information obtained through cookies and other user monitoring programs, including cookies and monitoring programs of our partners or social network operators;
- e. information obtained by monitoring user activities after clicking on an advertising banner or link, as well as information about activities on third-party sites (such as search engines and social networks);
- f. information that We obtain through social plugins operated by third parties, e.g., Facebook Like Button and the like.

The above data do not in themselves allow Us to identify a specific living natural person. The above data becomes Personal Data at the moment We assign them to a specific identified or identifiable living individual, e.g., in the case of using the Website with a registered Customer Profile.

3. *Personal Data that We obtain from third parties*

We may also collect Your Personal Data from third parties and combine this Personal Data with Personal Data that We have obtained from you. This primarily includes data from third parties obtained through their cookies placed on our Website, such as Pseudonymized Data containing statistics about visitors of the Website and their preferences based on the sites they visit (tracker), devices or browsers used by them and the probable location. More about how to permit or restrict the use of cookies on our Website is available in our Cookie Policy.

**B. How do We process Your personal data?**

As Controller, We process Your Personal Data to the extent and in accordance with this Privacy Policy and for the purpose set out below in this Privacy Policy.

*Registration of Customer Profile*

We process Your Personal Data to the extent that You have filled them into the registration form when creating Customer Profile or into the form for changing Your Data after the registration of Customer Profile for the purpose of fulfilling the contract between You and MADWIRE, which arises from Your request to register Customer Profile in accordance with the GTC. We also process this Personal Data for purpose of operation

of the Website in the standard and quality set by MADWIRE and for the purpose of keeping records of our contractual partners.

The legal basis for the processing of Personal Data in this case is the performance of the contract for registration of Your Customer profile to which You are a party to (the legal basis under Article 6 (1) (b) of the GDPR Regulation).

Your Personal Data provided in connection with the registration of Customer Profile will be processed and stored for the duration of the existence of Your Customer Profile and for a period of 3 years from its termination for purposes of defending against Your claims.

#### *Enabling a Ticket purchase*

We process Your Personal Data to the extent that You have filled them into Your Purchase Order for Tickets in order to fulfil our obligation to enable You to purchase a ticket from the Organizer of Your chosen event according to our GTC.

Please note that sometimes it is necessary to fill in a special registration form provided by the Organizer, which may request additional Personal Data required by the Organizer in order to organize the event for which You are buying a Ticket. In such a case, these additional Personal Data are necessary for the conclusion and performance of the contract, which arises from Your Purchase order for Ticket.

In addition, We would like to inform You that even though MADWIRE is not a party to the ticket purchase agreement between You and the Organizer, Your Personal Data needed to ensure the delivery of Your purchased Ticket in accordance with the GTC and to fulfil our contractual obligation.

The legal basis for the processing of Personal Data in this case is the performance of a contract to which you, a party to (legal basis under Article 6 (1) (b) of the GDPR Regulation).

Your Personal Data provided in connection with ordering Tickets will be processed and stored for the time necessary to process Your order and for as long as We are obliged to keep Your Personal Data in accordance with general binding regulations.

#### *Finding out the interest in the planned event*

If You fill in and submit Your Personal Data in the form for expressing interest in the event, to the extent that You have filled in this data in the submitted form, We will process it to inform You whether the event You are interested in will be organized or not, or whether another similar event that might interest You is planned.

In this case, Your Personal Data will not be made available to the Organizer of the event You are interested in, but We will provide the Organizer with general information about the number of applicants.

The legal basis for the processing of Your Personal Data in this case is the fulfilment of our obligation to inform You about event You have expressed interest in under the contract between You and MADWIRE that arises from Your submission of form for expressing interest in the event (legal basis under Article 6 (1) (b) of the GDPR Regulation).

Your Personal Data provided in connection with expressing an interest in the event will be processed and stored for as long as it is possible to verify whether the event or similar event will take place, but for a maximum of 3 years from the submission of the form.

#### *Direct marketing and newsletter subscription;*

If You have created a Customer Profile, purchased Tickets or if You have requested to receive direct marketing messages (newsletter) on the Website, We will also process Your Personal Data (name, surname, e-mail address) for the purpose of sending direct marketing messages (newsletter) to Your e-mail address, so that We can inform You about news on the Website and current information about organized events.

The legal basis for the processing of Personal Data in this case is our legitimate interest in the implementation of direct marketing in order to offer You information about the Website and the events of the Organizers that may be relevant and interesting for You (legal basis under Article 6 (1) (f)). GDPR Regulation).

We will process Your Personal Data for this purpose until You cancel Your Customer Profile or until You opt out of receiving direct marketing messages (newsletter).

