

THE PRINCIPLES OF PERSONAL DATA PROCESSING

This document contains information about the processing of personal data by **PLAYzone s.r.o.**, IN: 28399510, with registered office at Prague 10 - Strašnice, Vinohradská 3217/167, Postal Code: 100 00, registered in the Commercial Register maintained by the Municipal Court in Prague under file number C 138766 (hereinafter referred to as "**PLAYzone**"), in relation to the registration.

1. BASIC TERMS

- 1.1 As an introduction, we would like to inform you about some of the basic terms used in this information, which are also defined in Regulation 2016/679 of the European Parliament and of the Council (EU) 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, and repealing Directive 94/46/EC ("**GDPR**").
- 1.2 "**Personal data**" are all information about an identified or identifiable natural person. It is a person who can be identified, directly or indirectly, in particular by reference to an identifier (name, IN number, location data, network identifier).
- 1.3 "**Data subject**" means the specific person whose personal data is at issue in such case.
- 1.4 '**Processing**' means any operation or set of operations on personal data (e.g. recording, organization, storage, etc.).
- 1.5 "**Controller**" is the person who determines the purposes and means of the processing of personal data.
- 1.6 "**Processor**" is a person who processes personal data for the controller.
- 1.7 The "**recipient**" is the person to whom the personal data has been disclosed.
- 1.8 "**Consent**" of the data subject is any free, specific, informed and unambiguous expression of will by which the data subject gives their consent to the processing of their personal data.
- 1.9 "**PLAYzone Arena**" is a gaming arena with a focus on esports (PC, VR, consoles and more) located in the Westfield Chodov shopping centre at Roztylská 2321/19, Prague -Chodov, Postal Code: 148 00.
- 1.10 "**Customer**" is a person who has concluded a contract for the use of the gaming space in PLAYzone Arena.

2. PURPOSES AND LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

- 2.1 Your personal data is processed by PLAYzone as the Controller for the following purposes and on the following legal bases:
- for the purpose of fulfilling the contract concluded between you and PLAYzone, on the basis of the contract with you (terms of registration in PLAYzone Arena);
 - for the purpose of receiving personalized marketing (commercial) communication from PLAYzone (e.g. information about special offers and promotions) on the basis of your voluntary consent (if you give such consent);
 - for the purpose of generating statistics of Customers using PLAYzone Arena;
 - for the purposes of compliance with legal obligations under the law (proof of consent, etc.);
 - for the purpose of enforcing or defending PLAYzone's legal claims based on PLAYzone's legitimate interest in protecting its rights.
- 2.2 In the case of the processing of personal data for the purpose of contract performance (registration with PLAYzone), the provision of your data is necessary for the conclusion and performance of the contract.
- 2.3 PLAYzone company obtains personal data directly from the data subject, i.e. from you (or your legal representatives). The data is obtained by the Customer entering it in the relevant online form when registering an account with PLAYzone.
- 2.4 Providing consent to receive commercial communication is completely voluntary. Consent can only be given by a Customer who has reached the age of 15 by ticking the "I agree to receive personalized commercial communication" box (or a box with a similar meaning) in the relevant online form when registering an account with PLAYzone. If no box is ticked in the online form, consent will not be given and PLAYzone will not process the Customer's personal data for the purpose of sending commercial communication. Consent to receive personalized commercial communication can only be given by a person over 15 years of age.
- 2.5 Consent is completely voluntary and may be withdrawn at any time by sending information to the email address arena@playzone.cz or by clicking on the link in each individual message, or in any other way indicated in the specific message. No financial or other penalties or other negative consequences for the Customer are associated with the refusal to grant consent or the withdrawal of consent.
- 2.6 The aim of PLAYzone is to send you information that is of interest to you and not to burden you with messages that are not relevant to you. In order for PLAYzone to be able to offer you commercial communication that is of interest to you, your personal data will also be used for profiling (e.g. according to the type of games played when using the PLAYzone arena, etc.) on the basis of your consent.
- 2.7 Your personal data will also be processed for the purposes of compliance with legal obligations under the law, for the purposes of demonstrating consent.

