

PRINCIPLES OF PERSONAL DATA PROTECTION AND PROCESSING

This document contains the principles of protection and processing of personal data ("**Principles**") at JuicyMo s.r.o., established under Czech law, with identification number (ID) 29411653, registered at Na baště sv. Ludmily 248/11, Hradčany, 160 00 Prague 6, recorded in the Commercial Register kept by the Municipal Court in Prague, Section C, Insert 203218 (hereinafter referred to as "**the company**", "**our company**," or "**the controller**"), which acts as the administrator of personal data.

Our company processes personal data of data subjects in accordance with the 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 or "**GDPR**") and other legal regulations governing the protection of personal data, especially Act No. 110/2019 Coll., on the processing of personal data ("**Personal Data Processing Act**").

The purpose of the Principles is primarily to inform about the personal data that the company processes regarding individuals when providing its services, during visits to the website www.juicyMo.cz, and in contacts with potential customers or employees. It also aims to specify the purposes and duration for which these personal data are processed, who they may be transferred to and for what reasons, and to inform about the rights of individuals in connection with the processing of their personal data.

1. CONTACT INFORMATION

1.1. Our company informs about the following contact details:

- (a) Mailing address: Na baště sv. Ludmily 248/11, Hradčany, 160 00 Prague
- (b) Phone: +420 608 724 323
- (c) Email address: info@juicyMo.cz

1.2. The company is not obliged to appoint a data protection officer, nor has it voluntarily appointed one.

2. PURPOSE OF PERSONAL DATA PROCESSING

2.1. Processing of Website Visitors' Data

1. The company operates the website www.juicyMo.cz. As such, for the purpose of ensuring the optimal functionality of these websites and their optimization, it is necessary to process the following personal data about their visitors as data subjects:

- (a) cookie files;
- (b) location.

2. The company primarily processes the personal data of website visitors for the legitimate interest of ensuring the functionality of its websites, optimizing them, ongoing updates, and analysis.

3. According to Article 2.1, the company processes personal data for a period reasonable for the duration of the legitimate interest, but no longer than 3 years.

2.2. Contact Form

1. The company also obtains personal data directly from data subjects by filling out the contact form on the company's website www.juicy.com.cz.
- 2.2.2. The contact form processes the following data of data subjects, which must be mandatory to submit the form:
 - (a) first name;
 - (b) last name;
 - (c) email address;
 - (d) phone.
- 2.2.3. The company also processes other personal data voluntarily provided by the data subject in the "Message" field of the contact form. In this case, the data subject acts as the controller of personal data, and the company acts only as a processor acting on the controller's instructions. The data subject is responsible as the controller for any unauthorized processing of this personal data.
- 2.2.4. Personal data provided in the contact form is processed by the company based on legitimate interest, primarily for the purpose of responding to data subjects' inquiries, handling requests from data subjects, responding to the company's service inquiries from data subjects, etc.
- 2.2.5. According to Article 2.2, the company processes personal data for a period reasonable for the duration of the legitimate interest, i.e., for the time necessary to respond to the data subject's inquiry or process the data subject's request, and then retains it for 10 years in case a dispute arises in the future related to the inquiry, which could involve intentional harm. After the expiration of the personal data retention period, the company will delete the personal data.

2. Other Forms of Contact

- 2.1. Personal data of data subjects will also be processed by the company when contacted by data subjects through the contact details provided on the company's website.
- 2.2. If the company is contacted by a data subject under this article, the company will only process such a scope of personal data as specified in the email or other message sent by the data subject. The processing of this data is governed by Article 2.2.3.
- 2.3. In cases under this article, the company has a legitimate interest in responding to inquiries or requests for our services from data subjects. Personal data is processed in this case only to the extent and for the purpose stated by the data subject in the email or other message.
- 2.4. According to Article 2.3, the company processes personal data for a period reasonable for the duration of the legitimate interest, i.e., for the time necessary to respond to the data subject's inquiry or process the data subject's request, and then retains it for 15 years in case a dispute arises in the future related to the inquiry, which could involve intentional harm. After the expiration of the personal data retention period, the company will delete the personal data.

3. Processing of Personal Data for Contractual Fulfillment

- 3.1. The company further processes personal data of its clients for purposes related to fulfilling obligations arising from a concluded contract or in connection with taking measures necessary for the conclusion of such a contract. The processing of personal data is necessary in such cases for the performance of a contract, the contracting party of which is the data subject.
- 3.2. The provision of personal data and its subsequent processing for these purposes is a necessary prerequisite for the conclusion of a contract between the data subject and the company. Failure to provide the required personal data may result in the impossibility of contract performance, and consequently, the invalidity of the contract from the beginning.