#### *Providing, improving, and optimizing the operation of the Website*

We also use Your Personal Data, including data obtained from Your use of the Website specified above in this Privacy Policy, to provide, improve and optimize the operation of the Website, to increase the comfort of its use, to provide technical support for the Website, analytical and statistical evaluation of Website use and profiling, prevention of misuse of the Website (including prevention of fraud, security incidents and other similar activities), risk assessment and compliance with legal our obligations.

The legal basis for the processing of Personal Data in this case is our legitimate interest in ensuring the proper operation of the Website and optimizing its functionality (legal basis under Article 6 (1) (f) of the GDPR

Regulation) as well as fulfilling contracts arising from the registration of Customer Profile or from Ticket orders (legal basis under Article 6 (1) (b) of the GDPR Regulation).

Your Personal Data obtained for this purpose will be processed for the duration of the existence of Your Customer Profile and for a period of 3 years from the termination of Your Customer Profile or for a period of 3 years from the execution of the Ticket order.

You may disable such processing or the use of cookies on Your device by changing Your browser settings. However, some features of the Website may not work properly.

You can also delete cookies that have been stored on Your device. You can also visit our Website in "private mode", which limits the amount of data stored in cookies. You can find more information about the use of cookies in our Cookie Policy.

#### *Answering questions, requests or inquiry*

Your Personal Data such as Your name, surname, e-mail address, telephone number and possibly all other data that decide to provide Us through the communication functions of the Website, e-mail or otherwise when giving questions or requests to Us shall be process for the purpose of contacting You as well as for processing Your questions, requests, or inquiry or to take another action in connection with Your request or inquiry.

The legal basis for the processing of Personal Data in this case is our legitimate interest in providing proper services and providing customer support (legal basis under Article 6 (1) (f) of the GDPR Regulation).

Your personal data will be processed for the time necessary to answer Your question, request, or inquiry, or if other measures are taken in connection with Your inquiry, request, or question, but not longer than 1 year. If You have a Customer Profile, this Personal Data will be processed and stored for the duration of registration of Your profile and 1 year after its termination.

#### *Processing of requests in connection with the exercise of the rights of data subjects under the GDPR Regulation*

Your Personal Data such as name, surname, e-mail address, telephone number and possibly all other data that You decide to provide Us with when contacting Us with any request in connection with Your rights under Articles 16 to 22 of the GDPR Regulation shall be processed by Us for the purpose of review and assessment of Your request and in order to perform necessary actions related to You request as well as informing You about how We dealt with Your request.

The legal basis for the processing of Personal Data in this case is the fulfilment of our legal obligation (legal basis under Article 6 (1) (c) of the GDPR Regulation).

In this case, Your Personal Data will be processed and stored for a period of 10 years from the date of receipt of the request.

### **C. Who We share Your Personal Information with?**

Your Personal Data is made available to third parties in the following cases:

- If You have ordered a Ticket from the Organizer via Our Website, We shall provide Your Personal Data entered into Your purchase order to the Organizer selling You the Ticket. In case Organizer requires You to fill out a special form that includes Your Personal data for purpose of Your participation in the event, Your Personal Data from this special form shall also be provided to the Organizer selling You the Ticket.
- If such an obligation arises from the applicable legal regulations, in particular at the request of law enforcement authorities, courts, other public authorities, or other authorized persons.
- If necessary, to fulfil our responsibilities and to safeguard our legitimate interests, in particular our lawyers, consultants, auditors, IT service providers, marketing, and advertising agents, etc.

In accordance with the GDPR Regulation, We conclude data processing agreements with all our Processors, and the Processors always process Your Personal Data on our behalf and in accordance with our instructions and this Privacy Policy.

### **D. Character of data processing by Organizer**

In relation to Personal Data that You provide to Us for the purpose of ordering Tickets for the Event, the Organizer acts as a separate Controller of Personal Data and the processing of Your Personal Data by the Organizer may be subject to separate Privacy Policy of the Organizer.

We will provide Your Personal Data obtained from You when ordering the Ticket to the Organizer, in order to fulfil our obligation to mediate the purchase of the Ticket You have ordered.

The legal basis for the processing of the Your Personal Data by Organizer is generally the need to process Your Personal Data in order to fulfil the contract between You and the Organizer for purchase of Ticket (reason under Article 6 (1) (b) of the GDPR Regulation).

Based on the purchase of a Ticket, the Organizer may be entitled / obliged to contact You due to the cancellation of the event or due to information about weather conditions and risks or to address You with an offer for other events You may be interested in.

