

Privacy Policy

I. Introductory Provisions

1. Definitions:

- The **Company** is ASN Experts & Consultants" s.r.o., Na Okraji 335/42, PSČ: 16200, Prague, Czech Republic, business ID 26486148, VAT ID CZ26486148, registered in the Commercial Register, kept by the Municipal Court in Prague, Section C, File 85263, represented by executive Director Sergey Zakharov, hereinafter referred to as "Company", e-mail: asn@seznam.cz, phone number +420776817278, web page www.expertconf.com.
- a **Delegate** is a person who personally participated in previous Conferences "CONSTRUCTION and REAL ESTATE: EXPERTISE and APPRAISAL" (Hereinafter referred to as Conference) or has submitted an order so that it is likely that he would participate in following years or is interested in the event otherwise.
- a **Guest** is a person who has browsed Company's website but has not participated in the Conference.
- **User** is an umbrella term for both, a Delegate and a Guest.

2. The Company is an organizer of the Annual Conference.

3. The Company may modify and amend this Privacy Policy at any time by placing a revised version on the website and so any change and amendment will become effective by the date of such placing.

II. Processing and Protection of Your Personal Data

1. Processing of personal data of Users who are individuals is under regulation of law no. 101/2000 Coll., data protection statute, and Regulation of European Union 2016/679 general data protection regulation.

2. Processing of personal data by the Company or authorized third parties starts by submission of an order or registration form, filling in an e-mail address for receiving the newsletter or by browsing the Company's website. Processing of personal data is carried out in compliance with this Privacy Policy.

Personal data mean any and all information about an identified or identifiable natural person. An identifiable natural person is a natural person who may be directly or indirectly identified, primarily by reference to a particular identifier, e.g. name, identification number, location data, network identifier or to one or more specific elements of physical, physiological, genetic, psychological, economic, cultural or social identity of such natural person.

3. The Company solely processes personal data obtained directly, consciously and voluntarily from the User. The User shall provide only complete, exact, true and up-to-date data regarding to her or his person. The User who provides third-parties' personal data to the Company is

liable for lawful handling with the data and declares that this or he does not infringe on the privacy of those third parties.

4. The Company processes the following personal data: the first name and the last name, academic title, billing address, business ID, home address, phone number, e-mail address or other data necessary for performance of the agreement.

5. The Company is processing the User's personal data for the following purposes:

- pre-contract negotiations;
- performance of contractual relation;
- asserting claims from contractual relations after termination of the contract;
- responding to the User's inquiry, providing information on services and products upon the User's request;
- sending commercial communications, offers for services and products, information on events organized by the Company, including invitations to such events and performance of other marketing activities;
- fulfilment of the Company's legal obligations in the area of accounting management and taxation;
- improvement of quality of the services provided by the Company and improvement of the website functions.

6. The Company is processing the personal data on the following legal basis:

- processing is necessary for performance of the contract the party of which being the data subject or for performance of measures adopted prior to concluding the contract upon request of such data subject; providing of personal data is an essential requirement for performance of the contract or for performance of the measures adopted prior to concluding the contract upon request of such data subject; it is not possible to perform pre-contract negotiations, conclude the contract or perform it from the Company's side, without provision of personal data;
- processing is necessary for fulfilment of a legal obligation, which applies to the Company;
- processing is necessary for the purposes of legitimate interests of the respective Company or a third party, excepting cases, where interests or fundamental rights and freedoms of the data subject take precedence requiring personal data protection;
- the data subject has given consent to processing of his personal data for one or more particular purposes. You are giving your consent to processing of Your personal data given to the Company voluntarily and you have the right to withdraw the consent at any time, through an email sent to the Company's email address: asn@seznam.cz providing Your first name and last name by reason of Your identification. Withdrawal of the consent is without prejudice to legality of the processing arising from the consent given before its withdrawal.

7. The Company is processing personal data for an unequivocally defined purpose on the following legal basis:

Purpose of the personal data processing	Processed personal data	Legal basis for personal data processing
pre-contract negotiations	Identification data (first name, last name, date of birth), contact data (address for correspondence or permanent address, email, telephone) and information on the company for which the user works and work position	implementation of measures adopted prior to concluding the contract upon request of the data subject
performance of the contractual relationship	Identification data (first name, last name), contact data (address for correspondence or permanent address, email, telephone) and other information necessary for performance of the contract, if need be (e.g. bank account number)	performance of the contract the party of which is the data subject
asserting claims from contractual relations after termination of the contract	Identification data (first name, last name), contact data (address for correspondence or permanent address, email, telephone) and other information necessary for asserting of claims	legitimate interest of the Company
contacting in order to answer an inquiry, provide information on services and products upon request of the data subject	first name, last name, telephone, email and information of the company for which user works and work position	performance of measures adopted prior to concluding a contract upon request of the data subject
sending commercial communications, offers of services and products, information on events organized by the Controller including invitations to such events and performance of other marketing activities	first name, last name, telephone, email and information of the company for which user works and work position	giving consent to personal data processing and legitimate interest of the company for such processing (direct marketing)
fulfilment of the Company's legal obligations in the field accounting management and in the field of taxation	Identification data (first name, last name, date of birth), contact data (address for correspondence or permanent address, email, telephone), accounting information (bank account number and other information on tax documents)	fulfilment of the Company's legal obligations

8. The Company is processing personal data for the period necessary to ensure all rights and obligations arising from the respective contractual relationship and also during the period for which the Company is obliged to store personal data according to generally binding legal regulations or for which you have given your consent. In other cases the period of processing follows from the purpose of processing or is stipulated by legal regulations in the area of personal data protection.

