

## Information on the processing of personal data

Livesport s.r.o. ("we", "our" or "us") respects the privacy of its users ("you" or "your"). This information about the processing of personal data ("Information") explains how we collect, use, disclose and protect your personal data in connection with our website flashsha.re ("Website"). We process your personal data in connection with your registration on Website and use of Website, regardless of whether you use the Website with a personal or business account, in connection with direct marketing, and in connection with the storage of HTTP cookies on your device.

### Identity and contact details of the controller

The controller of your personal data is the company Livesport s.r.o. with registered office at Bucharova 2928/14a, Stodůlky, 158 00 Prague 5, Aspira Business Centre, ID No.: 27433722, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 113331 (hereinafter referred to as the "Controller").

The contact details of the controller are as follows: delivery address Livesport s.r.o., with registered office at Bucharova 2928/14a, Stodůlky, 158 00 Prague 13, Aspira Business Centre, e-mail address [privacy@livesport.eu](mailto:privacy@livesport.eu), telephone +420 255 702 420.

We appointed a data protection officer whom you can contact in all matters relating to the processing of your personal data via [dpo@livesport.eu](mailto:dpo@livesport.eu).

In connection with your visit to the Website, the controller processes your personal data the following purposes:

1. ensuring the operation of the website Your access to it,
2. performing a contract between you and us (including evidence of performance of the contract) and to enable us to take steps prior to entering into such a contract in connection with your registration or login to Website,
3. to send commercial communications to you, as our customer, in accordance with applicable laws and regulations.

Details of the processing of personal data for these purposes can be found later in this document.

### Purpose 1: Ensuring the technical operation and security of the Website, including protection against abuse

<b>1. Details about processing</b>	<p>1.1. In connection with the use of the website, we process the following data (IP address, Geo IP, operating system data, type and version of your browser, and user settings of the website), which are collected automatically when you use the website.</p> <p>1.2. The provision of personal data is voluntary, but at the same time it is a prerequisite for the fulfilment of the said purposes of processing.</p>
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<p><b>2. Legal grounds for processing personal data</b></p>	<p>2.1. The legal basis for the processing of personal data for the purpose of operating the website is our legitimate interest in ensuring the technical operation of the website within the meaning of Article 6(1)(f) of 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) ("the <b>GDPR</b>").</p>
<p><b>3. Period of storage of personal data</b></p>	<p>3.1. Your personal data will be processed for a period of 1 month from the use of the Website.</p>
<p><b>4. Other recipients of personal data</b></p>	<p>4.1. Persons who provide technical activities for us, including persons providing us with hosting and software development services, and other companies in our group ("our group") may be other recipients of your personal data. In cases where we are required to do so by applicable laws and regulations, the relevant public authorities may also be additional recipients of your personal data for the purpose of fulfilling their legal duties.</p>
<p><b>5. Additional information</b></p>	<p>5.1. The purpose of the processing of the above personal data is to ensure the technical operation of the website, i.e. the proper and smooth functioning of the website and the related troubleshooting of reported technical errors and the subsequent optimization (prevention of errors in the future) of the website.</p> <p>5.2. We have carried out an assessment of whether it is possible to process your personal data for this purpose and we have also carried out the necessary proportionality test, which assesses the interests in protecting your rights and our interests. We have concluded that, in view of the fact that most of the personal data we process is available for other purposes, that we use pseudonymized identifiers, that the removal of defects is also in the interest of the website user, that the subsequent optimization of the website is in the interest of all website users, it does not appear to us that your interests or fundamental rights and freedoms to protect your personal data outweigh our legitimate interests as set out above.</p> <p>5.3. We do not intend to purposefully transfer your personal data to a third country (non-EU country) or international organization, however, some of our partners, such as the other recipients of personal data mentioned above, may be</p>

