

PRINCIPLES OF PROTECTION AND PROCESSING OF PERSONAL DATA

This document has been prepared by I.H.FARM, s.r.o., ID No.: 247 61 061, with registered office: Prague 1 - Nove Mesto, Opletalova 1323/15, Prague City District, Postal Code 110 00 (hereinafter referred to as "IH Farm"), in order to provide complete information on the methods and conditions of protection and processing of personal data by the company. This document serves for your better orientation in the issue of personal data protection and is a tool for easy exercise of your rights and resolution of your requests.

Contact details of I.H.FARM, s.r.o.

Email: info@ihfarm.cz

1) Legal framework for processing

IH Farm processes your personal data always and exclusively in accordance with the applicable legislation, i.e. Regulation (EU) No 2016/679 of the European Parliament and of the Council (GDPR). IH Farm places special emphasis on the security of processing and protection of your personal data, the protection of your personal data is an absolute priority for us. IH Farm is obliged to comply with other legal regulations in the conduct of its business activities beyond the GDPR, which also set out obligations that affect the processing of personal data and are binding on IH Farm.

IH Farm is subject to the supervision of the Office for Personal Data Protection of the Czech Republic, to which you can lodge a complaint if you are not satisfied with IH Farm's procedures in exercising your rights or processing your personal data.

2) Who processes the data

The administrator of your personal data is IH Farm. You can therefore exercise all your rights and direct your questions to this controller. IH Farm processes your personal data through its authorised employees and selected collaborators, and it is always the case that these persons:

- a) are carefully selected and screened, are of good integrity and are competent to ensure the proper protection of your personal data;
- b) are bound by the obligation of confidentiality under severe sanctions;
- c) are bound by strict processing rules and are also obliged to ensure all safety standards set by IH Farm and checked regularly;
- d) always process only the extent of your personal data that is necessary for the performance of the processing operation, and only for the necessary period of time;
- e) Your personal data is always processed only in the secure environment of the IH Farm information system on secure computer technology;
- f) are required to keep a consistent record of all personal data processing activities;
- g) are subject to regular and continuous monitoring of their compliance with IH Farm's processing obligations and safety standards.

3) What personal data IH Farm processes

In accordance with the relevant legislation, IH Farm processes only such personal data as are required by the relevant legislation and such data as are necessary for the performance of IH Farm's business activities. We process such personal data prior to entering into a contract to contact you on the basis of an expression of interest in our services and for the purpose of fulfilling the obligations arising from the contractual relationship.

We process the following categories of personal data:

- 1) Identification details - personal data used to uniquely identify you (name, surname, maiden name, title, birth number, date of birth, number of identity document (ID card, passport number or other similar document), signature; in the case of a natural person running a business, also tax identification number, ID number, registered office address),
- 2) contact details - personal data used to ensure contact with you (permanent address, correspondence address, telephone number, e-mail address, data box ID),
- 3) other personal data defined by specific legal regulations - other personal data whose use is always linked to a specific purpose of processing - to a specific agenda.

IH Farm is obliged to process the personal data listed above even without your consent, as IH Farm is obliged to process them in accordance with the relevant legislation, or IH Farm is entitled to process them in connection with the performance of a contractual obligation or on the basis of a legitimate interest (see below). However, it is still solely your choice whether or not to provide IH Farm with your personal data. However, if you do not provide personal data to the extent requested, one of the following two situations may occur. IH Farm:

- 1) may not provide the service in question if a specific regulation so provides; or
 - 2) is entitled not to conclude the transaction or contract or not to provide the service.
- 4) Personal data for IH Farm's marketing activities - personal data processed by IH Farm for the purpose of IH Farm's marketing activities, in particular the sending of commercial communications or advertising (name, surname, telephone number, e-mail address, correspondence address).