The Company is processing the personal data according to the purpose of their processing for the period stipulated as follows:

- pre-contract negotiations - during the period of pre-contract negotiation;
- performance of the contractual relationship - during the term of the contractual relationship;
- asserting claims arising from the contractual relations after termination of the contract - for the period of 15 years after termination of the contractual relationship, in case of a judicial proceeding for the whole proceeding period;
- contacting for the purpose of answering an inquiry, providing information on services and products upon request of the data subject - during the term of the negotiation for the purpose of responding, providing information on services and products;
- sending commercial communications, offers of services and products, information on events organized by the Company, including invitations to such events and performance of other marketing activities - until withdrawal of the consent to the processing;
- fulfilment of the Company's legal obligations in the field of accounting management accountings and in the field of taxation - for the period of 10 years from the following calendar year after providing the performance.

9. The consent is valid also for the processors authorized by the Company.

10. Personal data are provided to third parties cooperating with the Company within the framework of providing the services, participating in delivery of products, performance of payments and ensuring marketing services (i.e. particularly providers of mailing services and cloud services). Such third persons need access to user's personal data in order to be able to perform their activity and are obliged to respect the principles of personal data processing stipulated by the Regulation in processing user's personal data. An update list of third persons is available upon request.

The Company does not provide user's personal data to third persons other than the above mentioned without user's consent, not even sharing the data with other persons or unrelated companies, except for the following cases:

- compliance with legal regulations or in response to requirements of legal regulations;
- protection of the Company's rights and property, their representatives, users and other persons, in particular for the purpose of enforcement of their contracts, principles and user conditions and in cases of urgency for the protection of the security of the Company, users of its services or any other person;
- in connection with any merge, sale of the company's property, financing or acquisition of all or a part of the Company's enterprise by another company or during such process

The Company will not transfer user's personal data to a third country or an international organization without user's consent, excepting the above-mentioned third persons.

11. Personal data shall be disposed immediately after expiration of the period or extinction of the reason for processing.

12. The Company makes effort to prevent cases of unauthorized carrying out the personal data by third parties but is not liable for any damages caused by such unlawful processing of the data.

13. After user's consent, cookies can be saved to user's devices to achieve functional connection and reactions of the website, personalization of the advertisements, service offerings and finding out the user's preferences. Data accessed through cookies may be shared with Seznam's, Google's and Facebook's services.

14. The data shall be processed automatically as well as non-automatically. Users may not be object to automated-decision making.

15. The Company declares that it has adopted any and all appropriate technical and organizational measures to safeguard personal data.

The Company has adopted technical measures to safeguard data warehouses and personal data warehouses in paper form, in particular by anti-virus programs, encrypted discs, regular backups and passwords. Data in paper form are secured by lockable cupboards in the Company's premises, in the guarded building. The Company declares that only persons authorized by him have access to the personal data.

16. As a subject of data, whose data are processed, you have the below mentioned rights which you may enforce any time. This relates to:

- the right to access to one's personal data (i.e. the right to obtain the information whether Your data are processed, and if so, you have the right to gain access to such information);
- right to rectification of the personal data (i.e. to require a rectification in case you find that the Company is processing inaccurate or untrue data);
- the right to request explanation (i.e. if you suspect that your personal data processing breaches protection of Your personal and private life or the processing is performed in violation with legal regulations);
- right to restriction of personal data (i.e. the right to require temporary restriction of your personal data processing);
- right to erasure of personal data (i.e. in case Your data are no more need for the purposes for which they were processed);
- the right to object against personal data processing (the controller is obliged to prove that there exists a legitimate reason for personal data processing which prevails over Your interests or rights and freedoms);
- right to data transferability (i.e. the right to require that Your data are obtained by a third person);
- the right to lodge a complaint with the Office for Personal Data Protection (i.e. in case you believe that Your right for personal data protection was breached);
- the right to withdraw the consent with processing of Your personal data at any time; the withdrawal of the consent is without prejudice to the processing based on the consent which was given before its withdrawal.

17. The User is obliged to inform the Company about changes in his personal data with or without the previous demand to achieve processing of up-to-date data.

18. The user agrees on making public the pictures from the Conference in which he is captured on the website and on social media of the Company.

III. Closing Provisions

1. Any dispute, controversy or claim arising under, out of or relating to this Privacy Policy including, without limitation, its formation, validity, binding effect, interpretation, performance, breach or termination, shall be referred to and finally determined by Czech courts in under the law of the Czech Republic.

2. This Privacy Policy becomes effective on 25th of May 2018.