

PRIVACY POLICY

This Privacy Policy explains how we collect, use, process, disclose and secure information we obtain from and about you.

Miitis.ai s.r.o. is a company with its registered office at Dukelských hrdinů 975/14, Holešovice, 170 00 Praha 7, the Czech Republic, identification number 068 07 348, registered in the Commercial Register maintained by the Municipal Court in Prague under file No. 289353 (the **Company** or **we**) dealing with software development, data analysis, artificial intelligence, machine learning and creation of specific solutions regarding digital marketing (the **Services**) and operator of websites <http://miitis.ai/> and <https://adela.digital/>. The Company has developed a unique software, complex bidding platform called adELA, which enables to sell publisher's advertisement areas available on their websites via real-time bidding auction to the highest bidder.

In order to give you the most comprehensible and understandable information, we divided this Privacy Policy into five sections, so you get all the relevant information you need.

- 1) Firstly, please read the first section of this Privacy Policy, in which you will find the general information relevant for every case of data processing.
- 2) Then, determine to which of the categories displayed below you belong in and read the relevant section. In some cases, one person can belong in more than one category:

(a) **Supplier (section 2)**

Supplier means every third party which provides us any goods or services.

(b) **Client (section 3)**

Client means a person who uses Company's Services.

(c) **Potential client (section 4)**

Potential client is a person who contacts us on their own or a person we are in contractual or other relationship with.

- 3) Eventually, do not forget to get to know the Final information, which is relevant for each of abovementioned categories. The Final information can be found in the fifth section.

1. GENERAL INFORMATION

1.1 Data controller

Data controller is a person who, alone or jointly with others, determines the purposes and means of the processing of personal data.

Data controller of personal data is **miitis.ai s.r.o.**, a company with its registered office at Dukelských hrdinů 975/14, Holešovice, 170 00 Praha 7, the Czech Republic, identification number 068 07 348, registered in the Commercial Register maintained by the Municipal Court in Prague under file No. 289353.

You can contact the data controller via e-mail address web@adela.digital or phone at +420 604 475 523. The data controller's contact person is Company's respective employee, who can be contacted at abovementioned e-mail address or phone number.

1.2 **Your rights**

The data controller makes sure the processing of all personal data is done properly and safely. You can exercise the rights guaranteed to you in this section at the data controller in writing, by e-mail or phone abovementioned in the section 1.1.

The information regarding your rights are provided by the data controller free of charge, unless the request for information is clearly unreasonable or inadequate, especially for its repetitive nature. In this case, the data controller shall be entitled to charge a reasonable fee, taking into account additional administrative costs of providing requested information. Also, in case of repetitive requests for providing copies of processed personal data the data controller has the right to charge appropriate fee as administrative costs.

We will provide you with comments and, if applicable, information about the measures taken as soon as possible, but at the latest within a month. We are entitled to extend the period by two months if necessary and in view of the complexity and number of applications. We will inform you of such extension including reasons for such extension.

(a) Right to be informed about processing of your personal data and the right to access the data

You are entitled to require information about whether the personal data are subject to processing or not. If the personal data is processed, you have the right to require information about the data controller, his representatives or personal data protection commissioners, about the purpose of processing personal data, categories of personal data, recipients or categories of recipients of personal data, data controllers, enumeration of your rights, option to enquire The Office for Personal Data Protection about the sources of processing personal data and automated decision-making and profiling.

You have the right to be provided with a copy of processed personal data. The right to obtain this copy cannot interfere with the rights and freedoms of other persons.

If the data controller intends to use the personal data for a different purpose it was originally collected for, the data controller provides you with additional information and information about the intended purpose before any additional data processing.

The abovementioned information which you have right to be provided with, is part of this Privacy Policy. That does not prevent you from requesting this information again.

(b) Right to correct the data

You have the right to obtain from the data controller without undue delay a rectification of inaccurate personal data concerning your place of residence, phone number or other personal data. At the same time, you have the right to fill in any incomplete data, including provision of a supplementary statement.

(c) Right to erasure (right to be forgotten)

You have the right to obtain from the data controller the erasure of personal data where one of the following grounds applies, for example personal data are no longer necessary in relation to the purposes for which they were collected. The data controller erases the personal data automatically. However, you can also request the erasure of the data. Your request shall be reviewed individually and you will be informed about the outcome. In some cases, the data controller might be legally required to process the personal data.

