

PRIVACY AND PERSONAL DATA PROTECTION POLICY

We at Cebia consider the protection of your privacy and personal data to be our primary duty. We handle your personal data exclusively in accordance with the applicable legal regulations. With the Privacy and Personal Data Protection Policy, we provide you with information on the processing of your personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of individuals with regard to the processing of personal data ("GDPR").

I. Administrator of your data

Cebia, spol. s r.o., registered office at Vyskočilova 1461/2a, Michle, 140 00 Praha 4, IČ: 18628443, entered in the Commercial Register kept by the Prague Municipal Court, section C, entry 4057 (hereinafter "Cebia"), as the administrator in accordance with article 13 of GDPR, hereby informs you of the processing of your personal data and your rights.

II. Purposes of processing your data

We process your personal data to the extent necessary to provide the Cebia services you have arranged with us. We divide the purposes for which we process your personal data into two groups - personal data that we can process without your consent and personal data that we cannot process without your consent.

A. Purposes of processing personal data for which we do not need your consent:

- fulfillment of our obligations arising from the Terms of Cebia services arranged by you;
- fulfillment of our obligations arising from the contract you have concluded with Cebia;
- fulfillment of our obligations arising from generally binding legal regulations;
- ensuring the protection of our rights and legitimate interests, if we claim them;
- fulfillment of a task carried out in the public interest.

B. Purposes of processing personal data for which we need your consent:

- sending commercial offers of our products and services;
- sending commercial offers of the products and services of our partners:
 - o calculating insurance and recommending insurance policies,
 - o offers to purchase financial products,
 - o offers of products and services from vehicle dealers, service stations or car rental companies;
- automated decisions, including profiling.

In accordance with Act No. 480/2004 Coll., on certain information society services, Cebia uses your contact information obtained when arranging services to send business offers based on automated decision making, until you revoke consent for such use of your contact information.

III. Your data that we process

We only process personal data so that we can provide you with our services and customer support, in order to comply with our legal obligations and also to protect our legitimate interests.

We collect contact information about our customers, including potential customers who have given us consent, so that we can contact them with business offers of products and services.

We process the following categories of personal data.

A. Basic identification data

Basic identification data are part of every order for services or contract that you enter into with us. These include first and last name, address of residence, identity card number and signature. If you do business, this includes your ID number, VAT number and address of registered office. This is personal data we can use to unambiguously and unmistakably identify you.

B. Contact data

Contact data includes e-mail, telephone number, contact address. This is personal data that enables us to contact you.

C. Data to perform agreed services and conclude contracts

In order to fulfill our obligations arising from the terms of agreed services and contracts concluded, we process basic identification data, contact details and additional data from submitted documents, payment details, vehicle insurance contract number, bank account number, vehicle registration number, vehicle data and vehicle photo documentation.

D. Data from web browsers and Cebia mobile applications

We store cookies in your web browser to measure traffic and analyze the use of the Cebia website; this personal data is not processed in a directly legible form, only as secure technical records. In Cebia mobile applications, we collect and process an Advertising ID (Google Advertising ID) for the purpose of personalizing ads. An ad ID is a user-resettable unique identifier for advertising provided by Google Play services. To learn more about the Advertising ID and how to reset it or opt out of personalized ads, visit Google's website at support.google.com. We also process geolocation data from Cebia mobile applications that you have installed on your mobile device; this data can typically help contacting the nearest authorized Cebia office, car dealer, service station or rental company. This is data for automated decision-making, based upon which you may be sent business offers.

E. Data to calculate insurance and recommend insurance policies

In the event that you ask us for an insurance quote and insurance policy recommendation for your vehicle, we process basic identification data, contact details and specific data according to the proposed insurance policy, information for the purpose of determining insurance risk, vehicle registration number, and vehicle data.

F. Data for telematic vehicle security systems monitored by assistance services

If you have purchased a Cebia SAT vehicle security service, we process data for you to provide the services and conclude contracts, including geolocation data, distance traveled in km, crash detection data and, in the case of Cebia SAT Security and Detection services, any attempts to steal the vehicle.

IV. Recipients of your data

The personal data you provide to us is processed and stored at Cebia and our contracted authorized partner locations. We carefully select the entities that operate authorized Cebia locations based on guarantees to ensure the technical and organizational protection of the personal data processed. An up-to-date list of authorized Cebia locations is available on our website. If the processing of personal data is based on your consent, your personal data may be passed on to our partners who provide financial and non-financial products and services.

Personal data may only be processed for Cebia based on a personal data processing contract. Your personal data may be disclosed to public authorities under certain conditions. We do not provide your personal data to countries outside the European Economic Area.

V. Time during which your data will be processed

Your personal data is stored with Cebia for the time strictly necessary for the provision and use of our services or for the duration of your contract with Cebia. The provision of our services is governed by the general terms, which are issued separately for each Cebia service, and with which you have given your consent when purchasing the service or when concluding your contract.

After terminating use of our services or terminating your contractual relationship with Cebia, we will only continue to process your personal data for the purposes and the period for which we are obliged to keep this data according to generally binding legal regulations, at least for 5 years under the Accounting Act or for a period of 10 years according to the VAT Act or for the time strictly necessary. We also store personal data in order to be able to exercise those rights we consider to be our legitimate interest.

If you have given us consent to the processing of personal data for the purpose of sending business offers, the period of storage of your personal data is either 5 years from the granting of consent, or 2 years from the termination of our service or from the termination of the contractual relationship with Cebia.

As soon as the purpose of personal data processing is met provided there is no other purpose for processing, or if we have no legal reason to process personal data, we will immediately anonymize your personal data or permanently delete it from our databases and information systems.

VI. What are your rights?

We process your data transparently, correctly, in accordance with the GDPR and generally binding legal regulations. You have the right to access and correct your data. In cases of processing of your data to which you have given your consent, you are entitled to revoke this consent at any time. If you wish to withdraw your consent to the processing and there is no other legal reason for the processing of your data, or if you raise an objection to the processing for direct marketing purposes, you have the right to cancel or restrict the processing.

You can exercise the right to access your data and your other rights via the form found [here](#).

If you want to update your email address, you have this option [here](#).

If you think that there is something wrong with the processing of your data, you can file a complaint with the Office for Personal Data Protection. If you have questions write us at gdpr@cebia.cz.

Further information can be found at :

www.cebia.cz

version 03.2022