- 3.3. The company processes the relevant personal data for the duration of the contractual relationship. In justified cases, the processing period of personal data may exceed the duration of the contractual relationship, especially for the purpose of enforcing the company's legal claims arising from already terminated contracts. The company commits to ensuring that the processing period of personal data in this case never exceeds a period of 10 years.

4. Processing of Personal Data for Fulfillment of Legal Obligations

- 4.1. The company is obliged to comply with the entire legal system of the Czech Republic, including laws related to invoicing for services, accounting, and tax records. The provision of personal data by data subjects may be a legal requirement.
- 4.2. The company is obligated to disclose the personal data of data subjects to relevant state authorities, either based on fulfilling a legal obligation or upon request. The disclosure of personal data in such cases occurs only in the manner prescribed by the relevant legal regulations or the decision of the respective authority.
- 4.3. For these purposes, the company processes personal data for the period specified by the relevant legal regulations. In case of interest in more detailed information, data subjects can contact the company through the contact details provided above.

5. Processing of Personal Data Based on the Consent of the Data Subject

- 5.1. The company may process personal data, if not strictly necessary for the performance of a contract, the legal obligations of the company, or the protection of its legitimate interests, only with the consent of the data subject for the duration of the validity of this consent. These data are processed only upon granting consent and may be processed for the duration of the consent's validity.
- 5.2. Data covered by this article include, for example:
 - (a) data obtained through marketing surveys (processed based on consent for the processing of personal data for marketing and business purposes);
 - (b) data on the use of services, products, benefits, and bonuses, as well as typical behavior when using services;
 - (c) records of behavior on the company's websites obtained from cookies, if allowed in the web browser.
- 5.3. For these purposes, the company processes personal data until the withdrawal of the data subject's consent, up to a maximum of 3 years from its granting, depending on the specific consent provided.

3. METHOD OF PROCESSING AND PROTECTING PERSONAL DATA

- 3.1. The company processes personal data both electronically, utilizing available modern information technologies, and manually through employees and collaborating individuals in accordance with article 4 while adhering to all security principles.
- 3.2. To this end, the company has implemented technical and organizational measures to ensure the protection of personal data. These measures include precautions against unauthorized or accidental access to personal data, their alteration, destruction, or loss, unauthorized transfers, unauthorized processing, as well as other forms of misuse of personal data. All entities that may have access to personal data respect the data subjects' right to privacy and are obligated to comply with applicable legal regulations regarding the protection of personal data.
- 3.3. Personal data of data subjects is processed exclusively within the European Union.

- 3.4. Automated processing involving profiling does not occur during the processing of personal data.

4. RECIPIENTS OF PERSONAL DATA

- 4.1. The company manages and processes personal data primarily within the scope of its employees and executives. Personal data is not disclosed to third parties unless absolutely necessary.
- 4.2. The company declares that personal data will only be shared with third parties in the case of external service providers, including:
- (a) providers of IT and web hosting services,
 - (b) providers of accounting services, etc.,
 - (c) optionally, providers of software and applications.
- 4.3. The company further states that third parties entrusted with the personal data of data subjects are capable of ensuring the technical and organizational security of this data to prevent unauthorized or accidental access or other misuse.
- 4.4. The company declares that third parties to whom it entrusts the personal data of data subjects are bound by a duty of confidentiality and may not use the provided data for any purposes other than those for which they were made accessible. Furthermore, they must implement additional measures to secure the personal data of data subjects.
- 4.5. The company asserts that the headquarters of the recipients of personal data under this article are fundamentally located within the territory of the European Union, and personal data is not transferred outside this territory.
- 4.6. Under certain precisely defined conditions, the company is obligated to disclose certain personal data of data subjects to the relevant state administrative authorities based on valid legal regulations, in accordance with Article 2.5.2 of the Principles.

5. COOKIES

- 5.1. When using the company's website www.juicymo.cz, personal data may be processed through cookies. Detailed information about cookies and other tracking technologies used on the company's website is provided in the **Cookie Information**, including instructions on how to reject cookies and tracking technologies.

