

BUSINESS PARTNERS' DATA PROTECTION NOTICE

1. INTRODUCTION

This Data Protection Notice applies to the processing of all personal data of consumers, customers, suppliers and business partners ("Business Partners") of the companies belonging to the Zátíší Group a.s. holding company, with its registered office at Novotného lávka 200/5, 110 00 Prague 1, Company ID No.: 22170669 (hereinafter referred to as "Our Company" or "we"). This Data Protection Notice does not apply to data related to business activities, nor to data concerning legal entities.

Our Company acts as the controller of the Business Partner's personal data. This notice sets out who we are and for what purposes we process your personal data and other information about you. If you have any questions, you may use the contact details provided at the end of this notice.

This Data Protection Notice has been prepared to the extent required by applicable law, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR), and is effective as of 25 May 2018. The most recent amendments were made on 22 April 2026. This notice may be updated from time to time; the current version is always published on our website. Where material changes are made, we will actively inform you.

2. FOR WHAT PURPOSES DO WE PROCESS YOUR PERSONAL DATA?

Our Company will process your personal data when carrying out business transactions between you and Our Company, when you visit our websites or applications, or in the course of other interactions with us.

A. Responding to your enquiries

If you contact us, we will use your personal data for the purpose of responding to and addressing your enquiries.

For these purposes

- we process your personal data on the basis of your consent, where you provide us with your personal data,
- we process your name, contact details, your correspondence with us, your enquiries, and any other personal data necessary to respond to your enquiries.

B. Development and improvement of products and/or services

We process your personal data for the purposes of evaluating, analysing and improving our products and (customer) services. We use your personal data to analyse customer behaviour and to make corresponding adjustments to our products and services. When you use our websites or applications or enter or search for data through such websites or applications, we also process your personal data for the purpose of compiling analytical reports.

In particular, we analyse how often you read our newsletters, how often you visit our websites and applications, which pages you click on and browse, and which products and services you purchase through our websites and applications. In order to supplement our database used for the purposes described above, we may obtain additional data from public sources.

For these purposes

- we process your data on the basis of our legitimate interests in improving 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), information relating to payments and creditworthiness, and correspondence with Our Company. In addition, we process personal data you entered via our websites and/or generated through the use of our websites, and technical data from your device, such as its IP address, the pages you visited on our website, information about which pages you click on and browse, and the duration of your visits to our websites.
- If you choose to participate in our surveys, we may ask you to provide personal data such as your address, email address, name and date of birth. For these purposes, we may also use personal data you provided to us in connection with a survey.

C. Assessment and onboarding 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, further, for the purposes of assessing and verifying the possibility of further cooperation. Our Company will also process your personal data for administrative purposes, such as checks and comparisons against records available in public registers of governmental and supervisory authorities.

For these purposes

- we process personal data because it is necessary for entering into 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), information relating to payments and creditworthiness, and details of your correspondence with Our Company.

D. Conclusion and performance of a contract

If you have purchased a product or service from us as a customer, or cooperate with us as a supplier or Business Partner, we process your personal data for administrative purposes, such as issuing invoices and making payments. We also use your personal data for the purposes of delivering, receiving and administering our or your products and services.

Our Company will further process your personal data for the purposes of performance of our contract, including the provision of customer services. Where you request access to Our Company's premises, we process your personal data for control and security purposes.

Where the Click to Pay service is used to perform a payment by payment card, Our Company and the bank providing this service will process your personal data for the purposes of carrying out the payment card transaction.

For these purposes

- we process personal data because it is necessary for entering into 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 the purposes of using the Click to Pay service, we process your contact details to the extent of

the payment card holder's name, email address or telephone number; and such data will also be provided to the bank providing these services, which will process it in the secure environment of the payment gateway for the purposes of executing the payment card transaction.

E. Relationship management and marketing

We use information stored in our customer database to send you appropriate offers and newsletters, to provide customer services, to administer accounts and to send updates. We also use your personal data for the development, implementation and analysis of marketing surveys and marketing strategies.

For these purposes

- when sending newsletters and/or marketing and other communications, we process your personal data on the basis of your consent. In addition, we process personal data on the basis of our legitimate interests in improving 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.

F. Business activities and internal management

We process your personal data in the course of carrying out and organising our business activities. This includes general management, order administration and management of our assets. Our Company also processes your personal data for internal management purposes. We conduct audits, investigations and business controls and maintain and use directories of customers, suppliers and Business Partners. We further process your personal data for financial management and accounting, archiving and insurance, legal and business advisory services, and dispute resolution.

For these purposes

- we process personal data on the basis of our legitimate interests in maintaining and developing 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 in the course of performance of a contract entered into between you and Our Company.

G. Organisational analyses and development, management reporting, acquisitions and disposals

Within Our Company, we process your personal data in order to prepare and submit reports and analyses. We use aggregated/anonymised personal data to prepare management reports and to analyse our business activities.

We conduct surveys among customers, suppliers and Business Partners to obtain more information about your views in connection with preparing our reports for Our Company's management.

We also process your personal data for the purposes of reporting to our management in connection with mergers, acquisitions and disposals, in order to implement such transactions.

For these purposes

- we process personal data on the basis of our legitimate interests in maintaining and developing business activities,

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, correspondence with Our Company and information you provided to us in connection with our surveys.

H. Use of our websites or applications

When you use our websites, we process technical data so that you can use the functions of our websites and so that our website administrators can manage and improve their operation. Where you enter data on our websites (such as product preferences or your location for receiving information or functions), Our Company will process such data for the purposes of providing the requested information or functions.

