

## **PERSONAL DATA PROCESSING POLICY**

### **Table of Contents**

<b>1. Personal Data Controller .....</b>	<b>2</b>
<b>2. Lawfulness of Personal Data Processing .....</b>	<b>2</b>
<b>3. Definition of Personal Data .....</b>	<b>2</b>
<b>4. Purposes of Personal Data Processing.....</b>	<b>3</b>
<b>5. Source of the Personal Data .....</b>	<b>11</b>
<b>6. Consent to the Provision of an Email Address.....</b>	<b>12</b>
<b>7. Correctness of the Personal Data.....</b>	<b>12</b>
<b>8. Processors.....</b>	<b>12</b>
<b>9. Third Party Access .....</b>	<b>13</b>
<b>10. Processing Period .....</b>	<b>13</b>
<b>11. Form of Processing and Securing.....</b>	<b>14</b>
<b>12. Type of Processing.....</b>	<b>15</b>
<b>13. Automated Decision-Making.....</b>	<b>15</b>
<b>14. Consent Withdrawal .....</b>	<b>15</b>
<b>15. Data Protection Officer .....</b>	<b>15</b>
<b>16. Information about the Data Subject's Rights.....</b>	<b>15</b>
<b>17. Change of Personal Data .....</b>	<b>17</b>
<b>18. Recipients .....</b>	<b>17</b>
<b>19. Cookies .....</b>	<b>18</b>
<b>20. Policy updates.....</b>	<b>18</b>
<b>21. Place of Exercise of Rights .....</b>	<b>18</b>
<b>22. Version of the Personal Data Processing and Privacy Policy.....</b>	<b>19</b>

## **1. Personal Data Controller**

Controller of the personal data is Bestsport, a.s., with registered seat at Prague 9, Českomoravská 2345/17a, 190 00 Prague, ID No.: 24214795, registered in the Commercial Register administered by the Municipal Court in Prague, Section B, File No. 17875 (hereinafter referred to only as the "**Bestsport, a.s.**" or also "**Controller**"). The Controller is, among other things, the operator of

- so-called **O<sub>2</sub> arena** (i.e., parts of building No. 2345, on plot no. 3343/35, cadastral area Libeň, at the address Českomoravská 2345/17a, Prague, 190 00),
- so-called **O<sub>2</sub> universum** (i.e., parts of building No. 2345, on plots no. 3343/32, 3343/109, and 3343/110, cadastral area Libeň, at the address Českomoravská 2345/17, Prague, 190 00),
- so-called **Parking House** (i.e., building No. 2422, on plot No. 3344/36, cadastral area Libeň, Prague, 190 00),
- and the operator of a part of the premises of so-called **Forum Karlín** (i.e., the building on the plot No. 408, cadastral area Karlín, at the address Pernerova 51, Prague, 186 00), or possibly (usually gastronomy) facilities at other locations.

(O<sub>2</sub> arena, O<sub>2</sub> universum, Parking House, and Forum Karlín are hereinafter collectively referred to as "**Buildings**").

## **2. Lawfulness of Personal Data Processing**

Personal data is collected and processed by the Controller in accordance with the legal regulations governing the area of personal data protection, in particular Act No. 110/2019 Coll., on the processing of personal data, as amended (hereinafter only the "**Act**"), Act No. 480/2004 Coll., on some services of the information society, as amended, and Regulation (EU) 2016/679 of the European Parliament and of the Council 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), as amended (hereinafter only the "**GDPR**").

## **3. Definition of Personal Data**

The Controller collects personal data communicated to it directly by the data subject, either on the basis of consent or in connection with the conclusion of a contract between the data subject and the Controller or another legal act performed between the data subject and the Controller, as well as personal data obtained through the CCTV system in the Buildings and their surroundings, and

personal data obtained during visits to the Buildings or personal data obtained from public registers. The personal data processed in this manner usually includes **name, surname, email address, contact details (telephone, mobile phone, address, contact address/registered office), photographs** for the purpose of entry into the system in the event of repeated access to any of the Buildings, in the case of camera recordings **photographs or other visual record** of the data subjects, and in the case of purchases by the data subject also **information about such purchase (in particular, type of goods/service, price, quantity, payment method), or other personal** data that the data subject provides to the Controller, such as **gender or date of birth** (hereinafter also the "personal data").