6. RIGHTS OF DATA SUBJECTS

- 6.1. In connection with the processing of personal data, data subjects may exercise the following rights:
- (a) **Right to Information:** Data subjects have the right to information about the personal data processed by the company, the purpose and nature of the processing of personal data, including information about potential recipients of personal data;
 - (b) **Right of Access to Data:** Data subjects have the right to access data provided to the company, among other means, on its websites. When exercising this right, the data subject will be informed about whether and what specific personal data are processed about them. All data will be provided together with information about their processing;
 - (c) **Right to Rectification of Personal Data:** Data subjects have the right to correct any inaccuracies or incompleteness in their personal data. During the verification of the accuracy of the personal data of the data subject, the company is obliged to limit their

processing. The company will promptly inform the data subject about arranging the correction and lifting the restriction on the processing of personal data;

(d) **Right to Explanation and Removal of Defects:** Data subjects have the right to clarification and removal of defective conditions, such as blocking, correction, supplementation, or erasure of personal data, if the data subject believes that the company is processing personal data in violation of legal regulations;

(e) **Right to Erasure (Right to Be Forgotten):** Data subjects have the right to request the erasure of their personal data, also known as the "right to be forgotten," in the following situations:

- (i) when the purpose for which personal data are processed no longer applies,
- (ii) personal data must be erased to fulfill a legal obligation established by the law of the European Union or a Member State applicable to the company;
- (iii) an objection to the processing of personal data raised by the data subject has been deemed justified,
- (iv) personal data were processed unlawfully,
- (v) the data subject no longer consents to further processing of their personal data.

Upon exercising this right, the company will assess whether there are legitimate grounds for further processing the personal data. If not, the company will proceed to entirely or partially erase the data subject's information;

(f) **Right to Restriction of Processing:** Data subjects have the right to request the restriction of processing of their personal data in the following situations:

- (i) the data subject contests the accuracy of the personal data, and this restriction is for the time required for the company to verify the accuracy of the personal data;
- (ii) processing is unlawful, and the data subject opposes the erasure of personal data, instead requesting a restriction on their use;
- (iii) the company no longer needs the personal data for processing purposes, but the data subject requires them for the establishment, exercise, or defense of legal claims;
- (iv) the data subject has objected to processing under Article 21(1) of the GDPR until it is verified whether the legitimate grounds of the company override those of the data subject.

(g) **Right to Data Portability:** Data subjects have the right to receive their personal data, which was processed automatically based on their consent, in a commonly used format. The company will transfer these personal data to the data subject or another controller upon their request;

(h) **Right to Object to the Processing:** Data subjects have the right to object to the processing of personal data including profiling. Similarly, the data subject may object to the processing in a situation where the company processes personal data of the data subject for the purposes of direct marketing. In such a case, the company will no longer process personal data for this purpose;

(i) **Right to withdraw consent:** Data subjects have the right to withdraw consent to the processing of personal data if the data subject has given consent to the processing of personal data for purposes that require consent. The processing of personal data that

occurred before the withdrawal of consent is lawful. Upon the data subject's request concerning the exercise of their rights, the company will respond without undue delay within 30 days of receiving the request. However, the deadline may be extended by an additional 30 days if necessary. The company will inform the data subject about such an extension, including the reasons that led to it;

- (j) **Right, in case of suspicion of a violation of their rights, to contact the company or the Office for Personal Data Protection, file a complaint**, and demand an appropriate remedy, such as refraining from the specific action by our company, removing the situation that has arisen, or providing an apology. The supervisory authority is the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7. More information about the activities of the Office for Personal Data Protection can be found by the data subject at <https://www.uoou.cz/>.

6.2. If the data subject believes that the company processes personal data in violation of their right to privacy or personal life, they may request an explanation and the removal of such a situation from the company.

6.3. All rights can be exercised by the data subject through the contacts provided in these Principles.

7. NOTICE

7.1. The content of the company's website is protected by relevant provisions of legal regulations governing intellectual property. In case of using the content of these websites in any form, explicit written consent from the company is required.

8. PROTECTION OF CHILDREN'S PERSONAL DATA

8.1. The content of the company's website is not intended for individuals under 18 years of age, and the personal data of these individuals is not processed by the company.

8.2. The company provides services to individuals under 16 years of age only at the direction of legal representatives with their consent.

9. CHANGES TO THE GENERAL PRINCIPLES

9.1. The company reserves the right, if necessary, to change these Principles, primarily with regard to the development of national legal regulations, decision-making practices of the Office for Personal Data Protection, and other recommendations and opinions of other authorities whose outputs concern the field of personal data protection.

10. CONTACT

10.1. Answers to any further questions about rights and obligations regarding the protection of personal data, explanations, and current information in this area can be obtained by the data subject on the company's website www.juicymo.cz or via email at info@juicymo.cz.

11. EFFECTIVENESS

11.1. These Principles are effective from November 1, 2023.