

## **RULES FOR PERSONAL DATA PROTECTION**

**Excalibur City s.r.o.**, Registered Address: Hatě 183, Chvalovice, Postal Code: 669 02, Corporate ID No.: 255 15 705, registered in the Commercial Register maintained by the Regional Court in Brno, Section C, File 29444, e-mail: [info@terratechnica.info](mailto:info@terratechnica.info) (hereinafter referred to as "we"), as the Controller of personal data, would like to inform you, as a visitor of **Jukebox & Pinball, Time Travel Museum Terra Technica at the Excalibur City shopping and entertainment centre and user of [www.terratechnica.info](http://www.terratechnica.info)** about the collection and other processing of your personal data and the rules of protecting privacy, as described below.

These Rules for Personal Data Protection explain the following:

- what data we collect about you and why,
- how we use this data,
- to whom and in which cases can this data be transferred,
- how long we process the data for,
- what possibilities we offer, including acquiring access to and updating the data and what other rights you have.

If you have any questions or require further information about the processing of personal data, do not hesitate to contact us at [info@terratechnica.info](mailto:info@terratechnica.info).

### **Why we collect and process the data**

We collect and further process the data for the following reasons:

- so we can contact you again and give you the information that you requested, i.e. by means of the contact form,
- so we can meet our contractual obligations that we have towards you, for example, if you have bought an annual membership – annual card to Terra Technica;
- so we can use photos and/or audio/video records for advertising and marketing the Excalibur City shopping and entertainment centre, if you have given us consent or entered into an agreement with us;
- so we can protect and support our business;
- we have a justifiable interest in documenting our events and using the photographs and/or audio/video records for our advertising, to advertise Terra Technica and to advertise the Excalibur City shopping and entertainment centre, and
- so that we can fulfil our legal obligations.

### **Fulfilling an agreement, communication**

In order to be able to enter into an agreement with you, fulfil it and communicate with you, we require, as a contractual requirement, the provision of data for fulfilling such agreement and the provision of data for the purposes of answering your inquiries or providing the information you have requested. The consequence of not providing us with data may mean the inability to enter into an agreement or a failure to answer your inquiry.

### **Advertising**

If you have given us consent to process your personal data or your child's personal data, for example, for advertising, using photographs or audio/video records with you or your child recorded on it, you may withdraw the consent at any time by sending a message to [info@terratechnica.info](mailto:info@terratechnica.info).

### **Documentation of organized events**

Generally, we take pictures of the participants or make audio/video records of the events organized at Terra Technica (hereinafter referred to as "photographs and records"). We put these photographs and records on the website related to organized events, like [www.terratechnica.info](http://www.terratechnica.info) and the website of the Excalibur City shopping and entertainment centre [www.excaliburcity.com](http://www.excaliburcity.com) and our user accounts and accounts set up for the given event on social networks (Czech and Austrian), like Facebook and Instagram. These photographs and records capture the course of the given event. We have no intention of processing the sensitive data that may also be captured on these photographs and records in any way (special category of personal data). We will not put your name or your child's name on the published photographs as a specific participant on any website related to the organized event. We may put the names of specific people on social media, but this depends on your privacy settings as a user of such network.

If you need further information, please contact the organizer on site, who will give you additional information and explanations.

If you do not want your photographs to be published, please let us know at [info@terratechnica.info](mailto:info@terratechnica.info) and we will take the necessary measures.

### **The range of personal data processed**

We especially process the following data:

- a) name and surname
- b) possibly, the name and surname of a legal guardian
- c) address
- d) telephone number
- e) e-mail address
- f) signature

with your consent or the conclusion of an agreement related to advertising, we also process:

- g) your physical appearance and the captured portrayal of your personal character;

for users of [www.terratechnica.info](http://www.terratechnica.info), personal information shared on the contact form:

- a) name and surname
- b) e-mail address
- c) other information that you share with us;

for participants at our events:

- a) your physical appearance and the captured portrayal of your personal character
- b) other information that you share with us.

### **Who has access to your personal data**

We, as the controller, shall process the personal data. We may hand over your personal data for the above stated purposes to our colleagues, who cooperate with us on our services and to our sub-contractors, who sell services in our name. We make sure that these entities have an obligation of confidentiality. Examples include our accounting office, the photographer, the marketing campaign provider, etc. We do not intend on handing over your personal data to third countries or international organizations.

