



Information on the processing of personal data

Who are we and how can you contact us?

In the context of your use of our websites www.redseadives.cz and www.redseadives.com (hereinafter referred to as the "Services"), we, i.e. Marek Neumann, IČO: 09738436, with its registered office at Nedbalová 2667/25, 702 00 Ostrava - Moravská Ostrava, (hereinafter also referred to as "MN" for simplicity), is the controller of your personal data. The controller of personal data is the one who determines the purposes and means of processing, in simpler terms, the one who decides why and how personal data are processed.

Please find below our contact details in case you do not find answers to your questions in this document or do not understand some of the information provided.

M: czechia@redseadives.com

T: +420 777 590 003

What personal data do we process and how do we obtain it?

A. We collect your personal data primarily from you:

When you place an order on our website:

In order for you to place an order through our service, we will need your contact details, in particular your name and email. We will also need information on how you will pay for your order. Each time you place an order through our Services, we record information relating to the order (i.e. order history).

When using our Services:

Certain information may be collected passively when you use our services. This includes, but is not limited to, your IP address, browser type and operating system type. We also use cookies and navigation data to collect information regarding the date and time of your visit and information you have searched for and viewed, information about your orders, etc.

In communicating with you:

We collect your personal data when you communicate with us - whether it is via email, telephone, chat on our website or regular mail or communication via social networks or other electronic means of communication (in particular WhatsApp, Viber, FB Messenger, etc.), (this mainly includes your name and contact details). The same applies when you send messages through our Services, including reviews or feedback on our Services and rating your order.

Information you provide about other people

Before you provide us with personal information (such as a name or phone number) of a third party as part of your use of our Services, please make sure that the third party agrees to

provide their personal information to us and that you can provide it to us. You should also make sure that such person understands how their personal data will be processed by us.

B. In some cases, we obtain your personal data from third parties.

If you choose to sign in to our Services using external identity providers (e.g., social networks such as Facebook), you will provide us with your name, email address, date of birth, and other information that is available from your profile (and that you choose to share with us).

We also obtain personal data from publicly available sources, in particular from social networks and the internet, and from our own activities, primarily by evaluating and analysing your personal data obtained from other, aforementioned sources.

For what purposes do we process your personal data?

Delivery of the service selected by you to our partners, handling your complaints, checking the availability of the service:

At MN, we process your personal data for purposes related to the performance of our obligation to provide you with the services of our partners that you have selected on our website, in particular so that we can properly provide you with your service, communicate with you and handle any complaints. We are unable to provide you with your service without your personal data. For the above purposes, we process personal data on the basis of the legal title of performance of the contract.

Manage and improve our Services:

We also use your data to, among other things, manage, improve and develop our Services by analysing it. For the purpose of improving our Services and for training purposes, we use, among other things, telephone calls that are made to our customer service line. When communicating with our customer service line, please note that your call may be recorded. You will be informed at the beginning of the call that the call may be recorded and that by continuing the call after this has been communicated, you consent to its recording. We process your personal data on the basis of legitimate interest for these purposes.

Prevention of fraudulent conduct and compliance with legal obligations:

At MN, we closely monitor how our Services are used to ensure a high level of privacy. In particular, we do this so that we are able to detect and prevent fraud and abuse of our Services. And also so that you can use our Services without worry. In some cases, we process your personal data to comply with legal requirements. For the above purpose, we process personal data on the basis of a legitimate interest and to comply with a legal obligation.

Feedback and important changes to the Services:

We also use your personal data to obtain feedback from you on the operation of our Services

and to enable you to evaluate our partners with whom you have placed an order. From time to time, we will also notify you of important changes to our Services.
We process personal data for these purposes on the basis of a legitimate interest.

Personalisation of our Services:

We would like what we offer you through and in connection with our Services to be as relevant as possible to what you are actually interested in. As a result, we may use your personal data to better understand this, or at least attempt to do so (through analytics and profiling). This also allows us to tailor our communications to you to be as relevant and interesting as possible.

We process personal data for the above purpose on the basis of a legitimate interest.

Marketing messages (direct marketing):

We also use your contact details to send you information about offers that may be of interest to you. For this purpose, we will contact you primarily via e-mail, SMS or other electronic means of communication (in particular WhatsApp, Viber, FB Messenger, etc.). You can also set what you are interested in and what offers you wish to receive from us via your user account.

You can change the settings for the delivery of marketing messages at any time via the email address above.

We process personal data for these purposes on the basis of a legitimate interest.

Processing by consent:

In some cases, we process your personal data on the basis of your consent - the purpose and other information relating to such processing is always set out in the information we provide to you when we ask for such consent.

The period for which we process and store your personal data:

We will only process and retain your personal data for as long as necessary for the purposes set out above or as long as necessary to comply with legal requirements. After this period, we will delete or anonymise the personal data.