(d) Right to restrict processing of personal data

You have the right to request processing of personal data where one of the following applies:

- (i) you contest the accuracy of personal data (enabling the data controller to verify the accuracy of the personal data);
- (ii) the processing is unlawful and you do not want personal data to be erased and request the restriction of their use instead;
- (iii) the data controller no longer needs the personal data for the purposes of the processing, but you require them for the establishment, exercise or defence of legal claims;
- (iv) you object to processing pending the verification whether the legitimate grounds of the data controller override those of the data subject.

Where processing has been restricted, such personal data shall, with the exception of storage, only be processed with the data subject's consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of other natural or legal persons or for reasons of important public interest.

(e) Right to data portability

You have the right to be provided with data that is relevant to you in a structured, commonly-used and machine-readable format, and to pass on this data to another data controller.

(f) Right to object and automated individual decision-making

You have the right to object data processing which is carried out in conflict with your personal life, public or legitimate interests, direct marketing purposes, including profiling, or statistical purposes or scientific or historical research purposes and request an explanation or rectification of such situation.

You also have the right to object at any time to the processing of your personal data for automated decision-making and profiling.

(g) Right to file a complaint with The Office for Personal Data Protection

Anytime, you can contact or submit complaint to The Office for Personal Data Protection (Úřad pro ochranu osobních údajů) at its registered seat Pplk. Sochora 27, 170 00 Praha 7, Czech Republic, <https://www.uoou.cz/> in relation with processing of personal data.

1.3 **The transfer of personal data to third countries or international organizations**

The data controller will not transfer your personal data to international organizations. The data controller can transfer some of the personal data to countries outside the European Union or European Economic Area through entities the data controller cooperates with.

The data controller transfers the personal data only to countries which are recognised as providing an adequate level of legal protection, based on:

- (a) Commission Implementing Decisions (among others the Decision (EU) 2016/1250 of 12 July 2016 on the adequacy of the protection provided by the EU-U.S. Privacy Shield) pursuant to Directive 95/46/EC of the European Parliament and of the Council;
- (b) guarantees:
 - (i) binding corporate rules
 - (ii) standard contractual clauses
- (c) some of the exceptions for specific situations according to applicable legislation, when (a) and (b) cannot be applied.

We will inform you about such data transfer individually via email, or we make public an updated version of this Privacy Policy.

1.4 **Automated individual decision-making**

Automated decision making refers to a decision which is taken solely on the basis of automated processing of your personal data. This means processing using, for example, software code or an algorithm, which does not require human intervention

The data controller will not make any decision based solely on automated processing that would have legal effects concerning the data subject or that may similarly significantly affects the data subject.

2. **SUPPLIER**

Supplier is every third party which provides us any goods or services.

This Privacy Policy applies when the personal data which are processed are of Suppliers who are natural persons, Supplier's employees, members of Supplier's bodies and/or other persons cooperating with Supplier, if it is necessary for performance of the purposes listed below.

2.1 **Categories of processed personal data**

We process following categories of Supplier's personal data:

- (a) **General identification information** – name, surname or entrepreneur’s business name, date of birth, address, identification number;
- (b) **Contact information** – phone number and email address;
- (c) **Records of mutual communication** – information and communication obtained via email and Slack application;
- (d) **Billing information** – invoice related information, about billing conditions, received payments etc. and
- (e) Any other information which we collect and process in connection with performing our contractual or statutory obligations and for our legitimate interest.

2.2 Legal basis and purposes of personal data processing

We do not have to obtain consent for processing personal data – such processing is permitted directly by law. The legal basis for data processing is (a) performance of our contractual obligation (b) complying with legal obligations (c) protection of our legitimate interest.

Providing us with Supplier’s personal data is legal and contractual obligation. Suppliers are obliged to provide us this information. If the personal data are not provided, it is not possible to enter into contractual relationship with Supplier.

We process the personal data on the legal basis abovementioned for these purposes:

- (a) Negotiation of entering into an agreement with Supplier;

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information, professional data and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (b) Performance of legal obligations which arise from contractual relationship with Supplier;

For this purpose we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (c) Performance of the requirements of state authorities and archiving obligations (for example in accordance with Act No. 563/1991 Coll., on Accounting, as amended);

For this purpose we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (d) Mutual communication between us and Suppliers;

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information, professional data and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (e) Defence of our legal claims in judicial or similar proceedings (the legitimate interest is to prevent damages sustained on our side);

For this purpose, we process any information that we process in relation to performance of contractual or legal obligations and for the purpose of our legitimate interest.

2.3 Means of obtaining the personal data

We obtain the Supplier's personal data directly from Suppliers. Mostly from filled out forms, mutual communication or closed contracts. Also, we can obtain personal data from third parties we cooperate with, which are entitled to access and process Supplier's personal data, and from publicly accessible sources or social or other online platforms.

