

## 1. IDENTIFICATION OF THE CONTROLLER AND GENERAL INFORMATION

This Privacy Policy (hereinafter referred to as the "**Policy**") contains information about the processing of your personal data by **Digitance, s. r. o.**, with its registered office at Krasovského 3986/14, Bratislava - Petržalka 851 01, ID No.: 50 540 301, registered in the Commercial Register of the District Court Bratislava I, Section Sro, Insert No. 114398/B (hereinafter referred to as the "**Controller**" or "we" in the corresponding grammatical form), which takes place in the following manner:

- (i) when operating on the Controller's website [www.digitance.sk](http://www.digitance.sk) and [www.digitance.ai](http://www.digitance.ai) (hereinafter collectively referred to as the "**Website**"),
- (ii) in the provision of the Controller's services by other means (in the conduct of the Controller's business as such).

**whereby, in the above cases, the personal data of the Controller's customers, business partners and their contact persons (representatives) in case the business partners are legal entities, visitors to the Controller's website, are processed.**

**Through this Policy, the Controller provides you with information on why your personal data is processed, how it is processed, how long the Controller stores it, what your rights are in relation to the processing of your personal data and other relevant information on the processing of your personal data in the above cases.** Through this Policy, the Controller fulfils its information obligation towards all data subjects both in the case where the Controller has obtained personal data directly from you as a data subject and in the case where the Controller has obtained your personal data from another source.

The Controller processes your personal data in accordance with Regulation 2016/679 of the European Parliament and of the Council of the European Union on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as the "**Regulation**"), the relevant Slovak legislation, in particular Act No. 18/2018 Coll. on the Protection of Personal Data and on Amendments and Additions to Certain Acts (hereinafter referred to as the "**Act**") and other regulations on the protection of personal data (the Regulation, the Act and other regulations on the protection of personal data are hereinafter collectively referred to as the "**Personal Data Protection Regulations**").

You may contact the Controller in matters relating to the processing and protection of personal data at **Digitance, s. r. o. Krasovského 3986/14, Bratislava 851 01** or by e-mail to [gdpr@digitance.sk](mailto:gdpr@digitance.sk). You may contact the Controller at the above-mentioned contact addresses in case of any questions regarding the processing of your personal data

## 2. CATEGORIES OF PERSONAL DATA PROCESSED, PURPOSES, LEGAL BASIS FOR PROCESSING AND RETENTION PERIOD OF YOUR PERSONAL DATA

The Controller processes your personal data exclusively **in accordance with the principle of minimisation**, which means that the Controller does not request personal data from you that are not necessary for the specific and justified purpose of the processing, in order to be able to fulfil the concluded contracts, legal obligations, to process personal data in which it has a legitimate interest or to process your personal data for which you have given your consent. **The controller only processes personal data if there is a legal basis for processing it and it is therefore processed in accordance with the principle of lawfulness.** The Controller shall only ever retain personal data for the period of time for which it is necessary to retain the personal data, which is either determined by the Controller in accordance with the principle of minimisation or results from the provisions of the relevant legislation). After the expiry of this period, the Controller shall delete the personal data, unless otherwise provided for in the relevant legislation (e.g. in the area of archiving).

- *The specific purposes, including the legal basis and the retention period, for which the Controller processes your personal data, in the operation of the website and the related social media profiles, can be found in the table below:*

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<b>Legal basis pursuant to Article 6(1) of the Regulation</b>	<b>Purpose of processing</b>	<b>Personal data processed</b>	<b>Retention period</b>
<b>Processing necessary for the purposes of the legitimate interests pursued by the Controller (Article 6(1)(f) of the Regulation)</b> - We also process your personal data if this is necessary for the purposes of the legitimate interests pursued by us, exclusively always if these override your rights and freedoms as a data subject	<b>- Responding to messages and handling queries/requests from messages received by the controller via, social network message, email communication or by telephone.</b> <i>The legitimate interest pursued in this case is to respond to the messages received for the proper conduct of business communication, improving the quality of the services provided and attracting new clients.</i>	<i>E-mail address, telephone number, other data provided in the message, first and last name and surname</i>	<i>60 days from the date of receipt of the request or until the request is processed (purpose fulfilled), whichever is the earlier</i>
<b>Legal basis pursuant to Article 6(1) of the Regulation</b>	<b>Purpose of processing</b>	<b>Personal data processed</b>	<b>Retention period</b>
<b>Processing where the data subject has consented to the processing of his or her personal data (Article 6(1)(a) of the Regulation)</b> - in certain cases, we also process your personal data on the basis of your prior consent, which we request from you and which you may withdraw at any time without any penalty	<i>- processing of personal data for the purpose of measuring website traffic and targeting the Controller's advertising (via cookies). It means the Controller may target you with relevant ads of its goods and services.</i>	<i>Data about activity on the Controller's website and preferences in the online environment</i>	Cookies - depending on the type of cookies used, generally within 2 years from the date of consent or until its revocation, whichever comes first (more in the sub-page dedicated to cookies)  ReCaptcha

