

INFORMATION ON PROCESSING PARTNERS' PERSONAL DATA IN THE FIELD OF MARKETING COMMUNICATION AND PROMOTION

Luxury Brand Management as, CRN: 257 00 065, registered office at Pernerova 676/51, Karlín, 186 00 Praha 8, entered in the Commercial Register kept at the Municipal Court in Prague, Section B, Insert 5585 (hereinafter “**LBM**”) as the controller of personal data, hereby informs **the journalists, professional public and important persons on the social and cultural scene with whom LBM cooperates in the field of its marketing communication and promotion and also all participants of social events of LMB** (hereinafter “data subjects”) about the manner and scope of processing personal data on the part of **LBM**, including the extent of the data subjects’ rights as concerns the processing of their personal data by **LBM**.

1. What personal data on you does LBM process?

In accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Protection Regulation (hereinafter the “Regulation”) and, in accordance with the relevant national data protection legislation, **LBM** processes the following personal data:

- Contact data (name, surname, postal address, e-mail address, telephone number)”
- Photos and videos

LBM only processes personal data in accord with the purposes set out below and to the extent and for the time necessary to meet these set purposes.

2. For what purposes and on the basis of which legal rights does LBM process your personal data?

LBM processes personal data to:

- send press releases and other information about **LBM**’s activities,
- send invitations to **LBM**’s social events,
- document the social event and enable the participants to get photos from the event

The processing of personal data is necessary for **LBM**’s legitimate interests consisting of informing data subjects about **LBM**’s activities in the context of ongoing cooperation in marketing communications and promotional events.

3. Who will have access to your personal data?

To attain the purposes outlined above, in addition to **LBM** and its employees, personal data may be processed by **LBM** partners. **LBM** carefully selects the external partners who can process your personal data as a processor and only entrust personal information to those who provide a sufficient guaranty that the appropriate technical and organizational measures are in place so as to prevent the accidental or unlawful destruction, loss, alteration or unauthorized disclosure of personal data that is transmitted, stored or otherwise processed as well as preventing unauthorized access to them.

Other entities that may have access to your personal information now or in the future are:

- persons who provide LBM with the technical operation of a certain service or operators of technologies that LBM uses for these services;
- persons delivering printed titles, prizes or gifts to data subjects as part of a marketing campaign;
- business partners taking part in organizing LBM social and marketing events incl. the persons making photographic or video documentary materials from the event.

On the basis of the current legislation, LBM is also required to hand over some of your personal information, for example, to state administration bodies, courts, law enforcement agencies in connection with possible administrative, criminal and civil proceedings.

4. How long will we process your personal information?

LBM will process your contact personal data for the duration of the cooperation in LBM's marketing communication and promotion.

Photos and videos will be processed by LBM within three years from the date of the social event.

5. What rights do you have in relation to LBM processing your personal data?

In relation to your personal data as a data subject you have the following rights:

- **The right of access to personal data** (the right to request information about whether personal data concerning you are or are not processed by LBM and, if so, you have the right to access these personal data and other data under Article 15 of the Regulation);
- **The right to transfer personal data** (the right to obtain personal data that concern you in a structured, commonly used and machine-readable format, and the right to pass on that data to another controller; furthermore the right to have personal data transmitted directly by one controller to another if it is technically feasible)
- **The right of correction** (the right to demand LBM correct inaccurate personal data concerning you without undue delay);
- **The right to restriction of processing** (the right to demand LBM limit its processing, inter alia if, when exercising the right of correction, LBM verifies the accuracy of the data, or if the personal data were unlawfully processed by LBM but you do not want to erase it);
- **The right to erasure** (the right to demand LBM erase your personal data without undue delay, inter alia, if the personal data is no longer required for the purposes for which it was collected or you have withdrawn consent to LBM processing your personal data and there is no another legal right for processing, or if personal data would be unlawfully processed by LBM);
- **The right to object;**
- **The right to file a complaint to the Office for Personal Data Protection (www.uoou.cz).**

6. How to contact LBM?

If you have any questions about processing your personal data or exercising the above rights, you can contact LBM in writing at Pernerova 676/51, Karlín, 186 00 Praha 8 or by e-mail: informace@lbm.cz.