2.4 Personal data recipients

Personal data can be disclosed to third parties, if it is necessary for any of the purposes abovementioned. The list of our suppliers can vary in time while being a subject to trade secret protection. However, we make public at least the categories of potential recipients.

In order to ensure we provide the most effective Services we often use external entities so we can delegate part of the Services. This outsourcing can involve processing of Supplier's personal data, based on legislation (therefore we do not need Supplier's consent). Therefore, our suppliers become data processors, however, they are entitled to use the disclosed data only for the purpose of activities they are hired for. These are for instance IT services, administration of documents and records etc.

2.5 Time period of storage of personal data

Personal data will be processed and stored for the duration of the agreement and business relationship between us and Supplier, then for the next 3 years after the contractual and business relationship is terminated, unless otherwise provided.

Personal data processed for the purpose of defence of our legal claims in judicial or similar proceedings will be processed for the time period of 15 years after the business relationship between us and the Supplier is terminated which represents the longest limitation period set out by law.

Personal data processed on the grounds of our legal obligations arising from accounting, tax and other statutory regulations, are being stored for the time period set out in these regulations. For instance, we store the Supplier's personal data regarding accounting for the time period of 5 years since the termination of the business relationship and the Supplier's personal data regarding tax issues for the time period of 10 years since the termination of respective tax year.

Personal data which are important to our legitimate interests will be stored for the duration of the agreement and business relationship between us and Supplier, then for the next 3 years after the contractual and business relationship is terminated.

2.6 **Supplier's special rights**

The Supplier has the right to object the processing based on our legitimate interests. The procedure how to make an objection can be found in the article 1.2(f) of section 1.

3. **THE CLIENT**

Client is a person who uses our Services.

This Privacy Policy applies when the personal data which are processed are of Clients who are natural persons, Client's employees, members of Clients' bodies and/or other persons cooperating with Clients, if it is necessary for performance of the purposes listed below.

3.1 **Categories of processed personal data**

We process the following categories of Clients' personal data:

- (a) **General identification information** – name, surname or entrepreneur's business name, date of birth, address, identification number;
- (b) **Contact information** – phone number and email address;
- (c) **Records of mutual communication** – information and communication obtained via email, record of phone calls or other contact forms;
- (d) **Billing information** – invoice related information, about billing conditions, received payments etc.; and
- (e) Any other information which we collect and process in connection with performing our contractual or statutory obligations and for our legitimate interest.

3.2 **Legal basis and purposes of personal data processing**

We do not have to obtain consent for processing personal data – such processing is permitted directly by law. The legal basis for data processing is (a) performance of our contractual obligation (b) complying with legal obligations (c) protection of our legitimate interest.

Providing us with Clients' personal data is legal and contractual obligation. Clients are obliged to provide us this information. If the personal data are not provided, it is not possible to enter into contractual relationship with Client.

We process the personal data on the legal basis abovementioned for these purposes:

- (a) Negotiation of entering into an agreement on providing our Services;

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest

- (b) Performance of contractual obligations arising from entering into an agreement with Clients;

For this purpose we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information, records of access and activities on server and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest

- (c) Performance of legal obligations which arise from contractual relationship with Clients;

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (d) Performance of the requirements of state authorities and archiving obligations (for example in accordance with Act No. 563/1991 Coll., on Accounting, as amended);

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (e) Mutual communication between us and Suppliers;

For this purpose, we process following categories of personal data: information to identify the data subject, contact information, information regarding mutual communication, billing and transaction information and any information we process which are related to performance of contractual or legal obligations and for the purpose of our legitimate interest.

- (f) Defence of our legal claims in judicial or similar proceedings (the legitimate interest is to prevent damages sustained on our side);

For this purpose, we process any information that we process in relation to performance of contractual or legal obligations and for the purpose of our legitimate interests.

3.3 Means of obtaining the personal data

We obtain the Clients' personal data directly from our Clients. Mostly from filled out forms, mutual communication or closed contracts. Also, we can obtain personal data from third parties we cooperate with, which are entitled to access and process Clients' personal data, and from publicly accessible sources or social or other online platforms.

3.4 **Recipients of personal data**

Personal data can be disclosed to third parties, if it is necessary for any of the purposes abovementioned. The list of our suppliers can vary in time while being a subject to trade secret protection. However, we make public at least the categories of potential recipients.

