

## Principles of Personal Data Protection

**COOLHOUSING s.r.o.**, with its registered office at Na Okraji 1293/6, Prague 6 - Břevnov, 162 00, company ID (IČO) 14893983, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 4766 (hereinafter referred to as "**COOLHOUSING**"), declares that all processed personal data is considered to be strictly confidential and is handled in accordance with applicable data protection laws. The security of your personal data is a priority for **COOLHOUSING**. For this reason, we will inform you about the data we keep, and at the same time explain why we need this data and how you can limit its collection.

**COOLHOUSING** is, within the meaning of the General data protection regulation (Regulation (EU) 2016/679), the controller of your personal data, i.e. it collects, stores and uses (and otherwise processes) your personal data for the conduct of its business activities (the individual purposes for which personal data are processed, are dealt with below).

This Principles of Personal Data Protection apply to all personal data collected by **COOLHOUSING** (i) when you use the **COOLHOUSING** web pages (hereinafter referred to as the "**Web pages**") and further to all personal data collected by **COOLHOUSING** (ii) on the basis of fulfillment of legal obligations; (iii) on the basis of a legitimate interest, and also (iv) on the basis of performance of a contractual relationship with our business partners, if the business partner is a natural person, or if the personal data of natural persons representing a business partner are processed by a legal person.

### Purposes of processing of personal data

Your personal data may be processed by **COOLHOUSING** for the following purposes in particular:

- **Performance of a contractual relationship;**
- **Administering user accounts** (for example, when entering personal data in the electronic forms available on the website);
- **Sending business messages and offering products and services** (**COOLHOUSING** sends a business message via email to business partners);
- **Accounting and tax purposes** (accounting in the sense of accounting and tax legislation);
- **Other legal obligations** (the other legal obligations that **COOLHOUSING** performs include e.g. the provision of information to law enforcement authorities or other public authorities).

## Processed personal data

**COOLHOUSING** is authorized to process the following personal data according to the purpose for which the data has been obtained from individual subjects:

Data of data subjects	Processing purposes:
<b>Name and surname</b>	Performing a contractual relationship, Administration of user accounts, Sending business communications and offering products and services, Accounting and tax purposes, Fulfillment of other legal obligations
<b>Function, position or academic title</b>	Performance of a contractual relationship
<b>Contact address</b>	Performing a contractual relationship, Sending business communications and offering products and services, Accounting and tax purposes, Fulfillment of other legal obligations
<b>Preferred Contact Method</b>	Performing a Contractual Relationship
<b>E-mail</b>	Performing a contractual relationship, Administration of user accounts, Sending business communications and offering products and services, Ensuring health and property protection, Fulfillment of other legal obligations
<b>Account number</b>	Performing a contractual relationship, Accounting and tax purposes
<b>IČO, DIČ (Company ID, VAT Number)</b>	Performing a contractual relationship, Accounting and tax purposes, Fulfillment of other legal obligations
<b>Phone number</b>	Performing a contractual relationship, Administration of user accounts for services, Sending of business messages and offering of products and services, Fulfillment of other legal obligations
<b>Document number</b>	Performing a contractual relationship, Authorization of authorized persons / authorized contacts

Personal data are processed by **COOLHOUSING** both manually and automated.

**COOLHOUSING** is also authorized to collect, store and use certain information (date and duration of the visit, visited web pages, browser IDs, type of operating system used, and the

web pages from which you have come to us) through automated means. This data collection is totally anonymous.

**COOLHOUSING** may also process further information about its business partners or natural persons representing its business partners, taking into account the legitimate interests of **COOLHOUSING**, maintaining good business relations with business partners, streamlining business communications, and also for the purposes of fulfilling a contractual relationship with business partners.

### **Subcontractors as recipients of personal data**

In **COOLHOUSING**, your personal data is only available to authorized employees or to individual processors and personal data controllers of **COOLHOUSING**, and only to the extent necessary to meet the individual processing purposes.

The list of subcontractors who are potential recipients of **COOLHOUSING** personal data is available at <https://www.coolhousing.net/en/commercial-documents>.

