

## PRIVACY POLICY

(Updated 11/6/2023)

In this document, you will find comprehensive information about your rights related to the processing of your personal data by the administrator, which is the company ACE Consulting s.r.o., with its registered office at Konviktská 24, 110 00 Prague, ID: 25679457, for the purpose of the services presented on the website [www.aceconsulting.cz](http://www.aceconsulting.cz).

The aim of this document is to provide you with important information about how we process your personal data when you visit our website and all information based on Regulation (EU) 2016/679 of the European Parliament and of the Council (EU General Data Protection Regulation, hereinafter as "GDPR").

We recommend that you read the information carefully. We have done our best to make them as understandable as possible. If something is still not clear to you, we will be happy to explain any concept or passage to you.

### 1. Who processes your personal data?

The administrator of personal data, i.e. the person who determines the purposes and means and decides on the processing of your personal data for the above purpose, is the company ACE Consulting, s.r.o., ID: 25679457, with registered office at Konviktská 24, 110 00 Prague.

### 2. How and why are your personal data processed?

When processing personal data, we follow the relevant legal regulations, in particular the General Regulation on the Protection of Personal Data ("GDPR") and Act No. 110/2019 Coll. on the processing of personal data.

We process all your personal data for the stated purpose based on a legitimate interest and for the purpose of concluding and fulfilling a mutual contract, in order to ensure all our and your rights and obligations. We can also process your data to the extent necessary based on the obligations imposed on us by law.

We process your personal data for the given purpose to the minimum possible extent for a period of up to 10 years to fulfill our legal obligations (especially due to legal requirements for accounting and tax records), for the purposes of direct marketing, i.e. possible to contact you, as existing customers, with our new offer.

If you are interested in information about our services and products and you give us your consent to process data for sending commercial messages, we will process the data thus obtained exclusively for the purposes specified in the consent. You can revoke your permission to send newsletters and/or promotional materials at any time by clicking on the "Unsubscribe" option in the newsletter or by sending a request to unsubscribe from e-mails to [info@ace-consulting.cz](mailto:info@ace-consulting.cz). We use Ecomail to send our e-mail newsletters, more about their privacy policy and processing of personal data here: <https://ecomail.cz/zasady-zpracovani-osobnich-udaju>.

When processing your personal data for the above-mentioned purpose, there is no automated decision-making or profiling. We will not sell, share or make your personal information available to any third party.

### 3. Which of your personal data do we process?

We only process personal data that we have obtained directly from you, based on your interest in our services, when visiting our website or social network profiles, to the extent:

- name and surname;
- telephone number;
- e-mail;
- IP address and cookies.

#### IP ADDRESS AND COOKIES

When you visit our website, your IP address is processed only for the purpose of processing anonymized traffic statistics. If the contact form is filled in and sent, this data is part of the identification of the interested party, it is stored in the system with the other data of the interested party and follows the fate of the entire group of data entered in the form.

In order to improve the services provided, our website also uses cookies. Cookies are small files that store information in your browser. Thanks to cookies, we can provide a better and more relevant customer experience.

Cookies thus help, for example:

- for the correct functionality of our website;
- in determining which pages and features are used most often by visitors; based on this, we can best adapt our offer to your requirements;
- they help to find out which ads visitors view most often, so that they are not shown the same ad over and over again when browsing the site, or that they are not shown an ad for goods they are not interested in.

#### What cookies we use:

The cookies used on our website can be divided into two basic types in terms of their durability: short-term so-called "session cookies", which are only temporary and remain stored in your browser only until you close the browser, and long-term so-called "persistent cookies" that remain stored on your device for much longer or until you manually delete them (the length of time cookies remain on your device depends on the settings of the cookie itself and your browser settings).

We use the following cookies on our website:

**a) Necessary cookies** allow you to use the basic functions of the site, especially filling out and sending the form. These cookies are necessary for the use of this website and we keep them for the duration of your visit to the website (session), which is generally considered to be 4 hours, after which the data is deleted.

**b) Functional cookies** are used to remember your preferences (e.g. language or region selection). The validity period of these cookies is up to 24 hours.

