

PERSONAL DATA PROTECTION POLICY

In accordance with Article 13 of Regulation (EU) 2016/679 of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as “GDPR”), we hereby inform you how we process your personal data as visitors or users when using our website www.becherovka.com (hereinafter referred to as the “Website”).

1. Who is the data controller?

The controller of your personal data is **Jan Becher – Karlovarská Becherovka, a.s.**, Company ID No.: 497 90 765, registered address: T. G. Masaryka 282/57, 360 01 Karlovy Vary, registered in the commercial register maintained by Pilsen Regional Court under file ref. B 401 (hereinafter referred to as “**Karlovarská Becherovka**” or “**we**”).

You can **contact** us:

- (a) by post at the address T. G. Masaryka 282/57, 360 01 Karlovy Vary;
- (b) by e-mail at the address gdprjb@jan-becher.com;
- (c) by other means specified on the Website.

2. What personal data do we process about you?

We may collect and process personal data about you if **you are planning to use or are already using our services, if you are planning to purchase or have already purchased our goods, when you enter into a contract with us or otherwise communicate with us or use the Website.**

We obtain your personal data from several sources. The primary source of your personal data is you yourself when you provide us with your data. You may provide us with some of the information by communicating with us, for example by phone, e-mail or otherwise. We also collect some of it automatically, for example through the use of cookies or when you visit the Website.

We respect the principle of data minimisation and only retain personal data that are proportionate, relevant and limited to the extent necessary with regard to the purposes for which they are processed.

When you use the Website, **we primarily process the following data** about you:

Data subject	Categories of personal data	Legal basis (primary)
Customer – a natural person who has bought tickets or promotional items	<ul style="list-style-type: none">– Identification data (in particular, name, surname, date of birth, permanent address, or place of residence)– Contact details (in particular, correspondence address, e-mail address, phone number)– Billing and payment details (in particular, account number and bank details)	Performance or negotiation of a contract Fulfilling legal obligations
A person communicating with us	<ul style="list-style-type: none">– Basic identification data	Legitimate interest

– any form of contact (for example, using a contact form)	– Any other personal data that you voluntarily provide us with while communicating with us	
Visitors to the Website	<ul style="list-style-type: none"> – Cookies (see the Cookies policy posted on the Website) – IP address – Browser, information system and resolution data – Date of birth 	<p>Consent</p> <p>Legitimate interest</p> <p>Fulfilling a legal obligation (age verification)</p>
A person to whom we send commercial communications (for example, the Becher newspaper)	<ul style="list-style-type: none"> – E-mail address – Identification data (name, surname, date of birth) 	<p>Consent</p> <p>Fulfilling a legal obligation (age verification)</p>

This is especially the case when:

- (a) it is necessary for the performance of a contract or in order to take measures prior to the conclusion of such contract; or
- (b) we are required to do so by the relevant legislation; or
- (c) you have given us your consent to do so and when you can withdraw your consent at any time; or
- (d) it is our legitimate interest.

The information we collect about you is mainly used in order to **provide you with our services, to fulfil our contractual obligations towards you, to fulfil our legal obligations, to notify you of changes to our services, to improve our services and/or to protect our legitimate interests. We use your personal data for the purposes for which we have obtained it.**

The processing of your personal data **does not involve** decision-making based solely on automated processing, including profiling, which would have legal consequences for you or which would significantly affect you in a similar way.

3. For what purpose do we process your data and what entitles us to do so?

- (a) If you contact us in any other way as specified on the Website, we will process your personal data as set out above **to deal with your question or request**. We are entitled to process your personal data for this purpose because it is **necessary in order to exercise our legitimate interest** comprising effective communication with persons interested in Karlovarská Becherovka and the subject of our business.
- (b) If you **browse** our Website, your personal data will be **processed via cookies** and similar

technologies for the purposes specified in the Cookies Policy – Cookies document posted on the Website, on the legal basis set out therein.

- (c) If you have registered to subscribe for news and commercial communications, we process your personal data as set out above **for the purpose of sending commercial communications** and personalising them, **based on your consent**. You can quickly and easily stop receiving these commercial communications at any time by using the unsubscribe link contained in each such e-mail, or you can inform us using the e-mail address above.
- (d) If you have purchased tickets or promotional items on the Website, we process your personal data as set out above **for the purpose of fulfilling the contract and in order to fulfil our legal obligations**.

4. **Who else do we disclose your personal data to?**

Unless the Cookies Information or Member Information specifies otherwise for specific purposes, we disclose your personal data to the following categories of other persons:

- (a) our employees and other closely associated persons to the extent necessary in order to fulfil the purpose of the processing;
- (b) cloud and other IT service providers;
- (c) other service suppliers to the extent necessary in order to provide such services; these include Colosseum's ticketing agent, **Perfect System, s.r.o.**, Company ID No.: 264 80 981, registered address: Radlická 3301, 150 00 Prague 5;
- (d) such entities as required by legislation or by the final decisions of public authorities or as necessary in order to exercise or protect the rights and interests of Karlovarská Becherovka;
- (e) other companies in the MASPEX and TYMBARK group within the European Union.

We never transfer your personal data outside the European Economic Area.

5. **How long do we retain your personal data?**

When dealing with your personal data, we respect the principle of storage limitation, whereby we retain your personal data only for the time necessary. Specific storage periods may be listed in the Cookies policy or Member Information.

6. **What rights do you have in connection with the processing of personal data?**

In connection with the processing of personal data conducted by us or on our behalf, you have the following rights:

- **the right** to request **access to personal data** concerning you as a data subject and the **right to obtain a copy** of your processed personal data;
- **the right to the rectification** of your personal data (if you find that they are not recorded correctly or are inaccurate);
- **the right to erasure** to the extent of personal data that has been provided voluntarily, i.e. in the performance of contractual obligations. In contrast, you cannot demand the erasure of personal data that we are obliged to collect on the basis of a legal obligation;
- **the right to restriction of processing;**

- **the right to data portability;**
- **the right to object** to processing based on our legitimate interests or the legitimate interests of a third party;
- **the right to lodge a complaint with the supervisory authority**, if you believe that the processing of personal data is in breach of GDPR. You can lodge a complaint with the competent supervisory authority, which is the Office for Personal Data Protection (see www.uoou.cz).

7. **Where can you exercise your rights and how?**

You can exercise your individual rights by sending a physical or electronic request to us at one of the above contact addresses.

We will deliver our reply to your request as soon as possible, but within one (1) month at the latest. We have the right to extend this period by two (2) months if necessary and depending on the complexity and number of requests. We will inform you of any extension as soon as possible.

Jan Becher - Karlovarská Becherovka, a.s.

Last update: 1.5.2024

The previous version of the Policy effective until 30.4.2024 can be found in the Archive on the Website.