



PRIVACY POLICY

This Privacy Policy supplements, among other things, the [Business Terms and Conditions](#) for Exhibitors and the [Terms and Conditions of Sale of Tickets](#) for the Reshoper event.

I. INTRODUCTORY PROVISIONS

1. For the purposes of this Privacy Policy:

- **Company** means Reshoper s.r.o., with its registered office at Dvořeckého 628/8, 169 00, Praha 6 - Břevnov, ID No. 041 802 41, Tax ID No. CZ04180241, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, File No. 363926, represented by Jan Hospodka, e-mail: info@reshoper.cz, website www.reshoper.cz.
- **Visitor** means a customer who has attended a previous Reshoper event or has placed a ticket order and is therefore likely to attend or to be interested in attending the Reshoper event.
- **Exhibitor** means a person who has rented an exhibition space at the Reshoper event for the purpose of their own presentation, or who has been approached by the Company to attend the Reshoper event for the purpose of their own presentation.
- **Interested Party** is a visitor to the website who has not yet attended any Reshoper or Ecommerce Expo event, or who has subscribed to the newsletter.
- **User** is used in this Policy as an umbrella term encompassing the Visitor, Exhibitor and Interested Party.

2. The Company is the organizer of the Reshoper e-commerce event (known from the previous edition as Ecommerce Expo Prague) aimed at connecting e-shops with e-commerce entities, including related educational events (e.g. conferences). In this Policy, the abbreviation Reshoper is used for the fair.

3. The wording of the Privacy Policy may be amended or supplemented by the Company. The Company will inform the User of any such change by email at least 30 days before the change takes effect.



II. DATA PROTECTION

1. The Users who are natural persons are subject to Regulation (EU) 2016/679 of the European Parliament and of the Council, the General Data Protection Regulation, (also referred to as the 'GDPR' in this Policy), and this Policy governs the handling by the Company of their personal data.
2. The User acknowledges that upon submitting a ticket order, the Exhibitor application, subscribing to the newsletter or browsing the Reshoper website, personal data is processed by the Company or third parties delegated by the Company to process the data. Always in accordance with this Policy and our [Cookie Policy](#).
3. The Company processes only personal data obtained from the User. The User provides the Company with data voluntarily and knowingly where the data provided by the User is complete, true and up-to-date, relating solely to the User. If the User enters any data of third parties, the User is responsible for ensuring that the data is handled legitimately and that the rights of third parties are not interfered with.
4. The Company may handle the following data:

In the case of the Exhibitors:

- > name and surname
- > billing address and ID number
- > electronic mail address (e-mail)
- > telephone number
- > web address of a personal website
- > the job position, if it is an employee of the
- > area of interest at Reshoper
- > timestamp of entry and exit to/from Reshoper
- > IP addresses of the devices from which the website is viewed

In the case of the Visitors:

- > name and surname
- > billing address and ID number
- > electronic mail address (e-mail)
- > telephone number
- > areas of interest at Reshoper
- > timestamp of entry and exit to/from
- > Reshoper IP addresses of the devices from which the website is viewed

In the case of the Interested Parties:

- > electronic mail address (e-mail)
- > IP addresses of the devices from which the website is viewed



5. The Exhibitors' personal data is processed for the purpose of performing the contract (processing Exhibitor applications, administration regarding the rental of exhibition space, informing about technical and organizational issues related to exhibiting at Reshoper). The email and IP addresses of the devices from which the Reshoper website is viewed are processed for the purpose of the Company's legitimate interest (informing about future editions of Reshoper, events related to Reshoper or partner events related to e-commerce). The personal data referred to in this paragraph will be processed starting from the receipt of the Exhibitor's application for the period of

- 10 years of the termination of the contract corresponding to the limitation period in case of a dispute where the data is processed for the purpose of performance of the contract
- and for the duration of the Reshoper fairs, where the data is processed for the purpose of the Company's legitimate interest.

6. The Visitors' personal data are processed for the purpose of performance of the contract (producing, administering and sending tickets, informing about organizational and technical issues related to Reshoper). The e-mail and IP addresses of the devices from which the website is viewed are processed for the purpose of the Company's legitimate interest (informing about future editions of Reshoper, similar partner events in e-commerce). The personal data referred to in this paragraph will be processed starting from the receipt of the ticket order for the period of

- 3 years after the fair in case of a dispute where the data is processed for the purpose of performance of the contract
- and for the duration of the Reshoper fair, where the data is processed for the purpose of the Company's legitimate interest.

7. The Interested Parties' personal may be processed through the storage of cookies in accordance with our [Cookie Policy](#) and further on the basis of consent under the conditions set out below.