**c) Analytical and performance cookies** allow us to recognize and count the number of visitors and to obtain information about how the website is used (e.g. which pages the user opens most often and if the user receives an error message from some pages). This helps us to improve the functioning of the website. Cookies are evaluated in the form of a collective whole

and thus in an anonymous form that does not allow you to be identified. The validity period of these cookies is a maximum of 2 years.

**d) Advertising and targeted cookies** record your visits to our website, the pages you visited and the links you followed. We use this information to deliver ads that are relevant to you and your interests. This information is also used to limit the number of repetitions of advertisements you see and to measure the effectiveness of advertising campaigns. For this purpose, we may disclose this information to third parties (such as advertisers). We need your consent to use these cookies. You can withdraw your consent at any time by setting your internet browser as described below. The validity period of these cookies is a maximum of 2 years.

**e) Third-party cookies** – cookies placed by another domain, not by this website. These third parties (especially advertising networks and external service providers such as web traffic analysis services) may also use cookies over which we have no control.

#### **How to refuse the use of cookies:**

The use of cookies can be set using your internet browser. Cookies can be rejected or set to use only some of them using your web browser.

The website allows operation even in a mode that does not allow the collection of cookies. However, we would like to point out that the functionality of some elements of the site may be limited in case of rejection of sent cookies.

Collected cookie files may be processed by other processors:

- by the Google Analytics service, operated by Google Inc., with registered office at 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.
- by Google Adwords, operated by Google Inc., with registered office at 1600 Amphitheater Parkway, Mountain View, CA 94043, USA
- the Sklik service, operated by Seznam.cz, a.s., ID: 26168685, with registered office in Prague 5 – Smíchov, Radlická 3294/10, zip code 150 00
- Hotjar Ltd. Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville St Julian's STJ 3141, Malta.

Cookies files are subsequently processed by processors in accordance with their terms of handling personal data:

- by the Google Analytics service:  
<https://policies.google.com/technologies/cookies?hl=en>  
<https://policies.google.com/privacy/update?hl=en>
- Google Adwords service:  
[https://support.google.com/adspolicy/answer/6020956?hl=en&ref\\_topic=1626336](https://support.google.com/adspolicy/answer/6020956?hl=en&ref_topic=1626336)
- the Sklik service:  
<https://www.seznam.cz/reklama/cz/obsahovy-web/pravidla-reklamy/gdpr/>
- by the HotJar service:  
<https://www.hotjar.com/legal/policies/privacy/>

#### **4. How do we protect your personal data?**

You can be absolutely sure that we handle your personal data with due care and in accordance with applicable legal regulations. We protect your personal data to the maximum extent possible, which corresponds to the technical level of available resources. We will not sell, share, or make your personal data available to any third party (except for the external processors mentioned above), except where you give us your permission, or we are required by law to share the data.

#### **5. What are your rights to your personal data?**

In relation to your personal data that we process, you have the following rights that you can exercise against us as an administrator:

- the right to obtain confirmation of the (non)processing of your personal data and to access the personal data that concern you and that we process;
- the right to correct or supplement your personal data if it is inaccurate or incomplete;
- the right to delete or limit the processing of your personal data, if the conditions set by legal regulations are met;
- the right to object to the processing of personal data concerning you;
- the right to transfer your personal data to another administrator.

You can exercise your rights by submitting a written submission to the contacts listed in this memorandum.

If you believe that the processing of your personal data is in violation of the law, you have the right to file a complaint with the supervisory authority, which is:

Office for the Protection of Personal Data, ID: 708 37 627, Pplk. Sochora 27, 170 00 Prague 7, www: <https://www.uoou.cz>.

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

ACE Consulting reserves the right to change the terms of the Privacy Policy from time to time by posting the current version of the Privacy Policy. We recommend that you regularly review this Privacy Policy for any changes or updates.

#### **7. Contact us**

Please contact us on our website or write to [info@ace-consulting.cz](mailto:info@ace-consulting.cz) if you have any questions about this Privacy Policy or ACE Consulting's collection or use of information.