Under certain conditions, we may be authorized to transfer some of your personal information based on applicable law to, for example, law enforcement authorities or other public authorities.

### **Personal data of third parties**

Personal data of third parties, which means personal data of employees and customers of **COOLHOUSING** business partners and other natural persons involved in cooperation with **COOLHOUSING**, or other information that **COOLHOUSING** receives from a business partner in connection with the conclusion or performance of a contract will be processed in accordance with applicable law on data protection. These personal data will be used by **COOLHOUSING** to perform contracts with business partners. The business partner hereby acknowledges that **COOLHOUSING** will process the personal data of third parties for the duration of the contractual relationship and for the period stipulated by special legal regulations, if there are any. Personal data will be retained for a longer period of time, if the need arises in a justified case for storing data in a particular case. **The business partner is required to properly advise its employees, customers and other natural persons** involved on its side in the cooperation with **COOLHOUSING** about their personal data processing by **COOLHOUSING**.

### **Storage period**

We process and store your personal data for as long as is necessary to ensure all rights and obligations arising from the applicable contractual relationship and for the period during which **COOLHOUSING** is obliged to keep the personal data as the administrator of the personal data in accordance with generally binding legal regulations. In other cases, the processing time results from processing purpose or is given by the data protection legislation.

We process the personal data according to the purpose of its processing for the following period:

Purpose of the processing	Storage period
<b>Performing a contractual relationship</b>	For the duration of the contractual relationship and for 10 years after the termination of the contractual relationship
<b>Administration of user accounts for services</b>	For the duration of the relevant user account and for 10 years after its cancellation
<b>Sending business communications and offering products and services</b>	In accordance with valid legislation *; in the case of consent to the processing of personal data for marketing purposes until the withdrawal of consent
<b>Accounting and tax purposes</b>	For the period of 10 years from the following calendar year after the performance of the transaction
<b>Performance of other contractual relationship</b>	For the period stipulated by the relevant legal regulation

\* COOLHOUSING is authorized to process your e-mail address within the meaning of Section 7 (3) of Act No. 480/2004 Coll., on certain information society services and on amendments to certain acts (Act on certain information society services), as amended to disseminate business communications about your own products or services (such as information bulletins or newsletters) if you do not reject such communications.

## Use of cookies and other services

Cookies are small files in your browser that store and receive identifiers and other information about computers, phones, and other devices you use to access the web pages, helping us to provide, protect and improve our services.

Using cookies allows us to offer you the services and products that best fit your needs and interests. We may use a cookie that allows us to find out that it was you in particular who visited that page.

Cookies allow to record information about your visit to web pages, and so make your next visit easier and faster (for example, cookies help reduce page load times).

**COOLHOUSING** cookies are used when you visit web pages, most often to customize content, anonymous traffic statistics, select relevant ads, and make safer signing in.

We use two types of cookies on web pages:

- Relation cookies (Session cookies): These cookies are temporary. They are saved to your browser's cookie file only until you quit your browser. These cookies are essential for the proper functionality of web pages or associated applications;
- Permanent cookies (Persistent cookies): We can use these cookies to make your orientation on web pages easier and more convenient (for example, simpler and faster navigation). These cookies remain in your browser's cookie file for a longer period of

time. The length of that period depends on the selected browser settings. Permanent cookies allow you to move information to the Internet server every time you visit the web pages.

You can reject cookies in your browser's settings or allow only some of them. But if you do not allow **COOLHOUSING** to use cookies, some features may not work the way they should.

You can find privacy settings of your computer where you can reject or disable cookies in the appropriate browser's menu. You can find cookies settings for the most commonly used browsers on the following web pages:

- **Chrome** - <https://support.google.com/accounts/answer/61416?hl=cs>
- **Firefox** - <https://support.mozilla.org/cs/kb/vymazani-cookies>
- **Internet Explorer** - <https://support.microsoft.com/cs-cz/products/security>

## Google Analytics cookies

By default, websites use the cookies shown below to communicate with the Google Analytics analytical tool. For more information on how data is processed, see the Google [Požadavky zásad pro inzertní funkce Google Analytics](#) a [Jak Google využívá data, když používáte weby nebo aplikace našich partnerů](#) (Google Analytics advertising policy requirements and How Google uses the data when you use our partners' sites or applications).