#### **4. Purposes of Personal Data Processing**

Personal data is processed by the Controller for the following purposes and based on the following titles:

##### *a. Purchase of goods/services from the Controller:*

in case of **purchase of goods/services** of the Controller, the purpose is to fulfill the contract, or to communicate operating and other information regarding the purchased goods/services necessary for the use of the goods/service, based on the **concluded contract**; the purpose may also include sending operating and informational communication regarding the operation of Buildings (e.g., information on security measures for events, etc.); the purpose may also include the internal needs of Bestsport, a.s., primarily for the protection of rights and legitimate interests of Bestsport, a.s., for creating statistics and analyses, improving and enhancing the quality of services and possibly adapting them, for analyzing business opportunities, etc.; In case of purchase of goods/services from the Controller, providing personal data is a prerequisite for concluding a valid contract, without which the contract cannot be concluded; in case of purchase of goods/services from the Controller, **personal data is also processed for the purpose of** sending newsletters (marketing communication) such as **direct marketing**; the data subject has the right to object at any time to the Controller free of charge against the processing of personal data for direct marketing purposes conducted without consent, using the contacts provided below;

This usually involves personal data such as name, surname, email, telephone number, purchased goods/services (type, price), and may also include city of residence or gender;

##### *b. Purchase of goods/services through ticket vendors*

in case of purchasing goods/services from ticket vendors, whose fulfillment/realization occurs in the Buildings, but these are not goods or services of the Controller, the customer may grant the Controller consent with the processing of personal data by the Controller **on the websites of the Controller's ticket operator** (a company selling, among other things, tickets or services for events held in the Buildings of O2 arena, O2 universum, or Forum Karlín), where in case of granting consent, the purpose of processing personal data is to send marketing communications and news in the field of the Controller's business, based on the **consent with this processing**; the purpose may also include sending operational and informational messages regarding the operation of the Buildings (e.g., information on security measures for events, etc.), statistical evaluation of visitors to events held in the Buildings, and other analytical evaluations for the purposes of the Controller; the personal data is provided by the data subject for this purpose **voluntarily** and consent is not a prerequisite for providing any service or sale of goods by the Controller or a third party;

This usually involves personal data such as name, surname, email, telephone number, purchased goods/services (type, price), and may also include city of residence or gender;

*c. Camera recording:*

in case of **monitoring the premises** (Buildings) and the vicinity of the premises (Buildings) of the Controller, the purpose is to protect the property, safety, and other protected interests of the Controller, Controller's employees, and other persons located at these places (including event organizers); provision of such personal data is a prerequisite for entry into the Buildings and its surroundings and the reason for this are the **legitimate interests of the Controller**;

Recording is announced by graphic signage at the locations where it occurs, but this usually involves the entire outer perimeter around the Buildings on the Controller's property, as well as the public areas of the Buildings and selected backstage areas of the Buildings;

The recording is also made by means of personal cameras used by the organizing service staff for the purposes of protecting the rights of third parties and the legitimate interests of the Controller, maintaining order and proper organization of the event or as a means of evidence for the purposes of filing complaints in the event of escalating situations between spectators or between spectators and the organizing service or other employee of the Controller during the events or before or after them, when the manager of the organizing

service has a personal camera with them, which they turn on to deal with critical situations; only the Controller's head of security has access to the recordings; the recordings are encrypted;

Visual recording is processed in the form of photographs or video;

For the camera recordings, see the separate tab on the page <https://www.o2arena.cz/pro-navstevniky/ochrana-soukromi> or <https://www.o2universum.cz/pro-navstevniky-2/ochrana-soukromi/>

*d. Newsletter:*

in the case of **provision of an email address for sending a newsletter on the Controller's website** or within the Application, the purpose of processing consists in the use of the provided email **for the benefit of the Controller for marketing purposes** - sending marketing communications (including offers of products and services) and news from the Controller's business, in particular information about events, future and past, held or planned in the Controller's premises (in particular in the Buildings) and offers related to such events (e.g., offering catering or drinks for such events, competitions related to events, etc.); offering products and services and sending marketing communications according to this paragraph includes sending commercial communications via the provided data (email); the email address is provided by the data subject for this purpose voluntarily and consent is not a prerequisite for the provision of any service or sale of goods by the Controller.