In some cases, however, the Organizer may also require Your consent to the processing of Your Personal Data (reason pursuant to Article 6 (1) (a) or Article 9 (2). 2 letter a) of the GDPR Regulations), especially in cases where special category of Your Personal Data (e.g., Your declaration of health at running events, etc.) is necessary for Your participation in the Event. In the event that such Personal Data is processed, only the Organizer will be the Controller (unless expressly stated otherwise).

For sake of transparency, We would like to inform You that if You show interest in a specific event by submitting the appropriate form to Us, even if We do not provide Your Personal Data to the Organizer, We will inform the Organizer about number of people interested in the event.

For more information about the scope and method of processing personal data by the Organizer, please contact the Organizer who organizes the Event for which You have purchased a Ticket.

#### **E. Transfer of Personal Data outside of EU?**

We do not transfer Your Personal Data outside the European Economic Area, should this occur in the future, We will ensure that this transfer takes place under the conditions and in the standard set by the GDPR Regulation and the Personal Data Protection Act.

#### **F. Parts of Website**

Parts of the Website may contain links to third party websites and services that are not owned or operated by MADWIRE. We have no control over these websites and services. These websites may use their own tools to obtain information and data about you, including Your Personal Data.

### **Processing of Personal Data from our Facebook pages**

Since during Your visit to our Facebook pages We may encounter data about You that were obtained during Your interactions on our Facebook pages, We would like to inform You how We collect and how We handle this data for sake of transparency.

When You visit one of our Facebook pages, We do not directly collect any Personal Data about You other than Pseudonymized data provided by Facebook, which includes metrics such as visits, clicks, impressions, "Likes", shares, comments, and the like. We may also collect data about the use of our bookmarks or applications, which may include basic web analytics, including Your IP address, the type of browser used and Your probable country of origin. This information is Pseudonymized and is not assignable to an individual User or to specific information from public or private profiles on Facebook. We process the obtained data to analyse usage patterns, improve the overall performance of Facebook pages and provide information that is relevant and useful to you.

We may make the data obtained in this way available to third parties if such an obligation arises from the applicable legal regulations, in particular at the request of law enforcement authorities, courts, other public authorities, or other authorized persons.

We will also make this information available if necessary, to fulfil our responsibilities and to safeguard our legitimate interests, in particular to our lawyers, consultants, auditors, IT service providers, marketing, and advertising agencies, etc.

### **Processing of Personal Data from third parties**

In the event that you, as a third party, provide Us with Personal Data of other persons, such as Your employees or Your contractual partners, You are responsible for

- Processing this Personal Data in accordance with the GDPR Regulation and the Personal Data Protection Act and acquiring right to disclose this Personal Data to us;

- Providing Personal Data to Us only based on a clear legal basis under the Personal Data Protection Act and the GDPR Regulation and, if necessary, based on obtained consent of concerned data subject;
- Fulfilling Your obligation to inform data subject about aspects of data processing in accordance with Personal Data Protection Act and the GDPR Regulation;
- Adopting measures and providing the data subject with information regarding the right to access, rectify, delete, and transfer Personal Data, right to restrict processing and the right to object to the processing of Personal Data, as well as right to be informed about automated individual decision making, including profiling (if applicable);
- Cooperating with Us in fulfilling our obligations in the field of Personal Data Protection under the Personal Data Protection Act and GDPR Regulation.

The legal basis for the processing of Personal Data of third parties that You disclosed to Us as a person without any contractual relationship with MADWIRE, for the purpose of establishing cooperation, is to take pre-contractual measures based on Your request (expressed by contacting us) and in other cases our legitimate interest to store them for future communication or to exercise or defend our rights.

If You contact Us with offer for cooperation or for any other reason, We are entitled to process Your Personal Data that You provide to Us during mutual communication, especially Your name and surname, phone No., e-mail, and correspondence address.

The legal basis for such processing of Personal Data is to take measures before concluding the contract based on Your request (expressed by contacting us) and in other cases our legitimate interest in storing them for future communication or for exercising or defending our rights.

We will keep Personal Data provided under this section of the Privacy Policy for the time necessary to fulfil the original purpose for which You provided Us with Personal Data and subsequently for 3 years from fulfilling the purpose of providing them unless We are obliged to retain such Personal Data for longer.

We do not transfer Personal Data obtained under this part of the Processing Conditions outside the European Economic Area.

## **Common provisions on rights of data subjects**

Regardless of whether We obtained Your Personal Data via the Website, Facebook pages or in any other way, You have the rights specified in this section of the Privacy Policy.

### **A. Your rights regarding Personal Data protection?**

As a data subject, You have the following rights in relation to the Personal Data being processed.

