

Personal Data Processing Rules

Why are we presenting you with these personal data processing rules?

In these personal data processing rules, we clarify what we do to ensure the confidentiality and security of your personal data that you provide to us as part of your participation in the Unique Summit Ostrava 2023 conference (hereinafter referred to as the "**Conference**"). The aim of this document is to provide you with information about what personal data we collect, what is our reason for doing so, how we deal with it, from what sources we obtain it, for what purposes we use it, to whom we may provide it, where you can obtain information about the personal data we process and how it is secured.

Moravskoslezské inovační centrum Ostrava, a.s. as the administrator of your personal data

Moravskoslezské inovační centrum Ostrava, a.s., ID: 25379631, with registered office at Technologická 372/2, Pustkovec, 708 00 Ostrava, registered in the commercial register maintained by the Regional Court in Ostrava, section B, entry 1686, is the administrator of your personal data. Being an administrator means that we comply with the principles of personal data processing and handle your personal data exclusively in accordance with applicable legislation, decide on the purpose and means of processing your personal data and ensure consistent security of your personal data. We protect your personal data with the most modern technologies.

Why do we process your personal data?

By registering for the Conference, or by reserving tickets for the Conference, participating in the Conference, as well as through related meetings, you provide us with your personal data, which we process for the purposes specified in these rules on the processing of personal data, and we handle your data in accordance with generally applicable regulations. The processing of personal data can then help with better, faster and more efficient organization of the Conference, as well as possible future cooperation in the areas in which the Moravskoslezské inovační centrum Ostrava, a.s. focuses.

What personal data do we process?

We process personal data that you provide in particular as part of registering for the Conference and reserving tickets, in attendance records or in any other way in connection with the Conference. Below we list some of them as an example, however, this does not mean that we process all of the personal data listed below or that these examples are an exhaustive list, as we cannot fully list in advance all the personal data that you provide to us. However, in the vast majority of cases it will be the following personal data:

name, surname, title, company name

permanent residence, company headquarters, contact address

email contact

telephone contact

For what reasons do we process your personal data?

We only process your personal data for legal reasons. Unless otherwise stated, we process your personal data on the basis of 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 and on the free movement of such data and on the repeal of Directive 95/46/ES (General Data Protection Regulation), (hereinafter referred to as "**GDPR**"). We have the right to process personal data in particular from Article 6 letter b) GDPR, according to which we process information necessary for the fulfillment of a contract to which the data subject is a contracting party, or for the implementation of measures taken prior to the conclusion of the contract at the request of this data subject, and also from Article 6 letter b) GDPR, according to which the processing of information is necessary for the purposes of the legitimate interests of the relevant administrator or third parties, as well as of necessity for the purposes of the legitimate interests of the Moravskoslezské inovační centrum Ostrava, a.s. or third parties to which personal data may be transferred, in accordance with Article 6 letter f) GDPR.

In addition to the above-mentioned reasons, we are authorized to process personal data, namely personal data that are not covered by the above-mentioned legal reasons, in particular from Article 6 letter a) GDPR, according to which the data subject has given us consent to the processing of its personal data for the purposes specified in these rules for the processing of personal data. If you have given your consent to the processing of personal data, then we can process your personal data for this reason as well.

For what purposes do we process your data?

We process your personal data for the purpose of proper registration and verification of participation in the Conference, provision of related information and instructions, registration of the participants of the given Conference and carrying out other activities for the purpose of proper and timely organization and implementation of the Conference, such as the possibility to contact you in case of your inquiry or sudden changes regarding the Conference.

Another purpose of personal data processing is to store it in the database of potential applicants for services provided by the Moravskoslezské inovační centrum Ostrava, a.s. It may happen that we will organize a similar event again or offer other services that we believe would be suitable or otherwise interesting for you in view of your activity or expressed interest, and in this case we may contact you.

Moravskoslezské inovační centrum Ostrava, a.s. is also entitled to use your personal data for the purposes of contacting and sending commercial communications in connection with the offer of its own similar services, especially organized conferences, educational events or other services provided by the Moravskoslezské inovační centrum Ostrava, a.s. You can withdraw your consent to the sending of these commercial communications at any time, and you will always be informed of this right within the sent commercial communications. These data will be processed until we receive the revocation of your consent to the sending of these communications.