\_ga: used for differentiation (distinction) of the user, expiration time 2 years, it provides background for analysis, it is not necessary for using the site, third party cookie

\_gid: differentiation (distinction) of the user, 24 hour expiration time, it provides background for analysis, it is not necessary for using the site, third party cookie

\_gat: used to limit the number of requests on high traffic pages, expiration time 10 minutes, it provides background for analysis, it is not necessary for using the site, third party cookie

Allowing these cookies is not necessarily fundamental for the web pages to work, but cookies affect their behavior and their permission will give you a better user experience when browsing the site. You can block or delete cookies, but if you do so, some features of the internet pages may change and the pages will not behave as intended.

The information contained in cookies or related to cookies is automatically anonymized, that is, it does not allow to identify you as a person.

## Social networks plug-ins

Our web pages use plug-ins from social networks facebook.com ("Facebook"), Google +1 ("Google") and linkedin.com ("LinkedIn"). Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA, Google +1 operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA and LinkedIn Corp 700 E Middlefield Rd Mountain View, CA Home Renovation - MapQuest. When visiting one of our web pages that contains such plug-ins, your browser will create a direct link to Facebook, Google, or LinkedIn servers. Thanks to this link, Facebook, Google, or LinkedIn will receive information about your

access to any of our web page that have a social plug-in. If you are logged in to Facebook, Google or LinkedIn at the time of your visit, your visit to our website and all your interactions with social network plug-ins (for example, if you click on the "Like", "Share" or "Google +1" "Etc.) can be assigned to your profile and Facebook, Google, or LinkedIn can save them.

Privacy policies (principles of personal data protection) of social networks are available at:

Facebook: <https://www.facebook.com/about/privacy>

Google+: <https://developers.google.com/+/web/buttons-policy>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

To prevent Facebook, Google, or LinkedIn from collecting the above information when visiting our web pages, you simply have to sign out of these social networks. To prevent Facebook or Google from accessing your data in general on both our and other websites, you can install a browser add-on for opt-out with social networks plug-ins.

## Tracking codes

Our web pages use tracking codes of Sklika, Google AdWords, and Facebook Ads advertising networks. Sklick is operated by Seznam.cz, a.s., based in Radlická 3294/10, 150 00 Prague 5, Google Adwords is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA and Facebook Ads is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. Tracking codes allow us to evaluate user behavior on our web pages. The information generated by the tracking code (and in some cases by the cookies) about your visits to our web pages is sent to the servers of the operators where it is stored.

The tracking code collects the following information:

- Your device's IP address (stored in anonymized format)
- Screen size of your device
- Device type and browser information
- Geographical location (state only)
- Preferred language when viewing our web pages
- Visited pages
- Date and time you visited the page

The operators' privacy policy is available at:

Sklick: <https://napoveda.sklik.cz/pravidla/smluvni-podminky/>

Google AdWords: <https://policies.google.com/privacy>

Facebook Ads: <https://www.facebook.com/policy.php>

**COOLHOUSING** uses this information to evaluate the use of our web pages, to compile reports on web site activities, and to provide additional services for the use of web pages and the Internet in connection with these websites.

## Chat Lime Talk

Our web pages use the Lime Talk communication software. Lime Talk is operated by Lime Inspirations, s.r.o., Opletalova 10, 110 00 Prague 1. The communicator is a consulting application allowing real-time two-way communication between a visitor of web pages and a **COOLHOUSING** consultant.

The communicator collects the following information:

- The IP address of your device
- Visited pages
- Date and time you visited the page
- Time spent on the site
- All information communicated within the communicator window

The operator's privacy policy is available at:

LimeTalk: <https://www.limetalk.com/en/privacy/>

**COOLHOUSING** uses this communicator to speed commercial communications and reach visitors of **COOLHOUSING** web pages.

## Leady.cz

Our web pages use a system identifying corporate visitors, operated by IMPER CZ, s.r.o. (ID: 28547888), Viktora Huga 359/6 Prague 5, 15000.

