

INFORMATION ON THE PROCESSING OF PERSONAL DATA FOR THE “REWARD FOR FEEDBACK” PROMOTION

Data Controller:

POLAK CZ s.r.o., Company ID No.: 27505880, with registered office at Opatov č.p. 348, 569 12 Opatov, Czech Republic, registered in the Commercial Register maintained by the Regional Court in Hradec Králové under file No. C 23007, e-mail: info@polakcz.cz, tel.: +420 737 287 808 (hereinafter referred to as the “Organizer”)

We primarily process **e-mail addresses** and, where applicable, the **name of the employer**; in the case of winners, we additionally process **first name, last name**, and **bank account number**.

1) Purposes and Legal Bases

Feedback and product improvement (questionnaire evaluation)

- legal basis for processing: the legitimate interest of the Controller pursuant to Article 6(1)(f) GDPR, limited to the strictly necessary scope in relation to the purpose for which the data are processed.

Implementation of the promotion and payment of the reward (winners)

- legal basis for processing: the legitimate interest of the Controller pursuant to Article 6(1)(f) GDPR in the proper evaluation of participation order and payment of the reward.

In the event of consent to receive newsletters / updates by e-mail (marketing communications)

- legal basis for processing: the data subject’s voluntary consent for the purpose of sending newsletters/updates by e-mail pursuant to Article 6(1)(a) GDPR.
- the e-mail address will be used for marketing communications only with the explicit consent of the data subject. Consent may be withdrawn at any time by sending a request to the Controller’s e-mail address or by clicking the unsubscribe link directly in the marketing communication.

2) Data Retention Period

questionnaire responses: for the period necessary for evaluation and product improvement, no longer than **24 months**;

- newsletters: until consent is withdrawn / unsubscription;
- winners’ data and payment documentation: for the necessary period and subsequently for the period required by accounting and tax regulations

3) Recipients

IT/hosting and e-mailing tools: Ecomail.cz, Forpsi.cz (data processors).

4) Rights of Data Subjects

You have the right of access, rectification, erasure, and restriction of processing; in the case of processing based on legitimate interest, you also have the right to object (generally in accordance with GDPR). Consent to receive newsletters may be withdrawn at any time. You also have the right to lodge a complaint with the supervisory authority, which is the Office for Personal Data Protection.

Date 9.2.2026

Petr Polák, Managing Director