The email address of the data subject is processed; in the case of a newsletter subscribed to in the Application, the first name, surname and, if applicable, the date of birth may also be processed if the data subject has entered it;

*e. Live transmission from the event to screens in the Buildings:*

in the case of **live transmission** to the screens, the purpose is to provide customer service at selected events - live transmission from the auditorium to large screens inside the hall, used to provide performances such as entertainment during breaks, etc.; the provision of this personal data is a prerequisite for access to certain Buildings and the reason for **the legitimate interests of the Controller**; the live transmission is always implemented to comply with Act No.89/2012 Coll., the Civil Code, as amended (hereinafter referred to as CC); no recording is made during live transmissions to the screens in the lobby;

*f. Live media coverage of the event:*

from time to time, live media coverage may occur in the Buildings conducted by the event organizer or one of the event's media partners; in such cases, visitors to the Buildings will be informed in advance; if a recording is made at the same time, the conditions according to section g below shall apply;

*g. Record from events:*

In the case of creating **records from events**, the purpose is the legitimate interest of the Controller as (i) the operator of the Buildings or (ii) as the organizer of the event, namely to capture the artistic performance, mood, and atmosphere in the audience, to promote the given event or future events, and other commercial use of such records by the Controller, whereby processing may occur, for example, on the Controller's social media, the Controller's website, in a magazine published by the Controller, and other media; such records are made from each event held in the Buildings of the O2 arena, O2 universum, and Forum Karlín, and information about the recording is usually stated next to the visitor rules also at the respective event, if the event is organized by a person different from the Controller, on the event's site ([www.o2arena.cz](http://www.o2arena.cz) or [www.o2universum.cz](http://www.o2universum.cz) or [www.forumkarlin.cz](http://www.forumkarlin.cz)); the provision of the personal data is a condition for entry into the Buildings of the O2 arena, O2 universum, or Forum Karlín for the purpose of viewing the respective event and thus concluding a contract on the sale of a ticket to the given event; records are made in accordance with the Civil Code, particularly in the sense of Sections 88 and 89 of the Civil Code for reporting and artistic purposes and the protection of the Controller's rights;

*h. Visit to the Buildings:*

in the case of **visiting the O2 arena or O2 universum through the staff reception** (i.e., for the purpose of visiting one of these Buildings outside of event times) without using a ticket, when using a (temporary) access card, the purpose is the protection of property, security, and other protected interests of the Controller; the provision of these personal data is a prerequisite for entry into the O2 arena or O2 universum Building after the issue of a (temporary) access card and is usually due to the **legitimate interests of the Controller** – without providing the stated data, entry to the mentioned Buildings may be denied;

The name, surname, employer/company name are processed;

*i. Use of the web form/sending an email to [web@bestsport.cz](mailto:web@bestsport.cz):*

in the case of **use of the web form** on the website of the Controller, or by sending an email in relation to the categories listed below to web@bestsport.cz, the purpose of processing of personal data is the provision of a service to the data subject by the Controller - providing information, processing a request, processing a complaint, processing a request for services, etc., whereby:

- i. in the case of the categories Tickets, Program and Concerts, this usually involves processing a complaint or providing information on a specific event held in the O2 arena, O2 universum or Forum Karlín (information on the time of the event, ticket price, identification of the event organizer, etc.);
- ii. in the case of the category Lease of Premises, VIP Rental Products, it usually involves processing inquiries for the lease of premises or VIP products in Buildings;
- iii. in the case of the Lost and Found, Miscellaneous categories, it is usually the handling of a request/claim/suggestion from the data subject;