#### *1. Right of access to data*

You have the right to request confirmation from Us whether Your Personal Data is being processed and to request access to this Personal Data (repeated access to Personal Data may be charged) and information about

- Purposes of Personal Data processing;
- The category of Personal Data processed;
- Identity of the recipient or the category of recipient to whom the Personal Data has been or is to be provided, in particular the recipient in a third country or an international organization, if possible;
- The period of retention of Personal Data; if this is not possible, information on the criteria for its determination;
- Right to request from MADWIRE the correction of Personal Data relating to the data subject, their deletion or restriction of their processing, or the right to object to the processing of Personal Data;
- Right to file a motion to initiate proceedings on the protection of Personal Data;
- Sources of Personal Data if Personal Data has not been obtained from you;
- Existence of automated individual decision-making, including profiling, in particular information on the procedure used, as well as on the meaning and expected consequences of such processing of Personal Data for the data subject.

#### *2. Right of rectification*

You have the right to request Us to rectify incorrect Personal Data that concerns You without undue delay, and with regard to the purpose of processing Personal Data, You also have the right to supplement Your incomplete Personal Data.

### 3. *Right of deletion*

You have the right to request Us to delete Personal Data relating to You without undue delay if:

- They are no longer needed for the purpose for which they were obtained or otherwise processed;
- You have withdrawn Your consent with their processing, unless there is another legal basis for their processing;
- You object to their processing;
- Your Personal Data was obtained illegally,
- There reason for their deletion is fulfilment of obligation under the GDPR Regulation, special regulation, or international agreement by which the Slovak Republic is bound; or
- Personal data were obtained in connection with the offer of information services from MADWIRE pursuant to Art. 8 par. 1 GDPR Regulation (offer of information services to a child).

### 4. *The right to restrict processing*

You have the right to request Us to limit the processing of Your Personal Data if:

- You object to the accuracy of the processed Personal Data, during the period allowing MADWIRE to verify the accuracy of the Personal Data;
- The processing of Personal Data is illegal, and You object to the deletion of Personal Data and request instead to restrict their use;
- MADWIRE no longer needs Personal Data for the purpose of their processing, but You do need it to assert or defend legal claims;
- You have objected to the processing of Your Personal Data until MADWIRE verifies that the legitimate reasons on its part outweigh Your legitimate reasons.

### 5. *The right to the transfer of Personal Data*

You have the right to require Us to provide You with Personal Data relating to You in a structured, commonly used, and machine-readable format and the right to require Us to transfer this Personal Data to another Controller, but only if the legal basis for their processing is Your consent or performance of the contract and at the same time processing is carried out by automated means.

### 6. *Right to object*

You have the right to object, for reasons relating to Your specific situation, to the processing of Your Personal Data, including profiling, which is carried out on a legal basis which is in our legitimate interest. Based on Your objection, We will evaluate whether, with respect to Your particular situation, the protection of Your legitimate interest, Your rights and freedoms outweighs our legitimate interests, which We pursue through the processing of Your Personal Data or if there is a legitimate reason to prove, assert or defend our legal claims.

You have the right to object to the processing of Personal Data for the purposes of direct marketing.

You have the right to withdraw Your consent to the processing of Personal Data at any time. Withdrawal of consent does not affect the lawfulness of the processing of Personal Data performed on its basis prior to its withdrawal. Withdrawal of consent does not apply to the processing of Personal Data performed by MADWIRE on a legal basis other than Your consent.

### 7. *Rights to initiate proceedings on the protection of Personal Data*

You have the right to initiate proceedings on personal data protection before the Office for Personal Data Protection of the Slovak Republic or another supervisory body in the place of residence.

## **Final provisions**

### **A. Security**

All Personal Data that We collect, and process is protected by appropriate technical means and security measures to prevent unauthorized access to or misuse of such Personal Data. We are constantly improving and implementing new administrative, technical, and organizational measures to ensure adequate security of Personal Data.

Regardless of all our measures, it is necessary to keep in mind that the transmission of data over the public Internet network or any storage of electronic data cannot be 100% secure.

## **B. Changes to the Privacy Policy**

We may change or modify this Privacy Policy at any time.

If We make any changes to these Privacy Policy, We will publish new Privacy Policy on the Website and, if necessary, We will inform You about the change to the Privacy Policy via e-mail.

The modified Privacy Policy will be valid and effective from the moment We determine as the day of their validity and effectiveness, and by using the Website (each visit to the site) You agree to new Privacy Policy.

## **C. Contact us!**

If You have questions regarding this Privacy Policy or You want to withdraw Your consent or exercise Your rights, please contact Us via e-mail at [info@predpredaj.sk](mailto:info@predpredaj.sk).