

Principles of Personal Data Processing

This document describes the processing of personal data by the personal data controller, KNOWINSTORE s.r.o., Company ID: 037 41 192, registered office: Perneroova 673/47, 186 00 Prague 8, registered in the Commercial Register maintained by the Municipal Court in Prague, File No. C 237110, which operates the website www.knowinstore.cz ("controller"), in accordance with 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 ("GDPR").

You can contact the controller:

- at the address: KNOWINSTORE s.r.o., Perneroova 673/47, 186 00 Prague 8
- by e-mail: info@know.cz
- through the Data Protection Officer, company 2710 s.r.o., Company ID: 062 09 793, contact person: Mgr. Václav Šimek, attorney-at-law, e-mail: vaclav.simek@2710.legal

The controller processes personal data in the following cases:

Communication via the contact form

The controller processes personal data you enter into the contact form on its website (in particular name, surname, contact details – e-mail, phone), for the purpose of responding to and handling your message. This processing is based on pre-contractual negotiations (Art. 6(1)(b) GDPR).

If a contractual relationship arises, the controller will process the necessary data for the performance of the contract – see below. Otherwise, personal data will be processed only for the time necessary to handle the inquiry (unless another legal basis applies).

Contractual relationship

In the case of a contractual relationship, the controller will process personal data necessary for its performance, based on several legal grounds: compliance with legal obligations (e.g., accounting or tax obligations) (Art. 6(1)(c) GDPR), performance of a contract (Art. 6(1)(b) GDPR), or its legitimate interest (e.g., retention of data for potential disputes) (Art. 6(1)(f) GDPR).

Such data will be processed for the duration necessary to exercise rights and obligations and enforce claims, no longer than 10 years after termination, unless a longer retention period is required by law or legitimate interests.

Sending commercial communications

The controller may send commercial communications (newsletters) concerning its services or activities, in accordance with applicable legislation (in particular Act No. 480/2004 Coll., on certain information society services).

For this purpose, the controller may process personal data, primarily e-mail addresses, based on its legitimate interest (Art. 6(1)(f) GDPR).

You can unsubscribe at any time via the link in each e-mail or by contacting the controller.

Photography and recording at events

At events organized by the controller, photographs or audiovisual recordings of participants may be taken, based on legitimate interest (Art. 6(1)(f) GDPR).

These may be used for online/offline promotional materials, internal documentation, or archiving. The aim is to capture the atmosphere, not detailed analyses of participants.

If a participant objects, they may raise an objection at the event or later using the controller's contact details.

Employment applications

If you apply for a job, the controller processes the personal data you provide in your application documents (cover letter, CV, etc.) or obtained during the selection process.

Such data is processed based on pre-contractual negotiations (Art. 6(1)(b) GDPR) or legitimate interest (Art. 6(1)(f) GDPR).

The data is stored for the duration of the selection procedure, longer with the applicant's consent or for legitimate reasons (e.g., protecting legal claims).

Automated individual decision-making

The controller does not conduct decision-making based solely on automated processing with legal or similarly significant effects.

Transfers outside the EU

The controller may use tools and services provided by companies established outside the EU (e.g., Google, Meta).

In such cases, processing takes place in compliance with GDPR, either on the basis of adequacy decisions, contractual clauses, or other safeguards.

Provision of personal data

Your personal data is confidential and will not be shared with third parties, except for:

- a) where required by law or authorities,
- b) for enforcement of the controller's rights,
- c) processors (service providers, e.g., legal, marketing, accounting, or tax services),
- d) companies within the Knowlimits Group, i.e., KNOWLIMITS Group a.s., Company ID: 241 79 396, and its subsidiaries or affiliates.

Your rights under GDPR

You have the right to:

- Access your personal data (Art. 15 GDPR, first copy free, further copies subject to a reasonable fee).
- Rectification (Art. 16 GDPR) or restriction of processing (Art. 18 GDPR).
- Erasure (Art. 17 GDPR), unless the data must be retained by law or legitimate interest.
- Object to processing based on legitimate interest (Art. 21 GDPR).
- Data portability (Art. 20 GDPR).
- Withdraw consent, in writing or electronically, at the address or e-mail given.

You also have the right to lodge a complaint with the Office for Personal Data Protection (Pplk. Sochora 727/27, 170 00 Prague 7 – Holešovice, www.uoou.cz), if you believe your rights have been violated.