IH Farm is entitled to process the personal data referred to above only with your consent, and always for the necessary period of time, but no longer than the duration of such consent. Consent to processing is entirely voluntary. The above applies with the exception of the sending of commercial communications by e-mail, which may be sent to IH Farm clients in accordance with Section 7 of Act No. 480/2004 Coll., on certain information society services and on amendments to certain acts, as amended, also without prior express consent, until the data subject expressly opposes such sending.

IH Farm processes personal data only to the extent necessary for the fulfilment of the given purpose, personal data obtained for one purpose may not be used for another purpose unless these purposes are mutually compatible.

As a rule, IH Farm only processes personal data that you have provided to it.

4) Legal grounds and purpose for processing personal data

The legal basis for processing personal data is:

- 1) the performance of their own business activities;
- 2) compliance with legal obligations;
- 3) performance of contractual obligations;
- 4) protection of persons, property, data, trade secrets and legitimate interests of persons, including proper identification and authentication of persons acting;
- 5) establishing, enforcing and defending IH Farm's legal claims;
- 6) for the purposes set out in points 1) to 5), IH Farm is entitled to process your personal data in accordance with the GDPR, possibly without your consent;
- 7) Marketing events and promotional activities of IH Farm - sending marketing offers, advertising, sales events, events to increase brand awareness and support and develop sales, promotion within the Internet environment, or other purposes.

For the purposes set out in paragraph 7, IH Farm processes personal data only with your consent. IH Farm is also always entitled to process personal data (where relevant) for the purpose of establishing, exercising and defending its own legal claims, even if the personal data was obtained for another purpose. IH Farm is entitled to do so if the original purpose and the purpose of defending the legal claims are in any way related or connected to each other.

5) On what legal basis and for how long IH Farm processes personal data

IH Farm processes personal data within the meaning of Article 6 or alternatively Article 9 of the GDPR on the following legal bases:

- 1) consent of the data subject - personal data are processed on this legal basis if there is no other legal basis for processing (if it is not possible to apply it), and always for the duration of the purpose for which the personal data were obtained, but no longer than until the consent is withdrawn, provided that in such cases of processing you always have the right to withdraw your consent (the methods of withdrawing consent are listed below),
- 2) performance of a contractual obligation - if a contract has been concluded between you and IH Farm to which you and IH Farm are parties, IH Farm is entitled to process the personal data it has obtained in the performance of the contract or which are necessary for the exercise of its rights and obligations under the contract for the duration of the relevant contract,
- 3) compliance with a legal obligation - IH Farm is obliged to process selected personal data if it is obliged to do so under the relevant legislation for the period of time specified in the relevant legislation.
- 4) IH Farm's legitimate interest - in this case, IH Farm processes personal data for the duration of its legitimate interest. If you object to such processing on the basis of your individual situation and IH Farm accepts this objection after due consideration, then IH Farm is obliged to terminate the processing. The legitimate interests of IH Farm are understood to be in particular legitimate interests:
 - a) on the performance of their own business activities,
 - b) for the establishment, exercise and defence of IH Farm's legal claims, in which case the scope of the personal data processed is limited to the minimum necessary and access to the personal data is further limited to specified persons only (typically, if a contract has been concluded between you and IH Farm to which you and IH Farm are a party, IH Farm processes certain personal data obtained in the course of activities under such contract even after its termination, since it is after its termination that you and IH Farm can assert their claims within the statutory limitation periods),
 - c) to protect persons, property, data, trade secrets and legitimate interests of persons, including the interest in proper identification and authentication of persons acting.

Each personal data may be processed on more than one legal basis. Any personal data may be processed if there is at least one legal basis for processing it. If the last legal basis for processing the personal data ceases to exist, the personal data must be disposed of properly.

