

Consent to the Processing of Personal Data for Marketing Purposes

Dear Madam/Sir,

We would like to thank you for the trust you have placed in us by giving your consent to the processing of your personal data for the marketing purposes of Letiště Praha, a. s. (hereinafter "**Prague Airport**"). Detailed information on the processing of personal data, including information about your rights with regard to the processing of personal data, is provided in the following paragraphs.

Since the protection of personal data provided by you is crucial to us, we use only those procedures and means when collecting, processing and storing personal data that minimize the possibility of your personal data being abused.

In order to ensure the suitability of products offered and to avoid offering unsuitable products, we hereby request your consent to the processing of personal data in accordance with Article 6 (1) a) and Article 7 of Regulation (EU) No 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 the **GDPR**).

Your consent to the processing of personal data and profiling is given by actively ticking the appropriate checkbox.

Purpose of the Processing of Personal Data

We process your personal data to be able to provide you with services of the highest possible standard. The legal basis for the processing of your personal data is your consent, or from relevant legal regulations to the extent necessary for the performance of the fulfilment of the rights and obligations arising from said legal regulations.

Your personal data will be processed for the purpose of advanced marketing, including marketing activities connected with the provision of products and services by Prague Airport as well as by business partners of Prague Airport (cooperating third parties):

- Sending selected commercial communications or unaddressed commercial communications (newsletters) with offers of products and services by Prague Airport as well as with offers of products and services by business partners of Prague Airport. The presentation of new products and services, special offers and promotions may also be the subject of commercial communications distributed by means of electronic communication within the meaning of Act No. 480/2004 Coll., on Certain Information Society Services, as amended;
- Performing profiling, including marketing and behavioural advertising, to target customized marketing based on the customer's specific needs and requests, such as the selection of commercial communications, identified preferences, etc.;
- Inclusion in the marketing database of Prague Airport for profiling and direct marketing;
- Conducting market research in connection with the sale of products and services offered by Prague Airport as well as by the business partners of Prague Airport (cooperating third parties).

Prague Airport undertakes not to process your personal data in any manner that is incompatible with the above-stated purpose.

Extent of Personal Data

The data that Prague Airport may process based on your consent are as follows:

- name and surname;
- e-mail address;

- telephone number;
- date of birth;
- residence address;
- vehicle registration plate;
- IP address;
- MAC address of devices;
- socio-demographic data;
- information on the use of products and services;
- information from product and service requests;
- information from telephone conversation records or other communication between you and Prague Airport;
- geolocation data;
- information from the web browser you are using; and
- data we process for the purpose of fulfilling legal obligations applicable to Prague Airport or for the purpose of our legitimate interests.

The processing of your personal data may also include the use of cookies and other online identifiers and possible profiling based on additional information collected about you over time based on your shopping history and Prague Airport's website traffic (apart from cookies, this concerns data provided by your browser, the information on commercial communications displayed and products viewed, and your shopping history, which may also be available from your user account if you are registered with us, or other available behavioural or demographic data) so that Prague Airport is able to offer and provide you with products tailored to your needs and avoid offering you products that are of no interest to you. This will allow for more accurate personalization of the selection of products and information sent to you, including the sending of selected e-mails with recommendations and offers based on products previously viewed, as well as the sending of automated e-mails reminding you of the possibility to complete your order (if this process is interrupted).

Duration of the Processing of Personal Data

Your personal data will be processed by the controller for the duration your subscription to commercial communications (newsletters) sent by Prague Airport; in other cases, your data will be processed for a period of 10 years from the giving of consent. Prior to the expiry of this period, you will be contacted with a request to extend this period; if you do not agree to this, your processed personal data will be erased or made anonymous by Prague Airport after the expiry of this period.

Your personal data will also be erased if you revoke your consent. This erasure, however, does not apply to those personal data that are processed by the controller on grounds other than this consent. This is without prejudice to the processing of your personal data to the extent necessary to comply with obligations that arise from legal regulations.

Your consent to the processing of your personal data is given voluntarily. You are under no obligation to give your consent and no sanctions will be taken against you if you choose not to do so. Giving consent is by no means a pre-condition necessary for the use of the services and products offered by Prague Airport.

Automated Decision-Making and Profiling

Automated decision-making will not be used when processing your personal data.