	<p>based in non-EU countries or store data on servers outside the EU. In such cases, there may be a "transfer of your data to third countries (to a country outside the EU)" within the meaning of the GDPR, including to countries for which the European Commission has not yet decided on adequate protection identical to EU law. In such cases, we will ensure that your personal data is processed and protected both in accordance with our standard privacy policy and through the appropriate safeguards set out in Article 46 of the GDPR.</p>
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**Purpose 2: Performing a contract between you and us (including evidence of performance of the contract) and to enable us to take steps prior to entering into such a contract in connection with your registration or login to Website**

<p><b>1. Details about processing</b></p>	<p>1.1. In connection with the contract we will process your identification data provided within the registration process, information about your relation to a third person and/or website, that you provided to us when you created your account, records concerning date of registration and termination of your account, and records about your log ins and attempts of login, records of the use of the tool for creating graphic visuals available on the Website, a pseudonymized identifier to monitor the operation of your account on Website and report technical faults and other pseudonymized identifiers that we have put in place to protect you, and if you have chosen to register or log in to Website through your existing account with a third party (e.g. Gmail), we also process your name and third party generated pseudonymized identifier provided by such authorized third party for logging in.</p>
<p><b>2. Legal grounds for processing personal data</b></p>	<p>2.1. Processing is necessary for the performance of a contract between you and us or to enable us to take steps prior to entering into such a contract within the meaning of Article 6(1)(b) of the GDPR.</p>
<p><b>3. Period of storage of personal data</b></p>	<p>3.1. We will retain your personal data the longest for one (1) calendar year after the year in which your service contract is terminated.</p>

<p><b>4. Other recipients of personal data</b></p>	<p>4.1. Persons who provide technical activities for us, including persons providing us with hosting and software development services, and other companies in our group may be other recipients of your personal data. In cases where we are required to do so by applicable laws and regulations, the relevant public authorities may also be additional recipients of your personal data for the purpose of fulfilling their legal duties.</p>
<p><b>5. Additional information</b></p>	<p>5.1. We do not intend to purposefully transfer your personal data to a third country (non-EU country) or international organisation, however, some of our partners, such as the other recipients of personal data mentioned above, may be based in non-EU countries or store data on servers outside the EU. In such cases, there may be a "transfer of your data to third countries (to a country outside the EU)" within the meaning of the Regulation, including to countries for which the European Commission has not yet decided on adequate protection identical to EU law. In such cases, we will ensure that your personal data is processed and protected both in accordance with our standard privacy policy and through the appropriate safeguards set out in Article 46 of the GDPR.</p>

**Purpose 3: to send commercial communications to you, as our customer, in accordance with generally binding legal legislation**

<p><b>1. Personal data processed</b></p>	<p>1.1. In connection with this purpose, we will process your name and surname and email, you provided to us when you created account.</p>
<p><b>2. Legal grounds for processing personal data</b></p>	<p>2.1. Processing is necessary for the exercise and protection of our legitimate interests within the meaning of Article 6(1)(f) of the Regulation.</p>
<p><b>3. Period of storage of personal data</b></p>	<p>3.1. Your personal data will be processed by us for a period of one (1) calendar year after the year in which your service contract terminates, but no longer than until you object or make any other similar request to the processing of personal data for the purpose of sending commercial</p>

	communications by us, including exercising your right to erasure of personal data.
<b>4. Other recipients of personal data</b>	4.1. Persons who provide technical activities for us, including persons providing us with hosting and software development services, and other companies in our group may be other recipients of your personal data. In cases where we are required to do so by applicable laws and regulations, the relevant public authorities may also be additional recipients of your personal data for the purpose of fulfilling their statutory duties.
<b>5. Additional information</b>	<p>5.1. We have carried out an assessment of whether it is possible to process your personal data for this purpose and we have also carried out the necessary proportionality test, which assesses the interests in protecting your rights and our interests. We have concluded that, in view of the fact that most of the personal data we process is available for other purposes, that we use your contact details you share with us, it does not appear to us that your interests or fundamental rights and freedoms to protect your personal data outweigh our legitimate interests as set out above.</p> <p>5.2. We do not intend to purposefully transfer your personal data to a third country (non-EU country) or international organization, however, some of our partners, such as the other recipients of personal data mentioned above, may be based in non-EU countries or store data on servers outside the EU. In such cases, there may be a "transfer of your data to third countries (to a country outside the EU)" within the meaning of the Regulation, including to countries for which the European Commission has not yet decided on adequate protection identical to EU law. In such cases, we will ensure that your personal data is processed and protected both in accordance with our standard privacy policy and through the appropriate safeguards set out in Article 46 of the Regulation.</p>

**YOUR RIGHTS**

We use organizational, technical and factual security measures to protect your personal data in accordance with applicable laws and regulations.

