

# Personal data processing policy

## I. Basic information provided

### Administrator's identity and contact details

Regionální filmová kancelář Plzeňský kraj z.s. (Regional Film Office of the Pilsen Region association), reg. No.: 06525466, registered office at Mánesova 1915/80, Plzeň, 301 00, registered under file number L 8211 at the Pilsen Regional Court, represented by the Chairman of the Association, Petr Veruněk.

The authorized administrator is Radka Šmídlová, e-mail:

radka.smidlova@filmplzen.cz.

The Association (Regional Film Office of the Pilsen Region) processes personal data in accordance with European Union law, in particular Regulation of the European Parliament and of the Council (EU) of 27 April 2016 No. 2016/679, on the protection of individuals with regard to processing personal data and the free movement of such data and repealing Directive 95/46/EC, as amended (hereinafter the 'Regulation').

### Purposes and legal reasons for personal data processing:

The customer's personal data is processed to the extent necessary to manage the agenda related to the creation of a database of contacts of candidates for extras and other services in connection with the functioning of Regional Film Office of the Pilsen Region association, the provision of land traffic and international traffic and other communications, including marketing purposes of the Administrator and third parties.

The legal reasons for processing are the legitimate interests of the Administrator, the provision of the above services, etc. and your consent, especially with the provision of a photograph.

### Processing with consent

When processing the above services, you may consent to the processing of the personal information provided below for the purposes of:

#### Contact and location database

- The Subject's personal data is processed for this purpose if the Subject sends the required data and agrees to include it in the database.
- The purpose of processing is to include the Subject in the database of contacts and locations, which will be used to assist filmmakers filming in the Pilsen Region.
- The legal title for this purpose is the consent. The Data Subject may withdraw the consent at any time.

#### Sending of newsletters

- If the Subject grants consent to the Administrator to receive newsletters, their Personal Data is processed at the Subject's request, or upon voluntary ticking off direct marketing consent, on the basis of which the Subject is included in the direct marketing database. The Administrator may also use direct marketing for the purpose of their legitimate interests.

- This purpose consists in sending newsletters including information from the world of films, information about filming in the Pilsen Region and latest films. Commercial messages are sent by all means, including electronic means, by the Administrator.
- The legal title for this purpose is either the consent of the Subject, which the Data Subject may withdraw at any time, or the legitimate interest of the Administrator while the Subject may at any time object to such processing.
- When performing the purpose, profiling or simple segmentation based on the Subject's interests and activities, is done to choose appropriate information and select programmes to offer to a particular Subject.

Providing the above-mentioned service or services is not subject to this consent and you may withdraw your consent to the storage and processing of the aforementioned personal data at any time by sending an e-mail to: radka.smidlova@filmplzen.cz. However, the withdrawal of consent may result in some services not being provided to you in full. This withdrawal is without prejudice to the processing of personal data, which is necessary for the fulfilment of the legal obligation or the protection of the legal interest of the Administrator.

### Legitimate interests of the Administrator

The legitimate interests of the Administrator or third parties include, in particular, the promotion and presentation of the activities of the Regional Film Office of the Pilsen Region, the promotion and presentation of filming in the Pilsen Region and an active assistance to filmmakers filming in the Pilsen Region.

### Form and length of processing

Your personal data is processed electronically in an automated manner or in a printed form in a non-automated manner. Data processed for the purpose of fulfilling the contract to which you are a party, or which is necessary for the fulfilment of a legal obligation (for the provision of services, settlement of claims, accounting obligations and others), is kept for a period strictly required by legal regulations (Act No. 89/2012 Coll., the new Civil Code, Act No. 563/1991 Coll., on accounting, and others). After the expiry of the statutory time limits for storing such personal data, it shall be deleted.

Personal data will be processed by the Association for the duration of the consent, but for no more than 20 years of the consent being given.

### Processors/recipients of personal data:

The processors/recipients of personal data are state authorities, contractors and filmmakers whose performance is related to the organization, promotion and activities of the Association, always to the extent of personal data necessary for the task. Specifically, we transfer the following scope of data to the following categories of recipients: hotels (name, surname, dates of stay), travel agencies (name and surname in passport, dates of stay, possibly date of birth, passport number, passport validity), land transport (name and surname, date, address, or phone contact). To filmmakers: name and surname, contact - phone number, email or more, depending on performance and service (IT support, legal services, etc.) If you are interested, you can use the below-mentioned right of access to information. The processing of personal data is agreed with all processors pursuant to the Regulation, in particular pursuant to Article 28.

### Intent of the Administrator to transfer data to third countries:

The Administrator does not intend to transfer personal data to any third country.

### Categories of personal data concerned:

The personal data we process is as follows:

Name, surname, titles, photos, business address, private address, country (state), phone numbers, email address.

In case we provide a plane ticket for you, also:

Name and surname in the passport, date of birth, passport number and passport validity.

Please always give us the exact details and any changes to them so that we process only up-to-date and true data.

If you do not wish us to further process your personal data, wish to withdraw your consent if it has been provided, or if you have another question, please contact us at [radka.smidlova@filmplzen.cz](mailto:radka.smidlova@filmplzen.cz).

The Administrator shall not process sensitive data within the meaning of Article 9 of the Regulation.

## II. Information and access to personal data

You have the right to request access to, correction or erasure of personal data, or restrictions on processing, and to object to processing as well as the right to data portability. These and other rights are detailed below.

You have the right to withdraw your consent to the processing of your personal data at any time by emailing to [radka.smidlova@filmplzen.cz](mailto:radka.smidlova@filmplzen.cz). You also have the right to file a complaint with the Office for Personal Data Protection at <http://www.uoou.cz>.