The provision of personal data is in any case **voluntary** on the part of the data subject, both in terms of the provision of such data and the scope of the personal data provided; the reason for the processing is thus **the fulfilment of a contract or the legitimate interests of the Controller**;

Typically, the processing involves the email address, along with the first name, last name, and other contact information;

*j. **Commercial contractual relationships:***

in the case of **commercial contractual relations** between the Controller and the supplier/customer, the purpose is the performance of the contract, or the communication of operational and other information for the performance under the contract, based on the **contract concluded or being concluded**; the purpose may also be the internal need of Bestsport, a.s., especially for the protection of the rights and legitimate interests of Bestsport, a.s., for the creation of statistics and analyses, for the improvement and increasing the quality of services and, where appropriate, their adaptation, for analyses of business opportunities, etc.; the provision of the personal data of the persons authorized to act and sometimes also of contact persons is a prerequisite for the conclusion of a valid contract, without which the contract cannot be concluded;

Usually, the following information is processed: name, surname, employer/business company, contact details (partner's address, email, telephone number), position;

*k. Request by the data subject:*

in the case of a **request by the data subject** to the Controller, the purpose of the processing of personal data is the performance of the Controller's obligations in the sense of GDPR and other regulations, and the recording of the fulfillment of such obligation in accordance with applicable regulations. The personal data provided by the data subject is processed, usually within the scope of first name, last name, contact (email, phone, address), as well as the methods and date of delivery of the request, and the method and date of its resolution, and possibly other data necessary for the identification of the request and its processing in compliance with applicable regulations;

*l. Employment law area (job applicants, etc.):*

in the case of negotiations on concluding an employment relationship, the purpose of the processing of personal data is to process the application necessary for concluding an employment relationship, whereby personal data provided by the data subject is processed, usually in the scope of name, surname, contact (email, telephone, address), education, previous experience and other relevant data provided by the data subject;

The Controller's employees are informed about the processing of personal data for the purposes of employment with the Controller through separate information.

*m. Satisfaction questionnaires:*

in the case of providing data to satisfaction/service evaluation questionnaires, the purpose is **to evaluate performance** which the Controller provided to its partners (whether as part of the performance for corporate clients or to spectators of events in the Controller's Buildings); if consent is also granted for this provision, the purpose is also to send marketing communications and news from the Controller's business, based on **consent to this processing**; in this case, the purpose may also be to send operational and informational messages regarding the operation of the Buildings (e.g., information about security measures for events, etc.);

The email address is provided by the data subject for this purpose voluntarily and consent is not a prerequisite for the provision of any service or sale of goods by the Controller;

*n. Application:*

in the case of providing data to the Application operated by the Controller, the **purpose of providing the data is the performance of the Controller for the registered account of the data subject (for unregistered users, the performance provided by the Controller in the Application is limited)**; in the event that consent is also given for this provision, the purpose is also the sending of marketing communications and news from the Controller's business area, based on the **consent to this processing**; the purpose in this case may also include sending operational and informational communications regarding the operation of Buildings (e.g., information on security measures for events, etc.); for registration purposes, it is necessary to provide an email address, first name, and last name; other data are voluntary; within the Application, it is possible to use the account without registration and without providing personal data; more detailed information on the processing of personal data is provided in the personal data processing policy, which is available within the Application.

*o. Notices pursuant to the provisions of Act No. 171/2023 Coll.*

the purpose of processing is to maintain an internal reporting system and fulfill other legal obligations under generally binding legal regulations by the Controller, in particular under Act No. 171/2023 Coll., as amended, and to protect the rights and legitimate interests of the Company (e.g., proper and effective handling of notifications, detection of illegal acts, proof of compliance with a legal obligation)

Identification and contact data (e.g., name, surname, date of birth, address of residence, contact address), data contained in the notification or related to the notification are provided, and data on the handling of the notification and its outcome and other personal data in the notification or in connection with it are further processed

