



Processing of personal data – social and cultural events for the purpose of the company's own promotion and marketing

CONTROLLER OF YOUR PERSONAL DATA:

General Logistics Systems Czech Republic s.r.o.

Registered office: Průmyslová 5619/1, 586 01, Jihlava

Represented by: Petr Pěcha, Division Manager

IČ: 26087961

DIČ: CZ26087961

The "Controller"

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The Controller processes personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), hereinafter referred to as the "Regulation".

On the basis of this "Regulation", the Controller has taken technical and organizational measures to ensure the protection of personal data and the rights of natural persons whose personal data are processed (hereinafter referred to as "Data Subjects"). The Controller then hereby informs the "Data Subjects" of the details of the processing of personal data, as follows.

The Controller has, among other things, a legitimate interest consisting in the presentation and appearance of the Controller to the public, media activities and the organisation of cultural, promotional and social events within its own promotion and capturing its history.

Photographs are taken at cultural, promotional and social events organized by the Controller. The photos are presented electronically on Facebook, Instagram, LinkedIn, Youtube and on the www.gls-czech.com website. The controller then processes in particular the data consisting of capturing the portrait in the photograph.

Personal data is processed by the Controller for the purpose of the Controller's legitimate interests pursuant to Article 6, paragraph 1, letter f) of the "Regulation", where it concerns in particular its own promotion and history, including the presentation of its activities. The taking of photographs is then based on the provisions of Section 85 para. 2 and Section 89 of Act No. 89/2012 Coll.:

"If someone consents to the display of his likeness under circumstances from which it is clear that it will be distributed, he also consents to its reproduction and dissemination in the usual way that he could reasonably expect in view of the circumstances.

A portrait or audio or video recording may also be made or used in an appropriate manner for scientific or artistic purposes and for press, radio, television or similar reporting without the

person's consent."

If possible, the Controller shall place an information table in front of the entry at each of its events, where the "Data Subject" is informed about the making of a video recording for the purpose of its own promotion and informed about the method of processing personal data within the organized event. The information is provided in the form of a link to the website and further by the message: "Your personal data is not further processed, especially the photographic documentation taken, it is not used to distinguish the appearance in comparison with other persons. Information is not further collected and evaluated from them in the sense of processing sensitive personal data on the basis of the "Regulation".
The collected personal data is not used for direct marketing purposes!

The source of personal data is photographs from social, promotional and cultural events.

The Controller processes personal data in the form of photographs from cultural, promotional and social events for the duration of its active activity.

The Controller does not transfer personal data to countries outside the European Union or the European Economic Area.

When processing your personal data, the Data Subject has the right under the "Regulation" under Articles 13 and 14 to all actions under Articles 15 to 22 and 34

- the right to access personal data,
- the right to correction or supplementation,
- the right to erasure (if the "Data Subject" in question requests the deletion of photographic documentation captured as part of an organized cultural and social event of the Controller, the "Data Subject" has the right to request the deletion of his/her person from the photograph published on the Controller's website or social networks. The request for deletion is submitted in writing or electronically. The contact details are provided in Section 1, where the "Data Subject" will be informed of the detailed procedure for exercising his or her right.
- the right to restriction of processing,
- the right to data portability,
- the right to object,
- the right not to be subject to automated individual decision-making with legal or similar effects, including profiling.

You can also find more details about your rights on the Controller's website: www.gls-czech.com and on the website of the supervisory authority:

<https://www.uoou.cz/6-prava-subjektu-udaju/d-27276/p1=4744>

Data subject You have the right to lodge a complaint with a data protection supervisory authority.

<https://www.uoou.cz/>

Office for Personal Data Protection, with its registered office at Pplk. Sochora 27, 170 00 Prague 7

E-mail: posta@uoou.cz

Data box ID: qkbaa2n