

## **Information obligation for personal data processing**

### **CUSTOMER RELATIONSHIP MANAGEMENT**

#### **Purpose of personal data processing for which personal data is intended:**

- a) Processing of personal data of the operator's customers for the purpose of managing the customer's agenda for business purposes, specifically for the purposes of recording and processing business cases and related information.
- b) Records of customer contact data, their contact persons, customer employees in the operator's system and contacting them.

#### **Circle of affected persons:**

- natural persons, non-entrepreneurs (FO) and their contact persons, or representatives.

#### **Category of personal data:**

- common personal data

#### **List or range of personal data:**

- ordinary personal data of natural persons (FO) e.g. identification data, title, first name, surname, contact address, telephone number, e-mail, identification data, title, first name, surname, contact address, telephone number, e-mail.

#### **Legality of personal data processing:** Art. 6 par. 1 letter f) of the General Data Protection Regulation

- processing is necessary for the purposes of legitimate interests pursued by the operator or a third party, with the exception of cases where such interests are overridden by the interests or fundamental rights and freedoms of the data subject that require the protection of personal data, especially if the person concerned is a child.

- processing is necessary for the purposes of the Operator's legitimate interests in the fulfillment of the contractual relationship, if the contractual party is the FO, which is the contractual party, represented by another FO, while the DO can reasonably expect such processing.

**Legal obligation to process personal data:** processing of personal data on the basis of a special legal regulation is not carried out.

#### **Identification of the recipient or category of recipient:**

- telephone service provider,
- data service provider,
- platform provider for email communication.

#### **Another authorized entity:**

On the basis of Article 6 par. 1 letter c) Regulations of the European Parliament and of the Council (EU) 2016/679 on the protection of natural persons in the processing of personal data and on the free movement of such data, which repeals Directive 95/46/EC (General Data Protection Regulation):

#### **- to third countries**

personal data are not provided to third countries.

#### **- to international organizations**

personal data are not provided to international organizations.

## **Information obligation for personal data processing**

**Disclosure of personal information:** personal information is not disclosed.

**Retention period / criterion for its determination:** 5 years from the last business activity.

**The operator guarantees** that the personal data provided by the affected person will be processed in accordance with the principle of minimization of storage, and in the event that the purpose of processing ceases to exist, the operator guarantees to delete the personal data.

In the event that said personal data will be processed for a purpose other than that specified above in this information obligation, the person concerned will be informed about this purpose as well as about the legal basis of such processing even before such processing.

**Technical and organizational security measures:** organizational and technical measures for the protection of personal data are elaborated in the operator's internal regulations. Security measures are implemented in the areas of physical and object security, information security, encryption protection of information, personnel, administrative security and protection of sensitive information, with precisely defined powers and duties specified in the security policy.

**Automated individual decision-making, including profiling:** automated individual decision-making, including profiling, is not carried out.