



PRIVACY POLICY – INFORMATION ON PERSONAL DATA PROCESSING

We hereby inform you that we process your personal data. We take the protection of your personal data seriously – the protection of your privacy in connection with personal data processing is an important aspect for us, which we take into account in our business processes. Personal data collected during visits to our website are processed only to the necessary extent in order to provide and offer you quality services. In processing such data, we comply in particular with the standards of protection laid down in Act No. 101/2000 Coll., on the Protection of Personal Data, as amended, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data (hereinafter jointly referred to as the “GDPR Regulations”).

1. CONTROLLER OF PERSONAL DATA

POWDER, s.r.o., registered office: No. 85, 739 59 Střítež, Company ID: 48399027, registered in the Commercial Register maintained by the Regional Court in Ostrava, Section C, Entry 10411 (hereinafter referred to as “we” or “the Company”), as the controller of personal data, adopts technical and organizational security measures to protect the provided data against manipulation, loss, destruction, and access by unauthorized persons. Our security measures are continuously improved as technology develops.

2. SCOPE AND PURPOSE OF PERSONAL DATA PROCESSING

We process personal data in accordance with applicable legal regulations and for the fulfillment of legal obligations. We process all personal data to the extent in which you have provided it to us, or which we have otherwise collected, for the following purposes:

- a) provision of services, fulfillment of a contract, compliance with other legal obligations, protection of the vital interests of the data subject – your personal data in the scope of: email, name, surname, telephone number, address, date of birth, health condition, allergies, other restrictions are necessary for the realization of the tour/fulfillment of the contract or fulfillment of other legal obligations (e.g., local tax and fee payments);
- b) accounting – if you are our customer or supplier, your personal data (billing details) are necessary to fulfill our statutory obligation for issuing and recording tax and accounting documents;
- c) marketing/newsletters – your personal data (email and name) are used for direct marketing purposes – sending commercial communications. If you are our customer, we do so based on legitimate interest, as we reasonably assume you are interested in updates regarding our products and services, for a period of 5 years from the last booking. If you are not our customer, newsletters are sent only on the basis of your consent, for a period of 10 years from its granting. In both cases, you may withdraw consent at any time using the unsubscribe link in each email;
- d) photo/video/audio documentation – your personal data are retained for the duration of limitation periods, unless the law provides for a longer retention period or otherwise specified. Consent to photography and audio/video recording is granted separately (travel contract, online registration for the tour).



3. SOURCES OF PERSONAL DATA

We record personal data only when you provide it voluntarily, for example when registering for a tour, subscribing to a newsletter, or entering into a contract. When you visit our website, our servers routinely record your IP address, the website from which you visit us, the pages you visit on our site, and the date and duration of your visit.

4. CATEGORIES OF PERSONAL DATA SUBJECT TO PROCESSING

- a) address and identification data enabling unambiguous identification of your person (name, surname, date of birth, permanent residence address, nationality, passport number);
- b) data enabling us to contact you (contact address, telephone, email address); and
- c) personal data captured in photos and video/audio documentation.

5. METHOD OF PROCESSING AND PROTECTION OF PERSONAL DATA

Processing of personal data is carried out directly by POWDER, s.r.o. Processing takes place at our registered office and branch by our authorized employees. Access to personal data (to the necessary extent) is granted to our collaborators. For certain processing operations that we cannot carry out ourselves, we use the services and applications of processors, such as IT service providers or accounting firms, who specialize in the given processing and also guarantee GDPR standards. Processing is carried out using IT systems, and in the case of paper-based data also manually, in compliance with all security principles for data management and processing. For this purpose, we have adopted technical and organizational measures to ensure the protection of personal data, in particular measures preventing unauthorized or accidental access, alteration, destruction, or loss, unauthorized transfers or processing, as well as any other misuse. All entities to whom personal data may be disclosed respect your right to privacy and are obliged to act in accordance with applicable data protection legislation. Our collaborators and employees are bound by confidentiality agreements under applicable legislation.

6. RIGHT TO INFORMATION AND POSSIBILITY TO WITHDRAW CONSENT

You have the right to withdraw your consent to the processing of personal data at any time. You may also request access to your personal data, their rectification or erasure, or restriction of processing, and you may object to processing. You have the right to data portability to another controller, as well as the right to lodge a complaint with the Office for Personal Data Protection if you believe that we, as the controller, are processing your personal data in violation of the Regulation.

7. COOKIES

The Company uses cookies to monitor visitor preferences and to optimally design its website accordingly. Cookies are small "files" that are stored on your hard drive. This makes navigation easier and ensures a high degree of user comfort on the website. Cookies may be used to determine whether your computer has previously accessed our website. Only the cookie on



your computer is identified. You can deactivate the use of cookies at any time in your web browser.

8. DURATION OF PERSONAL DATA PROCESSING

Unless otherwise specified, personal data are processed for an indefinite period, or until the termination of the Company's activities.

We declare that, as the controller of your personal data, we fulfill all legal obligations required by applicable legislation, in particular the Act on Personal Data Protection and the GDPR, and therefore: (i) we will process your personal data only on the basis of a valid legal ground, primarily legitimate interest, performance of a contract, legal obligation, or granted consent, (ii) we fulfill the information obligation pursuant to Article 13 of the GDPR before commencing processing, (iii) we enable and support you in exercising your rights under the GDPR Regulations.

If you have any questions regarding the processing of your personal data, you can contact us at kristyna@freeridecamps.cz