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Personal Data Protection

Starting from May 25, 2018, the personal data protection of individuals in the Slovak Republic shall be governed by new rules. These new rules are based on the European legislation, namely the European Parliament and Council Regulation (EU) 2016/679 on the protection of individuals 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 as „Regulation“) as well as the Slovak legislation on specific issues of personal data protection not regulated by the Regulation, in particular Act no. 18/2018 on the personal data protection (hereinafter referred to as „The law“). The Regulation will be directly applicable in the Slovak Republic and will, after re-establishing rights and obligations especially for the persons, operators, and intermediaries concerned.

The person concerned is a natural person carrying the personal data, that is, the customer, the contact person of the customer (hereinafter referred to as „the Customer“ or „the Person Concerned“).

The operator is a company that determines the purpose and means of processing of personal data, namely our company Mymedia, s.r.o., Company ID: 35 904 453, with registered office Popradská 40, 821 07 Bratislava, registered in the Commercial Register of Bratislava I, section: Sro, insert no. 33537/B (hereinafter referred to as „company“).

Intermediary is the contractual partner of the operator providing to the operator certain services in which personal data are processed on behalf of the operator.

The regulation also regulates, among other things, the conditions under which the so-called direct marketing (in our case news and special offers, individual offers) can be conducted. The Regulation retains the possibility to process the personal data of the Persons Concerned for the purposes of direct marketing based on the Customer's consent as well as the legitimate interest of the company. This means that our company is entitled to direct e-mail addresses and telephone numbers obtained from its customers to their marketing communications with news and special offers, if the customer has given their consent or can reasonably be expected that customers knew that their personal data could be processed for such purposes (this is also the case when customers have not given their express consent to the processing of these personal data for marketing purposes).

Our company has so far processed your personal data to the extent of your name, surname, job, workplace address, email address, and phone number to inform about our news and special, individual offers (herein after „Personal data for direct marketing purposes“) on the basis of a legitimate interest, in accordance with applicable law, or on the basis of your consent.

We appreciate the trust of our customers and therefore we want to inform you that your Personal Data for direct marketing purposes will continue to be processed for direct marketing purposes, i.e. after the entry into force of the Regulation, so after May 25, 2018, based on your consent or of the above

legitimate interest of our company. The basis of this legitimate interest is the effort to provide information about our innovations and special, individual offerings to our customers in the highest possible quality and thus improve our customer relationship with you.

We will process your Personal Data for the purposes of direct marketing for the duration of your consent or legitimate interest, but for a maximum of 5 years.

The processing of Personal Data for direct marketing purposes will not occur in cases where you have, any time during processing, objected to the processing of Personal Data for the purposes of direct marketing, or if a particular kind of processing of Personal Data for Direct Marketing purposes is subject to your consent and consent you have not provided us or have revoke it any time during the processing.

You may revoke your consent to process your Personal Data for direct marketing purposes any time by clicking on the relevant link located directly in each marketing email sent by us, by emailing to our address or personally at our company's registered office.

Personal data protection is governed by the provisions of the Personal Data Protection Act and the relevant EU legislation where your rights as a Person Concerned are also modified. You have the right to provide free of charge information regarding the processing of your personal data.

Subject to compliance with the requirements of generally binding legal regulations, you have:

(i) the right to access your personal data,

(ii) the right to correct incorrect personal data,

(iii) the right to limit (block) the processing of personal data,

(iv) the right to object to the processing of your personal data for the purposes of direct marketing,

(v) the right to delete personal data, in particular if it is no longer necessary for the purposes for which it was obtained or otherwise processed, or if you withdraw your consent to their processing, and there is no other legal basis for processing or they were processed illegally,

(vi) the right to data portability, i.e. you have the right to obtain your personal data that you have voluntarily provided to us, in electronic form, in a structured, commonly used and machine readable format, and in this regard you can use your right to transfer this data to the other operator if such transmission is technically possible.

As a Person Concerned, you have the right to file a complaint with the Supervisory Authority, which is:

the Office for Personal Data Protection of the Slovak Republic, with the registered office at Hraničná 12, 820 07 Bratislava

- in case you suspect that your personal data are processed in violation of valid legislation..

Our company has always placed great emphasis on the protection of personal data. For this reason, we have been thoroughly prepared for new legislation, including review and preparation of new customer documentation. At the same time, we declare that personal data is processed only for the above purposes and in accordance with the Personal Data Protection Act and relevant EU legislation, using reasonable technical, organizational and security measures.

We firmly believe that you will find this information about the new privacy policy to be beneficial and help you to orient these rules better and easier. In case of any questions, contact us at the address of our company any time or by email at: **info@mymedia.sk**