As for personal data captured in photographs and records of our events, these are available to users of web pages relating to the relevant organized event, like [www.terratechnica.info](http://www.terratechnica.info) and [www.excaliburcity.com](http://www.excaliburcity.com) and Czech and Austrian social networks, like Facebook and Instagram.

## How long your personal data is processed for

We will process your personal data for as long as it is necessary, namely:

- personal data acquired from the contact form is generally processed for 6 months,
- for as long as we provide you with our services or fulfil a mutual agreement and for an additional four years thereafter due to legal protection, or
- regarding photographs and records for advertising, for the period the consent is granted or until the consent is withdrawn,
- regarding photographs and records taken at organized events, for the period of the company's existence or for the period similar events are organized;

this applies unless legal regulations require a longer period (for example, fulfilling archiving obligations based on valid legal regulations, such as the Accounting Act, the Archiving and Record-Keeping Act or the VAT Act).

## Securing Personal Data

We handle your personal data responsibly and pursuant to Czech and European legal regulations. We use automated and manual means for personal data processing.

We have taken technical and organizational measures to prevent the misuse, damage or destruction of personal data. However, as a rule, the transfer of data via the Internet is by its nature not secure, therefore, we cannot guarantee 100% security of data sent this way.

## Your rights

You have the right to the following in relation to the personal data we process:

- a) **the right to access your personal data** – you can ask us to confirm at any time whether or not the personal data related to you is being processed. If the data is being processed, you have the right to ask for what purposes, what range, who has access to it, how long the data will be processed, whether or not you have the right to correct, delete, restrict or object to the processing of the data, the right to know where we got the data from and whether automatic decision-making takes place, including profiling, based on the processing of your personal data;
- b) **the right to correct** – you can ask us to correct or add to your personal data, if the data is inaccurate or incomplete;
- c) **the right to delete (“the right to omit”)** – we have to delete your personal data if (i) it is no longer necessary for the purposes for which it was collected or otherwise processed, (ii) its processing is illegal, (iii) you object to its processing and there are no overriding legitimate reasons for processing, or (iv) we have a legal obligation;
- d) **the right to restrict the processing of personal data**, which means that we have to restrict the processing of your personal data until we resolve any contentious issues regarding the processing of your personal data;
- e) **the right to object to processing** – if you object to processing for the purposes of direct marketing, we will no longer process your data for these purposes; if you object to processing in other cases based on legitimate interest, we will no longer process your personal data unless we have a seriously legitimate reason, which outweighs your interests or rights and freedoms as data Subjects, or to determine, exercise or defend legal claims;
- f) **the right to data portability** – you can ask us for your personal data in a structured, commonly used and machine readable format, provided we process it based on your consent or agreement and it is done automatically; if it is technically possible, we will hand over your personal data directly to another controller, specified by you.

You can exercise all your rights by contacting us at the above stated address or by sending us an e-mail at [info@terratechnica.info](mailto:info@terratechnica.info).

If you feel that we are not handling your personal data correctly, you can contact the supervisory authority with your **complaint**. The supervisory authority is the Office for Personal Data Protection ([www.uoou.cz](http://www.uoou.cz)).

### **Processing the personal data of children**

When providing our services, we also process to a necessary extent the personal data of children, for example, regarding records for advertising purposes or for the purposes of keeping records of organized events. When processing personal data of children, with respect to the child's age, we communicate with the person responsible for the child, i.e. primarily with the child's parents. These rules, including the above stated rights, are also fully applicable to processing the personal data of children.

Our web pages, [www.terratechnica.info](http://www.terratechnica.info), are not intended for children younger than 16. We do not process the personal data of children younger than 16 in this regard. If you believe that a child has given us personal data, please contact us at [info@terratechnica.info](mailto:info@terratechnica.info) and we will take measures to delete such data.

### **Other processing**

In order ensure people's safety and protect property the property of us as Controller and of monitored persons, the premises of the Excalibur City shopping and entertainment centre, including the premises of Terra Technica, are monitored by a **camera and recording system**. Information about the processing of personal data by the camera system is available at the Central security worksite – administration building at Hatě No. 182, 66902 Chvalovice.

### **Changes to the Rules for Personal Data Protection**

These Rules for Personal Data Protection shall be updated at our own discretion, with the objective being to reflect our procedures related to the processing of personal data. Therefore, we recommend you review the Rules for Personal Data Protection on a regular basis. The Rules for Personal Data Protection are up-to-date on the day they come into effect. By continuing to use our website, this means you are familiar with changes made to these Rules as soon as they are made.

**These Rules for Personal Data Protection are effective as of 1 June 2019**