

## PRIVACY POLICY

We use LinkedIn services to run our advertising campaigns that help us to get in touch with our prospective customers. As part of this process, we may process your personal data you share with us in the manner and to the extent further specified in this Privacy Policy. The aim of this document is to provide you, in particular, with information regarding the scope and nature of such processing, the extent of your rights and the manner in which you can exercise them.

Collection and processing of your personal data is carried out in accordance with the applicable data protection legislation, in particular the General Data Protection Regulation (GDPR).

### **1. Who is the data controller?**

The controller of your personal data is **SafeDX s.r.o.**, having its registered seat at K Žižkovu 813/2, Postal Code 190 00, Prague 9 - Vysočany, Czech Republic, company ID No. 045 85 119 ("**SafeDX**" or "**we**").

In case of any requests relating to processing of your personal data or in case of exercising your rights set out in Clause 4 below, please contact us at [info@safedx.eu](mailto:info@safedx.eu).

### **2. What personal data do we collect about you and for what purpose?**

If you opt-in through our LinkedIn advertising post to receive our commercial communications, we will process, for the sole purpose of delivering you the commercial communications, your personal data in the extent of your name, e-mail address, name of the company you work for and your job position.

Your personal data is shared with us from your LinkedIn profile (if you opt-in through our post) or, where the required data is missing, you might be asked to manually type it in the form attached to our advertising post.

Legal basis for our processing of your personal data is your consent.

### **3. Who do we share your personal data with?**

Your personal data may be disclosed to reliable third parties that provide us with administrative or technical support. When we need to ensure security of our IT systems or for the purpose of processing of personal data, we can share your personal data with providers of IT solutions.

We may also share your personal data with government authorities or law enforcement bodies if required by law, with external advisors and with other personnel who is subject to confidentiality obligation.

### **4. What are your rights in relation to the processing?**

If you grant us your consent to the processing of your personal data, you do so entirely voluntarily and, therefore, you have the right to revoke or restrict the consent at any time.

In some circumstances, you have the right to object to the processing of your data by us, in particular where your personal data is processed on the basis of a legitimate interest; in such case we will assess your objection and inform you about result.

Under certain conditions and circumstances, your other rights include: right to access your personal data, right to have your personal data rectified or erased, right to restrict the processing, right to data portability and right to lodge a complaint against SafeDX, as a controller, with the Data Protection Authority.

However, there are exceptions to these rights; for example, it will not be possible for us to delete your data if we are required by law to keep it. Similarly, access to your data may be refused if making the information available would reveal personal data about another person or if we are legally prevented from disclosing such information.

**5. For how long do we keep your personal data?**

We retain your personal data for no longer than is necessary to fulfil the purpose of the processing in question as specified in Clause 2 above.

As we process your personal data on the basis of your consent, it will only be processed throughout duration of the consent which you may revoke or restrict at any time. If you do so, we will stop processing the personal data concerned for the purposes for which the consent has been revoked.

**6. How are our campaigns run and how is your personal data processed by LinkedIn?**

Our advertising campaigns are targeted at LinkedIn audience based on the criteria we set when creating our campaign using the official commercial LinkedIn tools. Such criteria may include level of education (*e.g.* degree or school attended), professional experience (*e.g.* job titles, seniority or years of experience), professional interests and other information that you share on your LinkedIn profile.

Please note that processing of your personal data you mention at LinkedIn is carried out by LinkedIn and, therefore, this Privacy Policy does not apply. Please refer to LinkedIn's Privacy Policy for more information on how LinkedIn processes your personal data (including information on how to change your advertising preferences).

**7. What if there are any changes to the processing?**

This Privacy Policy may change from time to time and any changes to the statement will be communicated to you by way of an e-mail or on our websites.

*Effective as of 1.4.2019.*