

# POŠLU EN

## CONSENT TO PERSONAL DATA PROCESSING

### I. Preamble

In accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council 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 95/46/EC (General Data Protection Regulation), hereinafter "GDPR", the BIKE FUN International s.r.o. hereby provides the following information on personal data processing and protection.

### II. Data Controller

We process your personal data as the data controller, which means that we determine how, for what purposes and for how long your personal data is processed. We also select any data processors who assist us in processing your data.

#### Contact details of the data controller:

BIKE FUN International s.r.o.

Areál Tatry 1445/2

Kopřivnice, 742 21

Company ID: 26462346

VAT ID: CZ26462346

BIKE FUN International s.r.o. is registered in the Commercial Register maintained by the Regional Court in Ostrava, Section C, Insert 12241.

(hereinafter referred to as the "data controller")

In accordance with Article 12 of the GDPR, we hereby inform data subjects about the processing of their personal data and their rights. You can contact us using the details above to exercise your rights regarding the processing of personal data.

### III. Scope of personal data processing

Personal data is processed to the extent that it has been provided by the data subject to the data controller in connection with the establishment of a contractual or other legal relationship, or otherwise collected and processed by the data controller in accordance with applicable law or to fulfil its legal obligations.

### IV. Which Personal Data Do We Collect

Our company processes the following types of personal data:

- **Identification and contact data:** e.g., your name and surname, address, phone number, email, and other similar information.
- **Technical data on visiting our website:** e.g. your IP address, operating system, browser type (for visits to our website), device information (e.g., serial number, identification number, MAC address), and technical and usage data (e.g., Internet, Bluetooth connection, connectivity data, visit duration).
- **Information necessary to create a user account:** e.g. your username, email, password.

- **Data required for warranty extension or crash replacement:** e.g., frame number, name, surname, email, purchase date.
- **Data required to process your requests and inquiries.**
- If you are our customer, we require your personal data (billing information) to comply with our legal obligations to issue and record tax documents.
- **All other data you provide:** e.g., photos, opinions, your location, and any other information provided by you.

#### V. Purposes for which we process personal data

Your personal data shall only be processed for the purposes you are notified of at the time of their collection. Below are the main purposes for which we process your personal data:

Category	Purpose
Registered users	B2B, DataStore, Extended warranty, Crash replacement
Newsletter subscribers	Sending email information
Job applicants	Recruitment process
Customers, website visitors	Processing of inquiries and requests, addressing website issues, reporting errors/bugs
Cookies	Website browsing

#### Web Browsing – Cookies

When you browse our website, we record your IP address, the time you have spent on the website, and which site you have come from. We consider the use of cookies to measure website traffic and to personalise the display of the website to be a legitimate interest of ours, as a Controller, as we believe that this will enable us to offer you even better services.

Cookies for targeted advertisements shall only be processed based on your consent.

Our website may also be browsed in a mode not enabling to collect personal data. You can disable the use of cookies on your computer in your Internet browser.

This website also contains links to other websites of BFI or websites of BFI's partners, authorised retailers and BFI service points, social network sites or other companies cooperating with BFI. By clicking any such link, you acknowledge that such sites are subject to their own privacy and cookie policy. If you intend to use such sites, please read also their terms and conditions.

#### V. Categories of Personal Data Recipients

Only authorised employees and/or our subcontractors shall have access to your personal data. Such persons are obliged to maintain confidentiality of personal data with which they come into contact and which they are authorised to handle in the course of their work activities.

Your personal data may be disclosed to the following entities:

- Companies or other organisations we have hired to promote our services, e.g. web hosting companies, information technology providers;
- Our dealer network and other partners if necessary to provide you with a product or service;
- Relevant state administration bodies.

Your personal data shall not be transferred to third countries.

To ensure some specific processing operations that we are not able to provide ourselves, we use services and applications of processors specialised in the respective processing that comply with the GDPR.

This involves providers of the following platforms and services:

MailChimp, Ecomail – sending newsletters

Facebook – FB pixel

Google – Google Analytics

Google+, Pinterest, YouTube

We may also decide to use other applications or processors in the future to facilitate and improve the quality of the processing.

#### **V. Data Retention Period**

Your personal data shall always be processed by our company for as long as is strictly necessary considering the purpose of the processing, or for statutory or archiving periods, and, further, for as long as is necessary to assert any claims of our company against you, or to defend our company against claims asserted by you.

#### **VI. Your Rights to Protect Your Personal Data**

You have the right: to access your personal data; to request rectification of your personal data in accordance with the Personal Data Protection Act; and to withdraw your consent at any time by a written notice delivered to the Controller.

If you believe that we process personal data in violation of the protection of your private and personal life or in violation of the Personal Data Protection Act, in particular, if the personal data is inaccurate with respect to the purpose of processing, you are entitled to: require explanation from the Controller and/or lodge a complaint with the Office for Personal Data Protection (with its registered office at Pplk. Sochora 27, 170 00 Prague 7, email: [posta@uouu.cz](mailto:posta@uouu.cz), tel.: 00420 234 665 125).