*p. Competitions*

from time to time, the Controller may announce a competition, in which case it may be necessary to provide personal data in order to participate in the competition; unless otherwise stated in the competition terms, the provision of

personal data is voluntary in the sense that failure to provide it means a decision not to participate in the competition; personal data thus provided will be processed for the purpose of evaluating the competition, handing over any prizes, resolving any issues and complaints, and protecting the rights of the Controller and the data subject; unless otherwise stated in the competition terms, the Controller is entitled to publish information that the competition has been held and who won it, unless the data subject objects to this;

Usually the name, surname, contact details (telephone, email), reaction to the competition are processed; in the case of publishing the winner's identity, this may also include a photograph or other visual or audio-video recording (especially from the prize handover);

*q. Social networks*

in the case of **using social networks**, on which there is interaction between the Controller and the users of the given network, the processing of personal data is carried out by the operators of social networks; the Controller processes personal data from social networks separately only if there is direct interaction between the user of the network and the Controller on the social network, or, for example, a competition is announced by the Controller on the social network (see point p above), the user inquires or complains to the Controller, etc. For these direct processing activities, the relevant conditions set out in this article shall apply as if it were a use outside the social network;

*r. Accreditation and access logs*

in the case of **issuing accreditations and using electronic means of access and movement within the Buildings or in their surroundings** (accreditation cards, chips, keys), processing of personal data is conducted for the purpose of protecting the rights and legitimate interests of Bestsport, a.s., particularly the property, life, and health of persons in the Buildings and their surroundings; with regard to the reason for this processing, more detailed information is provided in the lease agreements to tenants or, where applicable, to Employees in the information obligation of the Controller as an Employer;

*s. Vehicle entry into the Controller's parking zones*

in case of entry into the Controller's parking zones (Parking House, parking space in front of O2 arena a) the registration plate of the entering vehicle is processed for the purpose of fulfilling the contract between the data subject and the Controller;

*t. Deposit*

in the case of **return of an item taken from the deposit in the event of loss of the ticket or after storage after the termination of the deposit operation**, processing of personal data is carried out for the purpose of fulfilling the contract and protecting the rights and legitimate interests of Bestsport, a.s. and third parties, in particular property; the data is provided as a condition of the performance offered with regard to its nature (handover of the received item)

*u. Miscellaneous*

in case the Controller processes personal data for **other purposes** than stated above, the data subject or their representative (e.g., employer) is informed in advance (e.g., in the contract).

## **5. Source of the Personal Data**

Source of the personal data is:

- a. **data subject** (whether directly through communication to the Controller or their activities on social network profiles managed by the Controller or through cookies if allowed by the data subject or, for example, through email or a web form on the Controller's website);
- b. **employer of the data subject** (e.g., when communicating the contact details of its employees) or another intermediary of the data subject's personal data who communicates them with the knowledge/consent of the data subject;
- c. **the camera system in the establishments of Bestsport, a.s.** (Buildings) and the vicinity of Bestsport's establishments (Buildings) recording footage;
- d. **cameras of Bestsport, a.s. as the operator of the Buildings or the event organizer, when recording an event held in one of the Buildings;**
- e. **vehicle license plate readers;**
- f. **public registers of entrepreneurs** (commercial register, trade register, VAT register, land registry database, and other professional publicly available registers).

## **6. Consent to the Provision of an Email Address.**

If the personal data is processed on the groundwork of consent given by the data subject in electronic form - by provision of an email address at the Controller's website, it is necessary to enter the email address in relevant field, tick the consent including the information about this policy in the appropriate box, and confirm in the received email message that the email address was entered by the authorized person. If the specified email address is not confirmed via the provided link within the stipulated period, the entered email address will not be registered in the Controller's database or otherwise processed.

## **7. Correctness of the Personal Data**

By entering and providing personal data to the Controller (e.g., on the websites [www.o2arena.cz](http://www.o2arena.cz) / [www.o2universum.cz](http://www.o2universum.cz) / [www.forumkarlin.cz](http://www.forumkarlin.cz), when purchasing goods or services, etc.), the provider of personal data confirms the legitimacy to provide such personal data as well as its accuracy and completeness.