3. COMPANY CONTACT INFORMATION

3.1 For matters relating to the processing of personal data, you can contact PLAYzone via the following contacts:

email: arena@playzone.cz

phone contact: +420 777 171 796

contact address: Vinohradská 3217/167, Postal Code: 100 00, Praha 10 – Strašnice

4. PERSONAL DATA CATEGORIES

4.1 For the purposes set out in Article 2, PLAYzone processes in particular the following data:

1. identification data (first name, last name, login name, password);
2. contact information (address, email address, phone number);
3. other information you provide in the relevant form when registering an account with PLAYzone to use the gaming space;
4. data obtained by PLAYzone on the basis of profiling for the purpose of sending personalized commercial communication (e.g. classification into a socio-demographic group);
5. if the Customer is under 15 years of age, then also the identification and contact details of the Customer's legal representative.

5. PROCESSING TIME

5.1 Your data will be processed:

1. for the purpose of fulfilling the rights and obligations under the contract for a period of one year after the expiration of the limitation period for all claims that have arisen or could arise in connection with the contract;
2. for the purpose of fulfilling legal obligations for the period of time necessary according to the relevant legal regulation that imposes the obligation on PLAYzone;
3. for the purpose of defending PLAYzone's legal claims for at least one year from the end of the limitation period for such claims;
for purposes based on voluntary consent for the period for which the consent was given (i.e. in the case of sending personalized communication for a period of 2 years after the consent was given), but always for no longer than the period for which the data can be processed in accordance with the applicable and effective legislation.

5.2 In case you withdraw your consent to the processing of personal data, the data will be processed until the consent is withdrawn (the withdrawal of consent does not affect the processing that occurred before the withdrawal of consent). If you consent to processing for more than one purpose and you withdraw consent for only one of those purposes, your data will continue to be processed for the purposes for which you did not withdraw consent.

6. SOURCE OF DATA

- 6.1 Personal data is obtained by PLAYzone from you when you provide it in the relevant online form when registering an account with PLAYzone or by registering in person together with your legal representative, or obtained by other means in connection with the processing of data on the basis of your consent (e.g. processing of cookies stored in connection with the completion of an online questionnaire, etc.).

7. PŘÍJEMCI A ZPRACOVATELÉ OSOBNÍCH ÚDAJŮ

- 7.1 The personal data you provide may be further transferred/disclosed to other recipients. These include, for example, PLAYzone's contractual partners (IT service providers, or providers of tax, legal or other services), as well as public authorities (authorities, courts, law enforcement agencies) and others.

8. RIGHTS OF DATA SUBJECTS

- 8.1 PLAYzone company processes personal data correctly and in a lawful and transparent manner in relation to the data subject. The data is collected for specific, explicit and legitimate purposes. PLAYzone is committed to ensuring that the personal data is accurate and, where necessary, kept up to date. PLAYzone has taken all reasonable steps to ensure that personal data which is inaccurate in relation to the purposes for which it is processed is erased or rectified without delay.
- 8.2 The data subject may request information and access to personal data from the controller in accordance with Articles 13 and 14 of the GDPR, in particular the right to request:
1. the identity and specific data of the controller,
 2. a statement of the purposes of the processing for which the personal data are intended,
 3. access to personal data,
 4. rectification, erasure or restriction of the processing of personal data,
 5. termination of the processing of personal data.
- 8.3 The data subject may further object to the processing. If the processing is based on consent (Article 6(1)(a) or Article 9(2)(a) GDPR), the data subject has the right to withdraw consent to the processing of personal data, without prejudice to the lawfulness of the processing based on the consent given before its withdrawal.
- 8.4 If you believe that your data is being processed by PLAYzone in violation of the legal regulations, you can file a complaint with the supervisory authority - the Office for Personal Data Protection Authority. However, in order to seek redress as soon as possible, we recommend that you contact PLAYzone first.
- 8.5 In case of any questions regarding the processing of your personal data or the personal data of your legal representative, or if you wish to update or correct your personal data, or if you wish to request their erasure or restriction of their processing, or if you wish to object to the processing, please contact PLAYzone via the contacts listed in Article 3.

9. PERSONAL DATA PROTECTION

- 9.1 PLAYzone company cares about the protection of the rights of data subjects and the proper security of personal data and therefore, when processing personal data, it takes care to ensure the highest possible level of security by means of appropriate technical and organizational measures corresponding to the possible risks of the respective processing.