We also process your personal data to enable you to store your data (such as preferences and products) in your saved items and to enable you to share them with others to the extent of the sharing settings you have configured on your device.

For these purposes

- we process personal data on the basis of our legitimate interests in creating and making available a technically functional website and improving the operation of our websites,
- we process personal data you entered via the website or generated through the use of 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 which pages you click on and browse, and the duration of your visits to our websites.

I. Enabling you to contact 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 for the purposes of responding to your enquiries and reacting to your messages.

In addition, when you use the "Contact" tab on one of our websites or applications, you may contact us through various communication channels, for example by email, to send us feedback and suggested improvements, as well as references to our websites and data about the Facebook network.

For these purposes

- we process personal data on the basis of our legitimate interests in responding appropriately to your enquiries and directing you to our social media pages,
- we process the communication channels you selected for communicating with us, and the personal data you provided to Our Company. This includes your (user) name, address, email address and personal data contained in your message. In addition, where you use links to websites or applications of third parties, such third party may store cookies on your device.

J. Monitoring and control

We monitor our processes in order to verify compliance with our policies and regulations. In the course of monitoring activities, we may gain access to, and review, your personal data.

For these purposes

- we may process your personal information on the basis of our legitimate interests in monitoring our internal processes and compliance with laws,
- we may access personal data stored in our systems and review it for compliance purposes. Personal data accessed and reviewed for compliance purposes will not be retained, except where required for further investigation of potential non-compliance,
- we do not retain your personal data for this purpose unless it relates to a potential breach. In such case, we will retain the relevant personal data until the relevant investigation or proceedings have been completed.

K. Protection of health, safety and ensuring integrity

At Our Company, we place a high value on your health, protection, safety and integrity. We process your personal data in order to safeguard our employees, customers, suppliers and Business Partners. For this reason, we verify your authorisation to access our premises and may verify your personal data against records available in public registers of governmental and supervisory authorities. We also process your personal data in order to protect Our Company's property and our employees and customers.

For these purposes

- we may process your personal information on the basis of our legitimate interests in monitoring our internal processes and 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.

L. Compliance with laws

In certain cases, we process your personal data for the purpose of complying with laws and other legal obligations, for example to meet tax obligations and statutory obligations related to business activities.

In cases provided for by applicable laws and regulations, we may be obliged to disclose your personal data to administrative or supervisory authorities.

For these purposes

- we process your personal data to ensure compliance with applicable 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 details relating to VAT and other taxes.

M. 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 require your personal data in order to organise such activities. In addition, if you participate, we require your personal data to evaluate the relevant promotional or other event.

For these purposes

- we process your personal data on the basis of your consent. You may withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal,
- we process your name, address, email address and records relating to the relevant event.

3. HOW LONG DO WE RETAIN PERSONAL DATA?

Our Company will generally retain a Business Partner's personal data only for as long as required for the relevant business purpose, to the extent reasonably necessary to comply with applicable legal requirements.

Immediately after the relevant retention period expires, such data will be:

- (i) securely deleted or destroyed,
- (ii) anonymised,
- (iii) transferred to an archive (unless prohibited by law or an applicable disposal/destruction plan).

4. WHO HAS ACCESS TO YOUR PERSONAL DATA?

Access to your personal data within Our Company

Your personal data may be transferred among companies belonging to the Zátíší Group a.s. holding. We share your information for administrative purposes and so that we have a complete overview of your contracts with affiliated companies belonging to our holding, which may process the transferred personal data only in accordance with this notice. We may also share your data in order to offer you a comprehensive package of services and products.

Employees of companies belonging to our holding are authorised to access personal data only to the extent necessary for the specified purposes and for the performance of their work duties.

Access of third parties to your personal data

If necessary for the provision of our 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 necessary extent to ensure Our Company's operations.

Where a third party gains access to your personal data, Our Company will take contractual, technical and organisational measures to ensure that your personal data is processed only to the extent necessary. Third parties will process your personal data only in accordance with applicable law.

Where personal data is 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 entering into EU Standard Contractual Clauses with such third parties.

In other cases, your personal data will be transferred to third parties only where required by applicable law.

5. HOW IS 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 organisational measures to protect personal data against accidental and unlawful destruction or accidental loss, damage, alteration, unauthorised disclosure or access, and against all other forms of unlawful processing (including unnecessary collection).

6. HOW CAN YOU EXERCISE YOUR PRIVACY RIGHTS?

You have the right to request access to your personal data or an overview of it and, under certain conditions, also the right to rectification or erasure of personal data. In addition, you have the right to request 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 at the end of this Data Protection Notice.

Please note that, for the purposes of further communication, we may ask you to provide additional information in order to verify your identity.

7. CAN YOU WITHDRAW YOUR CONSENT?

You may withdraw the consent you have given at any time. Please note that such withdrawal will not have retroactive effect. To withdraw your consent, please contact us using the contact details provided at the end of this Data Protection Notice.

8. HOW TO LODGE A COMPLAINT?

If you have a complaint regarding Our Company's use of your personal data, you may lodge such complaint via the contact person whose details are provided at the end of this notice. In addition to lodging a complaint with Our Company, you may also contact the supervisory authority – the Office for Personal Data Protection (Úřad pro ochranu osobních údajů), Pplk. Sochora 727/27, 170 00 Praha 7-Holešovice, <https://www.uoou.cz/>.

9. HOW CAN YOU CONTACT US?

If you have questions about how we process personal data, please first read this notice. If you have any further questions, please contact us at:
zatisiclub@zatisigroup.cz, marketing@zatisigroup.cz.

I confirm that I have read and understood this notice and agree to the processing of my personal data for the purposes, to the extent and in the manner set out in this notice.