

## **PRIVACY POLICY**

The company **Smile Expo s.r.o.**, ID: 039 45 065, with its registered seat at Kaprova 42/14, Staré Město, 110 00 Prague 1, Czech Republic, registered in the commercial register maintained by the Municipal Court in Prague under the file no. C 240346, organises thematic exhibitions and in this connection it processes certain personal data of visitors of such exhibitions and therefore acts as a data controller towards such personal data.

By ticking the relevant box while making an order of a ticket for an exhibition, **you give the company Smile Expo s.r.o. your consent to the below described processing of your personal data** in the meaning of the art. 6 of Regulation 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 (General Data Protection Regulation).

### **1. Definitions**

- 1.1. “**identification data**“ means your name, surname, date of birth and address.
- 1.2. “**contact data**“ means your e-mail address and phone number.
- 1.3. “**personal data**“ means any piece of data or information that relates to a certain concrete natural person which is in connection with this information identified or which can be directly or indirectly identified on the basis of such information.
- 1.4. “**Controller**“ means the company Smile Expo s.r.o., ID: 039 45 065, with its registered seat at Kaprova 42/14, Staré Město, 110 00 Prague 1, Czech Republic, registered in the commercial register maintained by the Municipal Court in Prague under the file no. C 240346.
- 1.5. “**Expo**“ means an event organised by the Controller for which you buy from the Controller a ticket that allows you to attend this event.
- 1.6. “**processing**“ means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### **2. Scope of processing**

- 2.1. The Controller is authorised to process your personal data listed below:
  - a) your identification data;
  - b) your contact data;
  - c) your physical appearance captured in photographs or audiovisual recordings which will be made by the Controller or other authorised persons to document course of the Expo.

### **3. Purpose of processing**

- 3.1. The Controller is authorised to process your identification data only for the below specified purposes:
  - a) fulfilling obligations arising for the Controller out of the contract that has been concluded with the Controller on the basis of an order by you or another entity on whose behalf you are going to attend the Expo;
  - b) your identification for the purpose of verifying legitimacy of your entrance into the Expo;
  - c) fulfilling obligations arising for the Controller as the organiser of the Expo out of any relevant legal acts and regulations.
- 3.2. The Controller is authorised to process your contact data for the below specified purposes:
  - a) to send you your purchased tickets for the Expo;

- b) to be able to contact you in case of any changes of time or venue of the Expo;
  - c) to be able to inform you of any other relevant facts regarding the Expo which you should know;
  - d) to send you the Controller's e-mail newsletter and other advertising materials for its products and services.
- 3.3. The Controller is authorised to use photographs and audiovisual recordings which capture the course of the Expo and which capture your physical appearance only for marketing purposes (creation of leaflets, advertising videos etc.), i.e. to promote events organised by the Controller or its other products and services. In this connection you acknowledge and agree to the fact that you have no right for any reward or compensation for this use of your physical appearance.

#### **4. Duration of processing**

- 4.1. The Controller shall process your personal data until three years after the date of the Expo.

#### **5. Your rights**

- 5.1. In connection with the processing of your personal data you have the following rights:
- a) **the right of access** to your personal data;
  - b) **the right to rectification of your personal data** in case they are inaccurate;
  - c) **the right to withdraw this consent** to the processing of your personal data;
  - d) **the right to be forgotten, i.e. the right to have the Controller erase your personal data** if any of the following cases arises:
    - your personal data are no longer necessary for the above specified purposes;
    - you withdraw this consent to processing of your personal data;
    - your personal data are being processed unlawfully by the Controller;
    - your personal data must be erased in order to fulfil the Controller's legal obligation;
  - e) **the right to restriction of the processing of your personal data** if any of the following cases arises:
    - you contest the accuracy of the processed personal data;
    - the processing of your personal data is unlawful;
    - the Controller no longer needs your personal data for the given purposes;
  - f) **the right to data portability**, i.e. the right to receive your personal data which are processed by the Controller with the use of technical means (stores in an electronic register etc.) in a structured, machine-readable format.

#### **6. Cross-border processing**

- 6.1. The Controller will transfer your personal data for processing to the below specified cooperating entities which handle the processing of your personal data on the Controller's behalf. These entities are companies from countries outside the European Union that are bound by specific national regulation of protection of personal data in the given country.
- a) Smile-Expo LLC, a company incorporated according to the law of the Russian Federation, ID: 1137746393817, with its registered seat at 6 Barklaya str., bld. 5, of. 23r.1, Moscow, 121087, Russian Federation;
  - b) SMileS, Limited Liability Company, a company incorporated according to the law of the Russian Federation, ID: 1137746393696, with its registered seat at 10 Proletarsky Ave., office 702, Schelkovo, 141100, Moskva, Ruská federace;
  - c) Smile-Expo Limited Liability Company, a company incorporated according to the law of Ukraine, ID: 39183091, with its registered seat at 7 Budindustrii, of. 1, Holosiivskiy District, 01013, Ukraine.
- 6.2. The European Union has not issued a decision that the above mentioned countries ensure an adequate level of protection of your personal data yet, neither are there safeguards for the

processing mentioned by the European legislation. However, the Controller itself takes sole responsibility for the processing of your personal data conducted by these entities and will ensure that these entities will process your personal data entirely in accordance with the conditions set in this consent and that a strict confidentiality of your personal data is going to be maintained.

- 6.3. In case that you pay the price of your ordered tickets for the Expo by a debit/credit card, the Controller is forced to disclose some of your personal data (information about your card, date and amount of payment etc.) to the company which issued your debit/credit card (e.g. Visa Inc. or Mastercard Incorporated).

Please note that giving this consent is contractually required by the Controller and that you are not obligated to give this consent.

**By ticking the relevant box while making an order of a ticket for the Expo, you express your consent to the above described processing of your personal data by the Controller and you also express your consent to the transfer of your personal data to the entities specified above in the art. 6.1. for processing.**