



INFORMATION ON PROCESSING OF PERSONAL DATA

USERS OF SPARTA ID AND RELATED SERVICES (SPARTA CLUB, WIFI, etc.)

WHAT IS THE PURPOSE OF THIS DOCUMENT?

The purpose of this document is to provide you with information about the conditions under which the processing of personal data you provide will be carried out. If in the rest of this document "us" or "our company" is referred to, it means AC Sparta Praha fotbal, a.s.

WHY IS MY PERSONAL DATA PROCESSED?

By creating a Sparta ID registration, you have entered into a contract with our company and have become our customer. The purpose of the processing of personal data is to provide the customer online account registration service. In order to provide you with this service, we need to work with your personal data.

WHO WILL PROCESS MY DATA?

The controller of personal data is AC Sparta Praha fotbal, a.s., ID No.: 46356801, with registered office at Milady Horákové 1066/98, 170 82, Prague 7, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 2276. Contact details: ochrana-soukromi@sparta.cz, +420 296 111 400, <http://www.sparta.cz/ochrana-soukromi>.

WHAT PERSONAL DATA WILL BE PROCESSED AND WHAT IS THE LEGAL BASIS FOR THIS PROCESSING?

We will process your identification and contact data, in its updated form, as well as the date and time of registration and its eventual termination for the purpose of fulfilling our contractual obligations and providing the aforementioned service. The legal basis is the performance of the contract. We will also process data about the use of products or services and the history of transactions made via Sparta ID on third-party websites and, if you have enabled cookies, your online activity if made while logged in Sparta ID, in order to develop and improve the quality of our products and services.

We will also use the abovementioned data to send you commercial communications related to the service during its duration and for two months following its termination. For commercial communications, we also process the basic interaction with such communication (open and click rate). The legal basis for this processing is our company's legitimate interest in developing and improving the quality of our products and services. The sending of these commercial communications may be terminated at any time in the manner specified in each commercial communication.

If you use our additional service via Sparta ID, we will further process the data related to this service:

- a) in the case of the premium content supplementary service www.sparta.cz, the data on the selection of this service, the beginning and end of the service provision is further processed,
- b) in the case of the additional wifi service at the stadium (if logged in via Sparta ID), the data on the choice of this service, the log-in, the time of use, the customer ID - email, the data volume transferred and the MAC address of your device,

c) in the case of the additional service Sparta Club, Sparta Mini Kids/Kids/Junior Club, the data related to the service selected by the user, the membership card number, usage of benefits within the membership, telephone number, favourite player (if the membership is purchased for another person, the name, surname, date of birth, gender, email, telephone, membership card number and favourite player of this person), data on payment for this service (date of payment, payment status, VS, no. invoice), the duration of this service including the membership renewal,

d) in the case of the Sparta Camp service, detailed information on this processing is available here www.sparta.cz/ochrana-soukromi/,

e) in the case of other additional services currently offered and used by you, data related to the provision/use of such service.

The legal basis for the processing of the above-mentioned additional services is the performance of the contract.

The provision of personal data is not mandatory, if you do not provide us with personal data marked as mandatory when registering a service or additional service, we will not be able to provide you with the relevant service and we will not enter into a contract with you for its provision.

If you have given us your consent to process your personal data for marketing purposes when registering your Sparta ID, see the detail of this processing here www.sparta.cz/ochrana-soukromi/marketingovy-ucel.

WHO WILL HAVE ACCESS TO MY PERSONAL DATA?

Access to your personal data is granted to employees of our company who are entrusted with specific tasks related to the purpose of processing personal data and, where applicable, to processors, which may be, in particular, our suppliers, typically supplier of the mailing system, supplier of the database system etc. An up-to-date list of processors will be provided upon request.

In the event that you purchase/use products or services of third parties by using the Sparta ID, such third parties, as separate controllers, will be provided with your data that have been identified as mandatory for the Sparta ID registration for the purpose of fulfilling their contractual relationship with you.

WILL MY PERSONAL DATA BE TRANSFERRED OUTSIDE THE EUROPEAN UNION?

No.

WHAT IS THE DURATION OF PROCESSING OF MY PERSONAL DATA?

We will process your personal data for the entire duration of the contract and subsequently for as long as necessary to secure legal claims arising from the contract, i.e. until our mutual rights and obligations may become the subject of litigation. Due to the limitation period set out in the Civil Code, we will keep your personal data for a maximum of 10 years after the termination of the contractual relationship. For the period after the termination of the contractual relationship, the legal basis for this processing will be the legitimate interest of our company in protecting our rights and proving the fulfilment of our contractual obligations.

WHAT ARE MY RIGHTS IN RELATION TO THE PROCESSING OF PERSONAL DATA?

You have the right to request access to your data at any time - this means that we will provide you, upon your request, with information about what personal data we process, for what purpose, from what source the personal data was obtained and for how long it will be processed. You have the right at any time to request the rectification of inaccurate personal data or to have it completed if it is incomplete.

You also have the right to request the erasure of personal data that are no longer necessary for the purpose for which they were originally collected or that the controller is no longer entitled to use for other reasons (e.g. they have been processed unlawfully, their erasure is required by law, etc.).

You have the right to request a restriction of the processing of your personal data - this means that you can ask us not to delete your data where we would otherwise be obliged to do so, and you can also ask us not to process your personal data any further until it is clear whether the data processed is accurate or whether your objection to the processing of your personal data has been raised on reasonable grounds (see right to object below).

You have the right to the portability of your personal data - this means that you can request that we provide you with the personal data processed by us (if it is processed by automated means) in electronic form so that it is easily transferable to another controller (service provider). This right only applies to personal data that we have obtained in electronic form, either on the basis of your consent or on the basis of a contract.

You have the right to object to the processing of your personal data based on our legitimate interest - in which case we will only continue to process your data if it is demonstrated that there are compelling legitimate grounds for doing so.

HOW CAN I EXERCISE MY RIGHTS?

You exercise your rights (including the right to object) with the data controller, which is our company. You can contact us in writing, by telephone or by e-mail (contact details are given above). Our company has also established a data protection officer whose contact details are AC Sparta Praha fotbal, a.s., Milady Horákové 1066/98, 170 82, Prague 7 or email ruzickova@sparta.cz.

HOW TO PROCEED IF I BELIEVE THAT THE PROCESSING OF MY PERSONAL DATA HAS VIOLATED THE LAW OR THE EUROPEAN DATA PROTECTION REGULATION?

In such case, you have the right to file a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, phone +420 234 665 111, e-mail: posta@uouu.cz, website: <https://www.uouu.cz>.

DOES THE PROCESSING OF MY PERSONAL DATA INVOLVE AUTOMATED DECISION-MAKING, INCLUDING PROFILING?

Automated decision-making means a decision that is made by a machine (computer) without human intervention and that has legal or other similarly significant consequences for you (e.g. termination of a contract). Such processing of personal information does not take place in this case; the relevant actions are always decided by a specific employee of the company.