## **8. Processors**

The Controller may assign processing of personal data, incl. distribution of commercial messages on behalf of Bestsport, a.s. to external entities, which provide the Controller with administrative or professional and/or technical support, or which carry out marketing, business or other specific activity (hereinafter referred to as the "**Processors**"); these external entities are contractually bound to comply with the principles of personal data processing in accordance with GDPR and other applicable legal regulations in the same way as Bestsport, a.s. The Controller uses the services of Processors within the meaning of this policy for

- a. marketing services and communication, taking photos and videos, operating social networks and websites, operators of social network tools and websites;
- b. accounting system operation (technical support);
- c. support for IT systems and tools used by the Controller, including the cloud, the technical operator of the Application;
- d. organizational and security services, camera system operation;
- e. ticketing services;
- f. legal, payment, tax and accounting services;

Processing by the processors takes place in the member states of the European Union or so-called safe countries. The transfer and processing of personal data to

countries outside the European Union always takes place in accordance with applicable legislation.

## 9. Third Party Access

Personal data may also be disclosed by the Controller to public authorities for reasons stipulated by law and, to the extent necessary, also to other entities for the protection of the Controller's rights (e.g., courts, law enforcement authorities, etc.). The usual recipients of the personal data are listed below.

## 10. Processing Period

Personal data is processed by the Controller

- a. unless otherwise stated in the consent, then for a period of **until the end of the calendar year in which five years have passed since the consent was granted** (or from the renewal of consent, if consent is provided repeatedly), if the processing is based on consent to the processing of personal data, or until the data subject withdraws their consent, if they do so before the previously specified period expires;
- b. for a period determined with regard to the purpose of personal data processing, to the extent necessary, in case the personal data is processed under a title other than consent (in particular, for the term of the contract and subsequently for the time to claim rights under the liability for defects or warranty for goods or services purchased from the Controller (usually two years), for the period of exercise of the Controller's rights towards its debtors (usually three years), retention of tax documents for the administration of taxes (usually ten years), etc., unless otherwise stipulated below;
- c. for a maximum period of **21 calendar days in the case of camera recordings** monitoring the establishments of the Controller (Building) or the surroundings of the establishments of the Controller (Building), or, as the case may be, **120 hours in the case of the Building - Parking House** (see separate information on camera recordings) or the time of the incident;
- d. for a period of 20 years in the case of recordings made from an event organized by Bestsport, a.s. as the event organizer;
- e. for the period necessary to process a request that was delivered to the Controller via a web form on the Controller's website, but no more than 5 years from the time such data was provided, unless otherwise stated in the relevant form (see point b above);
- f. for a period until the end of the calendar year in which **three years** have elapsed **from the date of the Event** for which the data subject purchased a ticket or service, in relation to personal data processed **for the purpose of direct marketing** when purchasing goods or services from the Controller,

unless such data is provided based on consent (in such case, the period mentioned above applies);

- g. for a period of **four years from the date of sending the complete response to the request** the data subject in relation to the Controller in the sense of exercising the data subject's rights under the GDPR (e.g., a request for information about what data the Controller processes, etc.);
- h. for the duration of the vehicle's stay in the Controller's parking zones in the case of one-time entries and a maximum of one month thereafter, or, as the case may be, for the duration of the rental contract for a parking space in the case of long-term parking permits for parking in the Controller's parking zones;
- i. for a period of **two months after the end of the selection procedure** to fill a job position or two months after sending a CV without a selection procedure in the case of sending a CV to Bestsport, a.s., unless consent for longer processing is granted; the name, surname, and position for which the data subject unsuccessfully applied or did not take up the position are processed for three years from the moment they were communicated to Bestsport, a.s. by the data subject;
- j. for a period of **six months in the event of providing data for visiting the Building or a temporary entry card for the purposes of visiting the Buildings (not a standard accreditation card)**;
- k. for a duration of 60 months in the event of providing data for the issuance of accreditations;
- l. for a period of three years from the release of the item in the case of data processing for the purpose of releasing the item taken from the deposit;
- m. for the period specified in the data processing policies within the Application, but not exceeding 42 months from the last login to the Application, unless there is a reason for extended processing due to the initiation of any proceedings, in which case the processing period may be extended, but not beyond an additional 2 years from the final conclusion of such proceedings.