III. DATA PROCESSING BASED ON CONSENT AND WITHDRAWAL OF THE CONSENT

1. The Company may also process the personal data of the Interested Parties we have mentioned above if it receives **voluntary and informed consent** of the Interested Party. The rental of space for the Exhibitors or the sale of tickets are never subject to the provision of consent to the processing of personal data.

2. Consent can most often be granted in the form of a tickbox or via email, or by the Interested Party may grant it by taking an active step required in the email. Consent is also granted by filling in the e-mail and subscribing to the newsletter on the Reshoper website.

3. Consent may be granted for different purposes jointly or individually:

- For the Company to be able to inform about Reshoper by email, i.e. to send commercial communications related to Reshoper and about partner events related to e-commerce (e.g. Marketing Festival), even if the Interested Party has not yet attended any such event.
- For the Company to be able to use personal data to deliver the most relevant advertising and information about Reshoper, including through remarketing. In this case, third parties (in particular Google and Facebook) may join and combine the personal data provided with data in their possession that they have obtained in accordance with the law.



4. The Company may process personal data on the basis of consent **during the organisation of the Reshoper fair**. The processing period may be shorter where the Interested Party withdraws consent by sending an e-mail to info@reshoper.cz.

5. The User acknowledges that by submitting a ticket order, Exhibitor application, subscribing to the newsletter, visiting the Reshoper website, etc., personal data collected by the Company may be processed on the basis of legitimate interest by Shoptet, a.s., ID No. 28935675.

6. If they do not want to continue receiving emails from the company, the Interested Party can unsubscribe at any time by clicking in the footer of each email. Unfortunately, this is not possible for emails that are essential for the Visitor or Exhibitor to receive (e.g. information about organizational changes at Reshoper).

7. Unsubscribing is always considered by the Company as a withdrawal of consent within the meaning of Art. 7(3) of the GDPR or lodging an objection pursuant to Art. 21 of the GDPR in the case of emails sent by the Company on the basis of legitimate interest.

8. The consent granted under the above paragraphs also applies to the Company-authorized processors.

IV. OTHER DATA PROTECTION PROVISIONS

1. The Company has a duty to provide the Users with the most relevant information about Reshoper. It may therefore use their IP address and other identifiers in accordance with the [Cookie Policy](#) through web analytics tools to evaluate website traffic and User behaviour in the online space to deliver personalized information within the Company's legitimate interest and on the basis of the granted consent.

2. After the expiry of the time limits for the processing of personal data or the cessation of the reasons for processing, the Company will immediately destroy the personal data.

3. The User acknowledges that the Company will use its best efforts to prevent unauthorized processing of personal data by others, but the Company is not liable to the User for any damage caused by unauthorized processing of personal data by a third party.

4. The User acknowledges that the Company uses the Google Suite cloud solution from Google LLC, California, USA. Transfers of personal data to the U.S. are done using appropriate transfer mechanisms, including appropriate prior assessments and appropriate safeguards - specifically, the EU-U.S. Data Privacy Framework.

5. The Company also uses MailChimp, SimpleShop, Salesforce and Eventee, which comply with the European data protection regulations and to which data may be transferred, in order to fulfil the purpose of the processing. However, always in order to fulfil the purpose of the processing.

6. Cookies may be stored on the User's device primarily for the purpose of functionality of the ongoing connection, personalization of advertisements, offering services and identifying User preferences, and the data collected is transmitted to Seznam, Google and Facebook, in accordance with our [Cookie Policy](#).

7. Personal data will be processed in both automated and non-automated ways. The data subject will not be the subject of an individual automated decision.



8. In accordance with the GDPR, the User has the right to contact the Company to request information on what personal data is processed by the Company, to request access to this data and to have it updated or corrected, or to request restriction of the processing, to request a copy of the personal data processed, to request the erasure of personal data in certain situations, and in certain cases the User has the right to data portability. You can object to the processing based on legitimate interest. If the Company does not grant the objection, the User has the right to contact the Data Protection Authority directly. This provision is without prejudice to the User's right to address the complaint directly to the Office for Personal Data Protection.

9. The User will always notify the Company of changes in personal data so that only up-to-date and complete data is processed, both at the request of the Company and without a request if the data is changed.

10. The Visitor and the Exhibitor also grant the Company permission to be captured in photographs and videos from the Reshoper, including their publication on the Company's website and social media.

V. FINAL PROVISIONS

1. All legal relations arising from or in connection with the processing of personal data are governed by the laws of the Czech Republic. This is regardless of where the Company's website was accessed from. The Czech courts are the courts of jurisdiction to settle any disputes arising in connection with the protection of privacy between the User and the Company with the application of the Czech law.

2. This Privacy Policy enters into effect on 20 December 2024.