Prague Airport will use profiling (a form of automated processing of a customer's personal data consisting of the use of personal data to evaluate certain personal aspects related to the customer; in particular, to analyse or estimate certain aspects concerning personal preferences and interests) to personalize product and service offers (targeted advertising). **If you object to profiling, Prague Airport will terminate such profiling in relation to you.**

Access to Personal Data and Their Protection

Access to your personal data will be provided only to Prague Airport as a personal data controller, its employees and, where applicable, to third parties – processors who provide adequate guarantees and who meet all requirements arising from the GDPR in relation to their processing. Such processors will adequately protect your rights and personal data and handle them in the manner customary for direct marketing. Such persons may include, in particular, those who are responsible for distributing commercial communications (newsletters) who will, however, have access to such data only to the extent necessary, for the period strictly necessary, and on the basis of a personal data processing agreement concluded for that purpose.

Prague Airport engages the following processors to process personal data for marketing purposes:

- UAB Mailerlite, Paupio St. 46, Vilnius, The Republic of Lithuania, registration code 302942057;
- ADVAM UK, Fairbairn Building, 70-72 Sackville Street, Manchester, M1 3NJ, UK.

Your personal data will be stored in a secure database and will be protected by standard procedures (encryption, passwords, authorized access, etc.).

Prague Airport declares that your personal data will not be transferred to any third countries or to any international organization.

Rights With Regard to the Processing of Personal Data

Prague Airport hereby informs you of your rights under the GDPR, in particular:

- **Right of access to personal data** (you have the right to obtain confirmation from Prague Airport as to whether or not it is processing your personal data – Article 15 of the GDPR);
- **Right to rectification** (you have the right to have Prague Airport correct your inaccurate personal data without undue delay, as well as the right to have incomplete personal data completed – Article 16 of the GDPR);
- **Right to erasure** (you have the right to have Prague Airport erase your personal data without undue delay if one of the grounds enumerated in Article 17 of the GDPR applies);
- **Right to restriction of processing** (you have the right to have Prague Airport restrict processing in the cases provided for in Article 18 of the GDPR);
- **Right to data portability** (you have the right to receive the personal data you have provided to Prague Airport in a structured, commonly used and machine-readable format and the right to transmit the data to another controller without hindrance from Prague Airport in the cases provided for in Article 20 of the GDPR);
- **Right to object** (you have the right to object at any time to the processing of your personal data for marketing purposes (sending commercial communications) pursuant to points (e) and (f) of Article 6(1) of the GDPR, including profiling based on those provisions under Article 21 of the GDPR). If you object to the processing of personal data, Prague Airport will not continue to process your personal data for such purpose;
- **Right not to be subject to any decision based solely on automated processing** (you have the right not to be subject to any decision based solely on automated processing, including profiling, which produces legal effect concerning you or similarly significantly affects you pursuant to Article 22 of the GDPR);
- **Right to lodge a complaint with a supervisory authority**, which is the Office for Personal Data Protection, with its registered office at Pplk. Sochora 727/27, 170 00, Prague 7.

All the above-stated rights may be exercised via electronic mail (e-mail) sent to: dpo@prg.aero. This e-mail address may be also used to request additional information regarding the above-stated rights. Similarly, the above-stated rights may also be exercised at the address of Prague Airport: K letišti 1019/6, Ruzyně, 161 00, Prague 6.

Withdrawal of Consent to the Processing of Personal Data

Prague Airport also hereby informs you that you have the right to withdraw your consent to the processing of your personal data for marketing purposes at any time without any limitation or adverse effects via electronic mail (e-mail) sent to: dpo@prg.aero. This address may be also used to request additional information regarding the above-stated rights. Similarly, the-above stated rights may also be exercised at the address of Prague Airport: K letišti 1019/6, Ruzyně, 161 00, Prague 6.

Prague Airport does not transfer personal data to any third parties for commercial purposes.

Data Protection Officer

All your inquiries, suggestions or other submissions relating to the processing of your personal data may be addressed to the data protection officer of Prague Airport:

Luboš Řádek, e-mail address: dpo@prg.aero.

Final Provisions

By giving your consent, you confirm that you are over 16 years of age.

Furthermore, you hereby confirm that the personal data provided are complete and correct and that you have been informed that personal data are provided on a voluntary basis. At the same time, you confirm that you give this consent freely, specifically and in an informed and unambiguous manner.

More information on the processing of personal data, including a description of each of your rights, can be found on the website of Prague Airport.

Letiště Praha, a. s.

K letišti 1019/6

P. O. Box 89

161 00 Prague 6

Tel: + 420 220 111 888

informace@prg.aero

information@prg.aero

www.prg.aero

Commercial Register

Municipal Court in Prague, Section
B, Insert 14003

Company ID Number: 28244532

Tax ID Number: CZ699003361