After the expiration of the authorized processing period, such as the termination of this service or upon request in justified cases, the Controller will cease processing personal data unless there is another reason for processing, and any personal data stored by the Controller or Processor will be disposed of in accordance with applicable legal regulations.

## **11. Form of Processing and Securing**

Provided data is processed by the Controller both automatically and manually with the possibility of its mechanical processing, safely, in accordance with the technical and security mechanisms that ensure the maximal possible protection

of the processed data (especially against unauthorized access or transmission, against loss or destruction or other misuse).

## **12. Type of Processing**

Personal data will be processed in particular by collecting, sorting, recording, organizing, structuring, storing, adapting, altering, searching, viewing, will be used, accessed (including accessing by transmission), distributed, combined, limited, destroyed, deleted, etc.

## **13. Automated Decision-Making**

The Controller does not perform automated decision making, including profiling, which would have legal effects for the data subject or have a significant impact on the data subject. Automated processing with profiling elements may only be carried out when newsletters (marketing communications) are sent based on a previous purchase of goods/services from the Controller or the Controller's ticket operator, and only to the extent of sending newsletters about similar products of the Controller that the data subject purchased from the Controller or ticket operator.

## **14. Consent Withdrawal**

**The given consent can be withdrawn at any time, with effects for the future.** The consent withdrawal can be done in writing by sending a written consent withdrawal notice to the Controller at the address provided below (see Article **Error! Reference source not found.**) or electronically, by sending an email to the email address [osobniudaje@bestsport.cz](mailto:osobniudaje@bestsport.cz). **In the case of newsletters (marketing communications), an alternative method for withdrawing consent is provided directly within the newsletter.**

## **15. Data Protection Officer**

The Controller has appointed a Data Protection Officer. Data subjects may contact the Data Protection Officer electronically at [poverenec@bestsport.cz](mailto:poverenec@bestsport.cz) or at the Controller's address listed below (see Article 21).

## **16. Information about the Data Subject's Rights**

Data subjects have the following rights that they can exercise with the Controller (see Article 21):

### **a) Right of access to personal data:**

The data subject has the right to request what personal data about the data subject the Controller processes. Upon request, the Controller will provide copies of the processed personal data in accordance with legal regulations. This right to obtain a copy must not adversely affect the rights and freedoms of other persons. The Controller may, in certain cases and in accordance with legal regulations, request reimbursement of expenses associated with providing this information or refuse such a request.

**b) Right to correction:**

The data subject may request the Controller to correct any inaccurate or incomplete personal data regarding the data subject that they process.

**c) Right to deletion:**

The data subject may request the Controller to delete the personal data of the data subject if one of the following situations occurs:

- i. personal data are no longer needed for the purposes for which it was collected or otherwise processed;
- ii. the data subject has withdrawn its consent, based on which the personal data of the data subject was processed and there is no further legal reason for processing of such data;
- iii. the data subject has objected against being the subject of a decision making based on the automated processing of the data subject's personal data and there are no overriding legitimate reasons for such processing, or the data subject has objected to the processing of personal data of the data subject for direct marketing purposes;
- iv. personal data of the data subject has been processed unlawfully;
- v. personal data of the data subject must be erased in order to comply with a legal obligation stipulated by laws of the European Union or the Member State to which the Controller is subject;
- vi. personal data of the data subject was collected exclusively in connection with offer of information society services.

**d) Right to limit the processing:**

The data subject may request the Controller to limit processing of personal data of the data subject if one of the following situations occurs:

- i. the data subject has denied the accuracy of the data subject's personal data, for the time necessary for the Controller to verify the accuracy of the personal data;
- ii. processing of the data subject's personal data is unlawful, but the data subject refuses deletion of such data and instead requests that its limited use;
- iii. the Controller no longer needs such personal data for processing purposes, however, the data subject requires it for identification, exercise, or defending any legal claims;
- iv. the data subject has raised an objection to data subject's personal data processing under Article 21 (1) of the GDPR, until it is verified whether

the legitimate reasons of the Controller outweigh the legitimate reasons of the data subject.