With regard to the security of personal data, the Controller has adopted the relevant internal documentation, which specifies in more detail the appropriate security measures that have been adopted by the Controller in order to secure your personal data.

The Controller obtains the aforementioned personal data directly from you, as the data subject, in the event that you provide it to the Controller yourself (when sending a message on a social network or visiting the Controller's website). In some cases, especially if the Controller orders a service from you, the source of your personal data is the commercial company or other entity of which you are a representative or contact person. In some cases, if you do not provide your personal data to the Controller, the Controller would not be able to remove goods, enter into a contract with you and fulfil its other legal and contractual obligations.

### 3. TO WHOM DOES THE CONTROLLER PROVIDE YOUR PERSONAL DATA?

Your personal data may be provided to recipients, in particular to public authorities that are authorised to process your personal data in their capacity as independent controllers and as third parties - in particular to the tax administrator, the Data Protection Authority, the courts, law enforcement authorities or the relevant municipality.

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The Controller also provides your personal data to its processors, i.e. external entities that process your personal data on behalf of the Controller. The processors process personal data on the basis of a contract concluded with the Controller, in which they undertake to take appropriate technical and security measures in order to process your personal data securely. The Controller's processors include:

- the company providing hosting services for the website,
- a company providing website management and presentation services,
- the Controller's employees.

The recipients of your personal data include, in the case of the processing of personal data through profiles on social networks and by using analytics and marketing cookies, the operators of these social networks (Meta, Inc. for Facebook, Instagram and Whatsapp, LinkedIn Corporation for LinkedIn) in the capacity of joint controllers. Pursuant to the agreement entered into by the joint controllers, the Controller is the point of contact for the processing of personal data in the cases referred to in this Policy. When using analytics and marketing cookies on the website, your personal data may be provided to the providers of these services (in particular Google, LLC) if the Operator, based on your consent, will use them.

#### **4. TRANSFER TO THIRD COUNTRIES AND INTERNATIONAL ORGANISATIONS AND PROFILING**

In some cases, your personal data may be transferred to third countries, to the USA:

- Google, LLC, when using analytics and marketing services and tools using cookies (based on your consent),
- Meta Inc., when contacting the Controller via social networks and social network profiles (Facebook, Instagram and Whatsapp),
- LinkedIn Corporation, when contacting the Controller via the social network and profiles on the social network LinkedIn.

In the above cases, the transfer is carried out in accordance with the Data Protection Regulations, on the basis of standard contractual clauses (which are part of the terms and conditions for the use of the above services) and the Controller fulfils all the obligations associated with the transfer.

When processing your personal data, the Controller uses profiling on the basis of the personal data provided by you only if you consent to the use of analytical and marketing cookies. In this case, the Controller uses your personal data through profiling in order to better target the advertising of its goods or services.

#### **5. SOCIAL MEDIA AND LINKS TO OTHER WEBSITES**

In order to promote marketing and advertising, you will find links to various social networks such as Facebook, Instagram and LinkedIn on the Operator's website. The Operator hereby wishes to inform you that when you click on the add-on on the website and go to the social network, the privacy policy of the social network operator will start to apply, except when you contact the Operator by means of a message on the social network or in the case of, if you subscribe to any of the paid services on the Website, which involves the publication of personal data on social networks in accordance with the relevant terms and conditions (in which case the processing of your personal data is also governed by this Policy and your personal data processed by the Operator in accordance with the information set out above).