Moravskoslezské inovační centrum Ostrava, a.s. is further authorized to use your personal data in connection with the created networking application Eventee. Thanks to the aforementioned networking application, you will be able to connect with other Conference participants, as this application contains a list of all Conference participants. Thus, your personal data will also be made available within this Eventee networking application.

Moravskoslezské inovační centrum Ostrava, a.s. is also authorized to use your personal data in connection with the generation of attendance and other participation lists for sponsors and partners of the Conference.

The last purpose of processing is also marketing purposes, which include in particular the offering of goods and services and other marketing activities that do not fall under commercial communications.

The fulfillment of these purposes does not have to be carried out directly through the Moravskoslezské inovační centrum Ostrava, a.s., but also by the partners of the Conference, to whom we are authorized to transfer your personal data for processing, to which you also express your consent. This ensures that, in the future, you will receive any services or other offers that you may appreciate and show interest in.

Who do we get your personal information from?

We obtain your personal data mainly directly from you via your registration forms, attendance sheet, as well as other communications that you send to us in connection with the Conference. We also obtain personal data from third parties, in particular from the persons who arranged your participation in the Conference.

How long do we keep your personal data?

We process personal data only for the time that is necessary for the purposes of their processing, in accordance with the GDPR. We usually process your personal data for a period of 3 years from the end of the relevant Conference you attended. However, this does not apply if a different length of the required time for personal data processing results from legal regulations, especially accounting regulations. If we find that they are no longer needed for any of the purposes for which they were processed, or if the specified period expires, we will dispose of the personal data by deleting the personal data you provided from all our databases. However, the above does not apply if you give us your consent to the processing of your personal data, as based on this we will be authorized to collect this personal data for a longer period of time, usually until you withdraw your consent.

To whom do we transfer your personal data?

Your personal data is mainly used for the needs of the Moravskoslezské inovační centrum Ostrava, a.s. Our authorized employees or other cooperating persons who participate in the activities and running of the Moravskoslezské inovační centrum Ostrava, a.s. or in the organization of the Conference also have access to this data. To ensure specific processing operations that we are unable to ensure on our own, we use the services of other processors who also ensure compliance with the GDPR.

We may also pass on your personal data to partners and sponsors of the Conference who have a legitimate interest in contacting you for the purpose of offering services, goods or other activities. Your personal data will also be made available to other participants of the Conference, and within the created networking application Eventee.

Based on your request, the Moravskoslezské inovační centrum Ostrava, a.s. will provide you with an up-to-date list of persons to whom your personal data has been transferred for processing. Your

personal data will not be transferred outside the territory of the European Union under any circumstances.

What are your rights?

You have the right to request information and access to your personal data. You also have the right to ask us to correct or delete your personal data or to restrict its processing. You can also object to the processing of your personal data or request data portability. Please note, however, that we may not always be obliged to comply with your request for erasure, restriction, objection or portability of data. Assessments of our legal obligations and exceptions to these rights will be made on a case-by-case basis. You have the right to address your request, complaint or other initiative directly to the Office for the Protection of Personal Data, with headquarters in Plk. Sochora 27, 170 00 Prague 7, phone number: +420 234 665 111 (Head Office), official e-mail: posta@uoou.cz.

Contact information for the administrator's representative

If you have any questions regarding the processing of your personal data, please contact the authorized representative of the Moravskoslezské inovační centrum Ostrava, a.s. for the protection of personal data, Mrs. Olga Palová, phone number +420 597 307 010, e-mail: olga.palova@ms-ic.cz.

Photo documentation taken from the organized Conference?

In addition to the above, we would like to inform you of the fact that we take a reasonable amount of photo documentation from the Conference, with the purpose of subsequently publishing selected photos or created videos on our website, Facebook and Instagram pages for presentation and promotional purposes. Visitors to the Conference can also be captured in this way, but the primary purpose is to capture the overall atmosphere of the Conference and inform the public about its progress. According to the expert opinion of the Office for the Protection of Personal Data, in such cases it is not primarily an issue of personal data protection, but privacy protection according to Act No. 89/2012 Coll. the Civil Code, as amended (hereinafter referred to as the "Civil Code").

You will also be warned in advance about the taking of photo documentation in the form of a camera pictogram or a notification before entering the Conference. In case of any doubts or questions about taking photo documentation, you can also contact Mrs. Olga Palová, phone number +420 597 307 010, e-mail: olga.palova@ms-ic.cz.