e) **Right to data portability:**

In case of personal data processing based on a consent or contract and processed in an automated manner, the data subject has the right to obtain the personal data relating to the data subject, which was previously provided to the Controller by the data subject, and the right to pass on such data to another Controller in a structured, machine readable format, provided that this right must not adversely affect the rights and freedoms of other persons.

f) **Right to object or withdraw consent:**

The data subject may at any time object to the Controller against the data subject's personal data processing performed on the groundwork of the Controller's legitimate interest and for the purposes of direct marketing carried out on the groundwork of the Controller's legitimate interest. Consent to the processing of personal data for commercial purposes can be withdrawn by the data subject at any time. The data subject must make the withdrawal by an explicit, intelligible and specific indication of their wishes addressed to the Controller.

g) **Right to be informed:**

The data subject has the right to be informed by the Controller in the event of a breach of security of the data subject's personal data, which is likely to result in a high risk to the rights and freedoms of natural persons, including the data subject.

h) **Right in relation to automated processing:**

The data subject has the right not to be the subject of a decision based exclusively on automated processing, including profiling, which has a legal effect on the data subject or otherwise significantly affects the data subject.

## **17. Change of Personal Data**

In case the personal data is changed, the data subject is obliged to notify the Controller of such change in the situations specified in the particular regulation, otherwise the due and correct processing of the provided personal data cannot be guaranteed.

## **18. Recipients**

Personal data may be provided to the following recipients:

- a. **Controller's Processors** – see Article 8 above;

- b. **Law enforcement bodies;**
- c. **Other public authorities** in the case of a legitimate request or due to statutory obligations of the Controller or relevant Processor (e.g., tax authorities, courts, etc.)
- d. **Event organizers**, if there is a camera recording, the data subject was informed about the processing in advance (e.g., in the instructions of the event organizer) and the organizer requests the recording for the reasons of ensuring or investigating safety or order at the event, compliance with the rules of the event (e.g., ELH or other rules) or organization of the event that is/was organized by Bestsport, a.s.

## **19. Cookies**

Bestsport, a.s. may use cookies at its website for its business and marketing purposes. In such a case, the user is informed about cookies when visiting [www.o2arena.cz/www.o2universum.cz](http://www.o2arena.cz/www.o2universum.cz) and is asked for consent to their use. For cookies, see the separate tab on the page <https://www.o2arena.cz/pro-navstevníky/ochrana-soukromí/> or, as the case may be, <https://www.o2universum.cz/pro-navstevníky-2/ochrana-soukromí/>.

## **20. Policy updates.**

This policy for the processing of personal data and its protection may be modified or updated from time to time. Any amendments will become effective upon the publication of the revised policies on the website [www.o2arena.cz/www.o2universum.cz](http://www.o2arena.cz/www.o2universum.cz)

## **21. Place of Exercise of Rights**

All rights (appeals, objections, etc.) may be exercised by the data subject

- a. **in writing by post** at the Controller's address: Bestsport, a.s., Českomoravská 2345/17a, 190 00 Prague;
- b. **personally at the Controller's address:** Bestsport, a.s., Českomoravská 2345/17a, 190 00 Prague;
- c. **by sending an email** to the email address [osobniudaje@bestsport.cz](mailto:osobniudaje@bestsport.cz) or [poverenec@bestsport.cz](mailto:poverenec@bestsport.cz);
- d. **electronically in the form** on <https://www.o2arena.cz/cz/kontakt/> (category Miscellaneous);
- e. **link provided in the newsletter** in the event of withdrawal of consent to the sending of commercial communications.

f. **with the data protection officer at the contacts above**

The data subject may also contact the Office for Personal Data Protection, Pplk. Sochora 727/27, 170 00 Prague 7-Holešovice, [posta@uoou.cz](mailto:posta@uoou.cz).

**22. Version of the Personal Data Processing and Privacy Policy**

The version of this Personal Data Processing and Privacy Policy is valid from 10 November 2025. Older versions can be obtained upon request from the Controller contacts listed above.