The period for which personal information will be stored depends on how it is necessary to use specific data in order to provide accommodation, transportation, a location and contact database, and marketing purposes.

## III. Data Subject's rights in more detail

### Right of access to personal data and detailed information concerning its processing

If you are interested to know whether we process specific data about you, please do not hesitate to contact us, we will confirm or refute this fact. If we process personal information about you, you have the right to access it, including a copy of the personal information we process. You may also request related information, in particular the purpose and period of processing, data categories, recipients (past, future), sources in respect of data not obtained directly from you, any rights you have in relation to the personal data processed.

### Right of correction and amendment

You have the right to correct inaccurate or false personal data or to add to incomplete personal data. We will appreciate if you report any inaccuracies to [radka.smidlova@filmplzen.cz](mailto:radka.smidlova@filmplzen.cz).

### Right of erasure ("right to be forgotten")

You have the right to request the erasure of your personal data if it is no longer needed for the purposes for which it was collected or otherwise processed, or to withdraw your consent, if it is processed upon consent, or if it is found that it has been processed unlawfully.

### Right to restrict processing

You have the right to request that we restrict the processing of personal data relating to you, in particular for the reason of inaccuracy of personal data, unlawful processing, etc. The recipient shall also inform about the above. Upon your request, they will inform you about which recipients had been notified about the above information regarding the correction or erasure of personal data or processing restrictions.

### Right for data portability

This covers your right to request us to transfer the processed personal data to another Administrator under certain conditions in a structured, commonly used and machine-readable format.

### Right to object

If you object to the processing of your personal data, especially if it is processed for a legal reason for which processing is necessary for the legitimate interests of the Administrator or a third party, we will terminate the processing of your personal data unless serious legitimate reasons for processing are found which override the interests or rights and freedoms of the Data Subject, or for the determination, exercise or defence of legal claims. We make no decision based solely on automated processing.

### Method of exercising rights and complaints of the Data Subject

You can exercise your rights with the personal data Administrator, i.e. the Regional Film Office of the Pilsen Region through:

- an application submitted in person along with a valid identity document (identity card, driving license, passport, etc.);
- a written application with an officially authenticated signature;
- a data box of the Subject of personal data;
- an e-mail with a guaranteed electronic signature.

Other forms of submission will not be considered due to the need to verify and prove your identity.

For your identification for submission it is necessary to state:

- name and surname of the Data Subject;
- permanent address;
- date of birth;
- the Data Subject's relationship with the Administrator;
- contact details (telephone, email).

If the applicant's identity is not sufficiently proven, the Regional Film Office of the Pilsen Region reserves the right to reject the application.

The Data Subject may send inquiries and other submissions concerning the processing of personal data by the organizer by email to: radka.smidlova@filmplzen.cz, or directly to the address of the association.

## IV. Security, protection and confidentiality of personal data

In cooperation with IT professionals in particular, we have taken appropriate technical and organizational measures to ensure a level of security appropriate to the risk of accidental or unlawful destruction, loss, alteration, unauthorized disclosure of transferred, stored or otherwise processed personal data, or the risk of unauthorized access to personal data.

However, if, despite all efforts, the security of the personal data is breached and it is likely that such a breach will result in a high risk to the rights and freedoms of individuals, we will notify you without delay.

## V. Cookie policy

When a user visits the operator's website, small files such as cookies are stored to and read from the user's device. A cookie is a small set of letters and numbers stored in the user's Internet browser or hard drive. The cookie file will then allow the website to recognize whether the user has visited it before and which section they were interested in. At the same time, cookies allow the user to save their user settings. Recognizing the language or remembering the user's login is the result of the work of cookies.

Some cookies enable the operator to connect the user's activities while browsing the operator's website from the moment the user opens the browser window until they close it. These cookies are deleted when the user closes the browser window. Others remain on the device for a set period of time and are activated each time the user visits a website that created a particular cookie. Cookies are not only stored on the user's device, but also read, especially those cookies that the operator's website has stored on the user's device. For the sake of simplicity, only storage will be discussed hereinafter in the document.

Some cookies are stored on the user's device directly by the operator's website. These cookies help them:

- identify users when navigating between pages of the operator's website when returning, for example, to save which version of the website the operator should display to the user if the website offers multiple variants at the moment;
- note that the user has given their consent to the operator under this document.

Such cookies and other files are necessary for the functioning of the website. The user can freely delete the cookies or directly set the browser in advance to either refuse to accept cookies or to notify the user when the server tries to send a

cookie. If the user blocks these cookies in their browser, the operator's website may not work properly and the operator may not be able to provide their services in full or at all.

Further, to the user's device:

- the operator stores cookies from their website that allow him to:

- track traffic to their site, its individual pages, generate statistics and reports, and measure ad performance;
- show the user various options of the operator's website when testing new functionalities.

If the user does not turn off the use of third-party cookies in their browser and stays on the operator's website or clicks on the "I understand" or "I agree" button as part of the notice, the operator will take it that the user agrees to the use of these cookies.

The user can withdraw their consent at any time by disabling this feature in the user's browser.

For information about setting up a specific web browser, visit the following addresses:

**Internet Explorer:** [windows.microsoft.com](http://windows.microsoft.com)

**Google Chrome:** [support.google.com](http://support.google.com)

**Mozilla Firefox:** [support.mozilla.org](http://support.mozilla.org)

**Opera:** [help.opera.com](http://help.opera.com)

**Safari:** [support.apple.com](http://support.apple.com)

The user can freely delete the cookies or directly set the browser in advance to either refuse to accept cookies or to notify the user when the server tries to send a cookie.