For more information on the processing of your personal data by social network operators, please see the following link:

- (i) Facebook: <https://sk-sk.facebook.com/policy.php>,
- (ii) Instagram: <https://help.instagram.com/155833707900388>,
- (iii) LinkedIn: <https://www.linkedin.com/legal/privacy-policy>,
- (iv) Google: <https://policies.google.com/privacy?hl=en-US>.

## 6. WHAT ARE YOUR RIGHTS IN RELATION TO THE PROCESSING OF PERSONAL DATA?

You have the following rights as a data subject in relation to the processing of your personal data:

<b>Your rights</b>	
<p><b>Right of access</b> - As a data subject, you have the right to obtain confirmation from the Data Controller as to whether it is processing your personal data and, if so, you have the right to obtain access to that personal data and information pursuant to Article 15 of the Regulation. The Controller will provide you with a copy of the personal data that is being processed. If you make a request by electronic means, the information will be provided to you by the Controller in a commonly used electronic format, unless you request otherwise.</p>	<p><b>Right to rectification</b> - The Controller has taken reasonable steps to ensure that your personal data is accurate, complete and up-to-date. As a data subject, you have the right to have your inaccurate personal data rectified or your incomplete personal data completed by the Controller without undue delay.</p>
<b>RIGHT TO OBJECT</b>	
<p>You have the right to object to the processing of your personal data, for example, if the Controller processes your personal data on the basis of legitimate interest or in the case of processing involving profiling. If you object to such processing of your personal data, the Controller will not further process your personal data unless it demonstrates the necessary legitimate grounds for further processing of your personal data.</p>	
<p><b>Right to erasure ("right to be forgotten")</b> - You also have the right to obtain from the Data Controller the erasure of your personal data without undue delay if certain conditions are met, for example, if the personal data are no longer necessary for the purposes for which the Data Controller obtained or processed them. However, this right of yours must be considered on a case-by-case basis, as there may be situations where the Controller is prevented from erasing your personal data by other circumstances (for example, a legal obligation of the Controller). This means that in such a case the Data Controller will not be able to comply with your request to erase your personal data.</p>	<p><b>Right to data portability</b> - In certain circumstances, you have the right to have your personal data transferred to another controller that you designate. However, the right to data portability only applies to personal data that the Data Controller processes on the basis of the consent you have given to the Data Controller, on the basis of a contract to which you are one of the parties or where the Data Controller processes personal data by automated means</p>
<b>RIGHT TO WITHDRAW</b>	
<p>If the Controller processes your personal data on the basis of your consent, you have the right to withdraw the consent given at any time in the same way as you gave it. Withdrawal of consent does not affect the lawfulness of processing carried out prior to the withdrawal of consent.</p>	
<p><b>Right to restriction of processing</b> - You also have the right to have the Controller restrict the processing of your personal data. This will be the case, for example, if you challenge the accuracy of the personal data or if the processing is unlawful and you request the restriction of processing, or if the Controller no longer needs your personal data for the purposes of processing but you need it to prove, exercise or defend legal claims. The Controller will restrict the processing of your personal data if you request it.</p>	<p><b>Right to lodge a complaint or complaint</b> - If you feel that your personal data is being processed in violation of applicable law, you may lodge a complaint with the supervisory authority, which is <b>the Office for Personal Data Protection of the Slovak Republic, located at Hraničná 12, 820 07 Bratislava 27; website: dataprotection.gov.sk, phone number: 02 3231 3214; e-mail: statny.dozor@pdp.gov.sk</b></p>

**Your rights listed in the table above can be exercised at the contact addresses of the Data Controller listed at the beginning of this document.** The Controller will provide you with an answer to the exercise of your rights free of charge. In the event of a repeated, unfounded or unreasonable request for the exercise of your rights, the Controller is entitled to charge a reasonable fee for the provision of information. The Controller shall provide you with a reply within 1 month from the date on which you exercised your rights. In certain cases, the Controller is entitled to extend this period, in the event of a high number and complexity of requests from data subjects, but not more than 2 months. The Controller will always inform you of the extension of the time limit.

## **7. VALIDITY**

This updated version of the Policy is valid and effective as of 1.11.2022. As it may be required to update the information on the processing of personal data contained in this Policy in the future, the Controller is entitled to update this Policy at any time. However, in such a case, the Controller will notify you of this in an appropriate manner in advance.