

Information on the Processing of Personal Data within the Scope of the Granted Consent to the Processing of Personal Data

A. Personal Data Controller

The group of companies of the EUC concern, in accordance with Article 4(19) of 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, repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as the "GDPR"). The EUC concern consists of the controlling entity – EUC a.s., Company ID No.: 267 30 413, with its registered office at Evropská 859/115, Vokovice, 160 00 Prague 6 (registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, File No. 7918) – and the entities controlled by it, namely healthcare service providers within the meaning of Act No. 372/2011 Coll., on Health Services and Conditions of Their Provision, as amended (hereinafter referred to as the "Health Services Act"), which are at least partially owned by the controlling entity. The group of companies follows common rules regarding the protection of personal data. Consent to the processing of personal data for the stated purpose(s) is granted to the entire group of EUC companies.
(hereinafter referred to as the "Controller")

B. Purpose of Processing (Legal Basis for Processing)

The legal basis for the processing of personal data is consent to the processing of personal data pursuant to Article 6(1)(a) of the GDPR (hereinafter referred to as the "Consent").

C. Types of Personal Data

For the purposes of the Consent, the Controller processes personal data that have been explicitly provided by the data subject for the purpose of such processing, namely:

- first name and surname,
- e-mail address,
- telephone number,
- purchase history,
- scope of use of services (excluding healthcare services defined within the meaning of Act No. 372/2011 Coll., on Health Services and Conditions of Their Provision, as amended),
- delivery addresses.

E. Purpose of Processing

Sending individualized communications (informational e-mails, SMS messages, telephone offers and postal mailings) from the Controller, such as advantageous purchase offers, discounts, events and interesting information related to the business activities of EUC and its contractual partners, including telemarketing and conducting satisfaction surveys regarding services provided by the Controller.

G. Processing Period

5 years

H. Profiling

The processing will involve automated decision-making, including profiling; however, without any legal effects for the data subject. Profiling is used for the purpose of individualizing communications.

I. Information

As a data subject, you are granted a number of rights by law. As a data subject, you have the following rights in relation to your personal data.

• Right of access to personal data

You have the right to know what personal data concerning you are being processed, for what purpose, for how long, where we obtained these data from, and whether and to whom we transfer them.

At the same time, you have the right to be informed about other rights relating to these data. This document is intended primarily to provide you with such information; however, we are prepared to provide you with confirmation or clarification regarding any point contained herein.

If you request it, we will provide you, without undue delay, with a copy of the personal data being processed.

For this copy, especially if requested repeatedly, we are entitled to charge a reasonable fee corresponding to the administrative costs incurred.

If you submit such a request electronically, we will automatically assume that you are interested in receiving the information also in electronic form. However, you may request another method of delivery.

Please note that the right to obtain a copy of the personal data being processed must not adversely affect the rights and freedoms of other persons.

• Right to rectification of personal data

If you discover that the personal data we process about you are inaccurate or incomplete, you have the right to request that we supplement or correct them without undue delay, unless otherwise required by a generally binding legal regulation of the Czech Republic or the European Union.

• Right to restriction of processing of personal data

This right allows you, in certain cases, to request that some of your personal data be marked and no longer be subject to further processing for a certain period of time.

This is not the same as the right to erasure, as the restriction of processing is not permanent.

You have the right to request restriction of the processing of your personal data if:

- you contest the accuracy of the data we process about you, for the period necessary to allow the accuracy of the data to be verified,
- the processing is carried out without a legal basis (e.g. beyond the scope of data we are authorized to process), but instead of deletion you prefer restriction of processing, for example because you assume that you may provide us with these data in the future anyway,
- we no longer need to process your personal data, but you require them for the establishment, exercise or defence of legal claims,
- you object to the processing (see the following section regarding this right).

Where processing has been restricted, the data may only be processed with your consent, or for the purpose of establishing, exercising or defending legal claims, protecting the rights of another natural or legal person, or for reasons of important public interest.

• Right to object to the processing of personal data

You may exercise the right to object to the processing of personal data only in situations where we process certain personal data concerning you in the public interest, on the basis of our legitimate interest, or for the purposes of direct marketing.

In such cases, you may object at any time.

If you do so, we will continue processing your personal data only if we can demonstrate compelling legitimate grounds for such processing (in particular, if we need the data for the establishment, exercise or defence of our legal claims).

However, if you object to the processing of your data for direct marketing purposes, we will immediately stop processing your data for this purpose.

• Right to lodge a complaint with a supervisory authority

The exercise of the rights listed above does not affect your right to lodge a complaint with the Office for Personal Data Protection using the contact details provided at the beginning of this document.

The current contact details can be found directly on the website of the Office for Personal Data Protection (www.uoou.cz).

You may submit a complaint at any time if you have doubts as to whether your personal data are being processed correctly, i.e. lawfully and in accordance with applicable legal regulations.

• Right to erasure

In certain cases, you, as a data subject, also have the right to have your personal data erased.

We generally erase your personal data when we no longer need them and have no legal basis for further processing.

We will also erase your data if they were processed on the basis of consent and such consent has subsequently been withdrawn.

Please note that even if one of the reasons for erasure applies, this does not mean that we will immediately delete all your personal data.

This right does not apply where the processing of personal data remains necessary for compliance with our legal obligations, for archiving purposes, scientific or historical research purposes, statistical purposes, or for the establishment, exercise or defence of our legal claims.

• Right to withdraw consent to the processing of personal data

Where your personal data are processed on the basis of consent to the processing of personal data, you have the right to withdraw such consent at any time.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal of consent.

How can individual rights be exercised?

For all matters related to the processing of your personal data, whether it concerns a question, exercising a right, submitting a complaint or any other matter, you may contact our Data Protection Officer in the following ways:

- by post or, by prior arrangement, in person at the address of EUC a.s. (Company ID No.: 26730413), Evropská 859/115, 160 00 Prague 6
- by e-mail at: dpo@euc.cz,
- via the Controller's data box: mmhky9r
- by telephone: +420 731 546 921 from 9:00 a.m. to 3:00 p.m. (no SMS)

We will process your request without undue delay, but no later than within one month from the date of its demonstrable delivery.

In exceptional cases, particularly due to the complexity of your request, we are entitled to extend this period by another two months.

We will inform you in writing about any such extension and the reasons for it.

J. List of Legal Regulations Governing the Protection of Personal Data

The following regulations contain the most important provisions concerning the protection of your personal data:

- 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, repealing Directive 95/46/EC (General Data Protection Regulation – GDPR),
- Act No. 110/2019 Coll., on the Processing of Personal Data;
- Act No. 89/2012 Coll., the Civil Code, as amended;
- Act No. 372/2011 Coll., on Health Services and Conditions of Their Provision, as amended.