In connection with the processing of your personal data, you may exercise the following rights under the terms of the GDPR.

**Right of access.** Simply put, you have the right to know what data we process about you, for what purpose, for how long, where we obtain your personal data, to whom we transfer it, who processes

it apart from us, and what other rights you have in relation to the processing of your personal data. You can find out all of this in this Privacy Notice. However, if you are unsure which personal data we process about you, you can ask us to confirm whether or not personal data relating to you is being processed by us and, if so, you have the right to access that personal data. As part of your right of access, you may ask us for a copy of the personal data we are processing, and we will provide you with the first copy free of charge and subsequent copies at an adequate charge.

**The right to request rectification of personal data.** If you find that the personal data we process about you are inaccurate or incomplete, you have the right to have it corrected or completed without undue delay.

**The right to request the erasure of personal data.** In some cases, you have the right to have your personal data erased if:

- we no longer need your personal data for the purposes for which we processed it,
- you withdraw your consent and there is no further legal basis for the processing,
- you exercise your right to object to the processing in respect of personal data that we process on the basis of our legitimate interests and we find that there are no overriding legitimate grounds for such processing, or
- if it turns out that the processing of personal data carried out by us is no longer in accordance with applicable laws and regulations.

**The right to request restriction of the processing of personal data.** In some cases, in addition to the right to erasure, you may exercise the right to restrict the processing of personal data. This right allows you in certain cases to request your personal data to be marked and not to be subject to any further processing operations for a period of time. We must restrict the processing of personal data when:

- you dispute the accuracy of the personal data before it is established what data is correct,
- we process your personal data without sufficient legal grounds, but you refuse deletion of the data and instead request a restriction of their use,
- we no longer need your personal data for the abovementioned purposes, but you require it for the establishment, exercise or defense of your legal claims, or
- you object to the processing. For the period of time that we investigate whether your objection is justified, we are obliged to restrict the processing of your personal data.

**Right to withdraw consent to the processing of personal data.** You may withdraw the consent to the processing of personal data that you have previously provided to us at any time without giving any reason. In this case, we will delete your personal data if we do not need the data for other purposes. However, this does not apply in cases and to the extent that consent to processing is not the legal basis for the processing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing carried out on the basis of your previously given consent prior to its withdrawal by you. **You may withdraw your consent by emailing to [privacy@livesport.eu](mailto:privacy@livesport.eu).**

**Right to portability of personal data.** You have the right to obtain from us all your personal data that you have provided to us and that we process on the basis of the performance of a contract or your consent. We will provide you with your personal data in a structured, commonly used and

machine-readable format. In order to enable us to easily transfer the data at your request, it may only be data that we process automatically in our electronic databases. Therefore, we cannot always and under all circumstances transfer to you in this form data that we keep in paper form.

**Right to object to processing.** You have the right to object to the processing of your personal data that occurs in accordance with our legitimate interest. We will not further process your personal data unless our legitimate interest for compelling reasons overrides your interests or rights.

**The right to lodge a complaint with the supervisory authority.** Exercising your rights in the above manner also does not affect your right to file a complaint with the Office for Personal Data Protection, which is located at Pplk. Sochora 27, 170 00 Prague 7, Czech Republic.

For all matters related to the processing of your personal data, whether it is an enquiry, exercising a right, lodging a complaint or anything else, you can contact our email address [privacy@livesport.eu](mailto:privacy@livesport.eu).

We will process your request without undue delay, but within one month at most. In exceptional cases, in particular due to the complexity of your request, we are entitled to extend this period by a further two months. We will, of course, inform you of any such extension and the reasons for it.