In order to ensure we provide the most effective Services we often use external entities so we can delegate part of the Services. This outsourcing can involve processing of Supplier's personal data, based on legislation (therefore we do not need Supplier's consent). Therefore, our suppliers become data processors, however, they are entitled to use the disclosed data only for the purpose of activities they are hired for. These are for instance IT services, administration of documents and records etc.

3.5 **Time period of storage of personal data**

Personal data will be processed and stored for the duration of the agreement and business relationship between us and Supplier, then for the next 3 years after the contractual and business relationship is terminated, unless otherwise provided.

Personal data processed for the purpose of defence of our legal claims in judicial or similar proceedings will be processed for the time period of 15 years after the business relationship between you and the Supplier is terminated which represents the longest limitation period set out by law.

Personal data processed on the grounds of our legal obligations arising from accounting, tax and other statutory regulations, are being stored for the time period set out in these regulations. For instance, we store the Clients' personal data regarding accounting for the time period of 5 years since the termination of the business relationship and the Clients' personal data regarding tax issues for the time period of 10 years since the termination of respective tax year

Personal data which are important to our legitimate interests will be stored for the duration of the agreement and business relationship between you and Client, then for the next 3 years after the contractual and business relationship is terminated.

3.6 **Client's special rights**

The Supplier has the right to object the processing based on our legitimate interests. The procedure how to make an objection can be found in the article 1.2(f) of section 1.

4. **POTENTIAL CLIENT**

Potential client is a person who contacts us on their own or a person we are in contractual or other relationship with.

This Privacy Policy is binding in the case of processing Potential clients' personal data if it is necessary for the purposes of processing listed below. Potential clients' personal data means data of a Potential client who is a natural person, data of Potential clients' employees, members of Potential clients' bodies and/or other persons cooperating with Potential client.

4.1 **Categories of processed personal data**

We process the following categories of Clients' personal data:

- (a) **General identification information** – name, surname or entrepreneur's business name, date of birth, address, identification number, if that information is disclosed to us by Potential client;
- (b) **Contact information** (email address, postal address, phone number), if that information is disclosed to us by Potential client;
- (c) **Information from personal, phone or electronic communication** between the Company and Potential client, if there is any; and
- (d) **Billing information** (invoice related information), if that information is disclosed to us by Potential client.

We process all the abovementioned categories of personal data for the purposes we were given consent to the processing by the Potential client.

4.2 **Legal basis and purposes of personal data processing**

If the personal data is disclosed to us by the Potential client, during our mutual communication out of Potential client's own initiative or during contractual or other relationship, we do not have to obtain consent for processing personal data – such processing is permitted directly by law. The legal basis for data processing is (a) performance of our contractual obligation (b) complying with legal obligations (c) protection of our legitimate interest.

When we don't process the personal data pursuant to paragraph abovementioned of this article, we need your consent for processing your personal data. You give us the consent by sending your personal data pursuant to article 4.1 to our email or by disclosing it on the phone. You can withdraw your given consent at any time.

4.3 **The way of obtaining the personal data**

We are obtaining the Potential clients' personal data directly from them, mostly from completed forms, contractual or other relationship or mutual communication.

4.4 **Personal data recipients**

Personal data can be disclosed to third parties, if it is necessary for any of the purposes abovementioned. The list of our suppliers can vary in time while being a subject to trade secret protection. However, we make public at least the categories of potential recipients.

In order to ensure we provide the most effective Services we often use external entities so we can delegate part of the Services. This outsourcing can involve processing of Potential client's personal data based on legislation (therefore we do not need Potential client's consent). Therefore, our suppliers become data processors, however, they are entitled to use the disclosed data only for the purpose of activities they are hired for. These are for instance IT services, administration of documents and records etc.

4.5 Time period of storage of personal data

The personal data will be stored for the time period of duration of mutual communication or contractual or other relationship between the Potential client and Company, then for another one year after the communication or contractual or other relationship between the Potential client and Company is terminated.

4.6 Potential client's special rights

The Potential client has the right to object the processing based on our legitimate interests. The procedure how to make an objection can be found in the article 1.2(f) of section 1.

In case we process the personal data based on the Potential client's given consent, the Potential client has the right to withdraw the given consent at any time.

5. FINAL INFORMATION

This Privacy Policy is in accordance with 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 repealing Directive 95/46/EC (General Data Protection Regulation), as amended, and with Act No. 110/2019 Coll., on the Processing of Personal Data.

If you have any enquiries, do not hesitate to contact us via email web@adela.digital or by phone at +420 604 475 523. You can also contact us on mailing address Dukelských hrdinů 975/14, Holešovice, 170 00 Praha 7.

This Privacy Policy comes into effect on [____] 2020.