6) To whom personal data may be transferred

IH Farm is entitled to disclose personal data to the following entities:

- 1) to state authorities and other entities in the performance of a legal obligation within the meaning of the relevant legislation;
- 2) to processors of personal data on the basis of a written contract for the processing of personal data and the provision of sufficient technical and organisational safeguards to protect personal data (e.g. IT service providers, accountants, etc.);
- 3) employees or other persons in a similar contractual relationship with IH Farm for the purpose of performing their duties on behalf of IH Farm;

- 4) to other entities where necessary for the establishment, exercise or defence of IH Farm's legal claims (e.g. courts, bailiffs, lawyers, etc.);
- 5) with the consent of the data subject to other persons;

it is always the case that personal data are only provided to the above-mentioned recipients to the extent necessary for the stated purpose and for the necessary period of time.

IH Farm does not transfer your personal data outside the European Economic Area.

7) Personal data security principles

IH Farm strictly observes all the security and organisational measures it has put in place to protect personal data.

IH Farm regularly and consistently checks compliance with security and organisational measures to ensure the protection of personal data, regularly evaluates the findings and updates its security and organisational measures as necessary.

Personal data is processed exclusively by authorised persons, who are thoroughly checked by IH Farm both before and during processing. All persons who have access to personal data are bound by confidentiality obligations under strict sanctions.

8) What your rights are and how you can exercise them

You may exercise all of the following rights granted to you by law under the conditions set out below regulations governing the protection of personal data, in particular the General Data Protection Regulation (GDPR):

- 1) the right to clear, transparent and comprehensible information about how your personal data is used and what your rights are;
- 2) the right to withdraw your consent to the processing of personal data at any time, free of charge, by post, e-mail or in person at our address below;
- 3) the right to access personal data and to be provided with other information related to its processing by the Company or its processors;
- 4) the right to rectification of incorrect and incomplete personal data;
- 5) the right to erasure of personal data, in particular if (i) they are no longer necessary for further processing; (ii) consent to their processing has been withdrawn; (iii) the data subject has legitimately objected to their processing; (iv) they have been unlawfully processed; or (v) they must be erased pursuant to law;
- 6) the right to restrict the processing of personal data where (i) the data subject has contested the accuracy of the personal data for a period of time until the Company has verified its accuracy; (ii) the processing is unlawful; (iii) the Company no longer needs the personal data but the data subject needs the personal data for the purposes of asserting his or her legal claims; or (iv) the data subject objects to the processing of the personal data for a period of time until the Company has verified that the legitimate interests of the Company outweigh the interests of the data subject;
- 7) the right to object to the processing of personal data if it is processed for the purposes of the Company's legitimate interests. If you object to further processing for direct marketing purposes, the personal data will not be further processed for these purposes;
- 8) the right to obtain your personal data and to transfer it to another controller, subject to compliance with the legal conditions;
- 9) the right to file a complaint with the Office for Personal Data Protection, located at Pplk. Sochora 27, 170 00 Prague 7, www.uouu.cz, if you believe that the Company is in breach of its obligations under data protection legislation.

We will respond to your request to exercise your rights within the statutory time limit, usually no later than 1 month from receipt of the request. Should our response require longer in exceptional cases, we will inform you of this.

9) Where you can direct any questions, complaints or disagreements

If you wish to exercise any of your rights in relation to the processing of your personal data or have any other query or complaint regarding the processing of your personal data, please contact us by post, telephone or email at the contacts listed in the header of this document.

If you disagree with IH Farm's handling or protection of your rights, or the processing of your personal data, or if you have other observations or comments, you can use the email address info@ihfarm.cz to send us your comments. We will address each of your comments.

10) Final provisions

By submitting an order from the online order form, you confirm that you are aware of the terms of the privacy policy and that you accept it in its entirety.

You agree to these terms and conditions by checking the consent box via the online form. By checking the consent form, you confirm that you are aware of the privacy policy and that you accept it in its entirety.

The administrator is entitled to change these conditions. It will publish the new version of the Privacy Policy on its website or send you a new version of the Privacy Policy to the email address you have provided to the Controller.

These terms and conditions have been validated on 27 March, 2023.