The system collects the following data:

- Browser type
- Resolution
- Installed extensions
- Fonts
- Type of device
- Color depth
- IP address and others.

The operator's privacy policy is available at:

IMPER: <https://imper.cz/ochrana-osobnich-udaju/>

**COOLHOUSING** uses this system to identify corporate visitors on their web pages. Identified visits are complemented by verified contacts and subject of their interest on the **COOLHOUSING** web pages.

## Google Maps and YouTube

Internet pages can be linked to Google Maps Service. In addition, your log in information, your IP address is also sent to Google Inc. 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("hereinafter referred to as "Google"). The relevant Google Privacy Policy is available at <https://policies.google.com/privacy?hl=en&gl=policies>.

On the web pages, videos from YouTube may be included in the enhanced privacy mode. When visiting the web page, Google as a YouTube operator is sent the following information:

- IP address;
- Specific page address;
- Browser ID sent;
- System date and time of connection; and
- Already existing cookies that can be used to accurately identify your browser.

Cookies and pixel tags are used to customize ads and search results only when the video is played. Please be advised that Google may receive additional information about the cookies you have already saved. The extent to which these Google cookies are being sent is unaffected by us. Google is responsible for this data collection and processing.

## Rights of data subjects

As a data subject, the customer has, in connection with the processing of personal data, rights that result from the law and which he may claim at any time. This is the right to (i) access to personal data, (ii) the correction of inaccurate and completion of incomplete personal data, (iii) deletion of personal data if personal data is no longer needed for purposes for which it was collected or otherwise processed or if it is found to have been processed unlawfully (iv) limitation of the processing of personal data, (v) transferability of the data, (vi) right to raise an objection after which the processing of personal data will be terminated, unless it is established that there are serious legitimate processing grounds that prevail over the interests or rights and freedoms of the data subject, in particular, where the reason is an eventual enforcing of legal claims; and (vii) right to contact the Data Protection Office ([www.uouu.cz](http://www.uouu.cz)).

- **Right to access to personal information:** If you want to know if **COOLHOUSING** is processing personal information, you have the right to obtain information about whether your personal data is being processed and, if so, you also have the right to access your personal data. In the case of unreasonable, inappropriate or repeated requests, **COOLHOUSING** will be entitled to charge a reasonable fee for a copy of the provided personal data, or to refuse the request (which applies similarly for exercising of the rights listed below);
- **Right to correct inaccurate and complete incomplete personal information:** If you feel that **COOLHOUSING** is processing inaccurate or incomplete personal information, you have the right to request a correction and completion. **COOLHOUSING** will correct or complement data without undue delay, but always with regard to technical options;
- **Right of deletion:** In case you request deletion, **COOLHOUSING** will erase your personal data if (i) it is no longer necessary for the purposes for which it was collected or otherwise processed, (ii) the processing is unlawful, (iii) you object to the processing and there are



no prevailing legitimate reasons for the processing of your personal data, or (iv) the deletion by COOLHOUSING is imposed a statutory obligation;

- **Right to restrict the processing of personal data:** In case you request a limitation of processing, COOLHOUSING will lock up personal data, temporarily remove or preserve or perform other processing operations that will be necessary for the proper exercise of the claimed right;
- **Data transferability:** If you want **COOLHOUSING** to pass on personal data to a third party, you can use your right to data transferability. If the exercise of this right adversely affects the rights and freedoms of others, **COOLHOUSING** will not be able to comply with your request;
- **Right to object:** The right to raise an objection to the processing of personal data processed for the purpose of carrying out a public interest task or when exercising public authority or for the protection of legitimate interests of **COOLHOUSING**. In the event that **COOLHOUSING** does not prove that there is a serious legitimate reason for processing that prevails over the interest or the rights and freedoms of the customer, it shall terminate the processing on the basis of the objection without undue delay.

When implementing your rights, please contact us at **COOLHOUSING** registered office or via e-mail at [gdpr@coolhousing.net](mailto:gdpr@coolhousing.net). **COOLHOUSING** reserves the right to properly verify the identity of the applicant for the rights in question.

These Principles of personal data protection apply from Dec 01, 2018.