If we process your personal data on the basis of a legitimate interest, the processing will continue for as long as our legitimate interest lasts. You may object at any time to the processing of your personal data that is carried out on the basis of a legitimate interest.

Who do we disclose your personal data to?

We share your personal data with the following recipients:

- with the partner whose products or services you have ordered through our Services, solely to enable that partner to issue you a tax receipt for those services.
- with our suppliers, in particular those who fulfil your orders, as well as with suppliers of IT, hosting and marketing services (in particular, the use of the YouTube platform provided by Google Ireland Limited, registration number 368047, based at Gordon House, Barrow Street, Dublin 4, Ireland; privacy policy available at <https://policies.google.com/privacy>; terms of service available at <https://www.youtube.com/t/terms>), providers of statistical, database and other software tools, and, where applicable, other entities that provide their services to us. We

may be required by law to share your personal data with third parties (such as law enforcement authorities, etc.) without your consent under certain circumstances. This is our legal obligation.

Cookies and Retargeting

On our website we use so-called cookies, i.e. short text files that are stored on your computer when you load the MN website. Thanks to cookies, we can identify the way you interact with the content of the website and thus personalize our communication to you.

Consent to the placement of cookies is voluntary. You can block some or all cookies or delete those that have already been set. Detailed information about cookies and the possibility of blocking them in different types of web browsers can be found at www.aboutcookies.org or on the websites of the individual browsers. However, please note that if you block or delete cookies sent from our website that are strictly necessary or ensure functionality and performance, you may not be able to use the site.

How do we process your personal data and how is it secured?

The processing of personal data is carried out manually and automatically in electronic information systems, in electronic or paper form. Your personal data is processed primarily by our employees and processors. We have taken appropriate organisational and security measures to protect your personal data from any accidental loss, destruction, misuse, damage and unauthorised or unlawful access. Employees and processors involved in the processing of your personal data are bound by confidentiality.

What are your data protection rights?

In addition to the above rights, you also have the right to object to the processing of your personal data. You may object where the legal basis for the processing of your personal data is the legitimate interest of the controller or a third party (or where the legal basis for the processing is the performance of a task carried out in the public interest or in the exercise of official authority).

You can also object if we process your data for direct marketing purposes (based on a legitimate interest), including profiling to find the most suitable and interesting offers for you.

If you object to the processing, we will not process your personal data further until we can demonstrate compelling reasons for the processing that override your interests or rights and freedoms. If you object to processing for direct marketing purposes (including profiling), we will cease processing your personal data for this purpose without further action.

You may exercise the following rights at any time during the processing of your personal data:

a) Right of access. You have the right to obtain confirmation of whether and what personal data we process about you, including the right to receive copies of the personal data we process. Please note that it will not be possible to disclose such information that would compromise our business secrets or the rights of third parties.

(b) The right to rectification and completion. If you find that your personal data we process is inaccurate or incomplete, you have the right to ask us to correct and update it.

c) Right to erasure. In some cases, you have the right to contact us to request the erasure of your personal data that we process. Please note that erasure of personal data is not always possible, especially not when the processing is for a legitimate purpose and in accordance with data protection regulations.

d) Right to restriction of processing. In some cases, for example if you question the accuracy, lawfulness or our need to process your personal data, you have the right to ask us to restrict the processing of your personal data. If we comply with your request, we will restrict the processing of your personal data to the minimum necessary (and we will generally not actively process the data further). We will record in our systems that the data is subject to the restriction. If the restriction is lifted and we intend to continue processing your personal data, we will inform you in advance.

(e) Right to portability. You have the right to request that we transfer (in a commonly used and machine-readable format) your personal data that you have provided to us and that we process to a third party (another data controller) that you specify in your request. Please note that you can only exercise this right if we are processing your personal data on the basis of your consent or for the purposes of performing a contract and the processing is automated.

f) Right to lodge a complaint with a supervisory authority. If you believe that there has been a breach of the obligations set out in data protection legislation, you have the right to lodge a complaint with the Data Protection Authority or another authority responsible for supervising compliance with data protection obligations. We care about you, so we would be very happy if you contacted us directly before filing a complaint and gave us the opportunity to resolve everything directly with you

How can you exercise your rights?

If you decide to exercise any of the above rights against us, please send us a message to the email or postal address above. Please note that if you exercise your right, we must be sure of your identity. Therefore, in some cases we may ask you to provide proof of identity. If you exercise any of the above rights, we will inform you in writing without undue delay how we will deal with your request.

Changes to information on the processing of personal data

We may modify or update this personal data processing information in the future. If we make changes, you will know this by, among other things, updating the date of the last modification set out at the beginning of this information. If we make changes that could have a significant impact on your privacy, we will also notify you by other appropriate means (e.g., email or a notice posted in our Services). We encourage you to read the Privacy Notice regularly to stay informed about how we process your personal information and how you can protect your privacy