

## Privacy Policy - Startup Report 2019\_2020

1. Keiretsu Forum CEE SE, ID No. 03732614, with its registered office at Malá Štupartská 634/7, Old Town, 110 00 Prague 1, registered in the Commercial Register maintained by the Municipal Court in Prague under file no. No. H 1524 (hereinafter referred to as “**Keiretsu**”) processes personal data of those interested in the Startup Report in accordance with the EU Regulation No. 2016/679 (hereinafter referred to as “**GDPR**”) and Czech legal regulations.
2. Keiretsu acts as the **controller** of personal data. Personal data will be processed **for the purpose** of emailing the Startup Report by Keiretsu to those interested in the Startup Report (applicants) and for the purpose of direct marketing (especially sending business messages). **The statutory reason** for processing is the legitimate interest of Keiretsu (statistical and marketing purposes). In this context, Keiretsu undertakes not to contact the applicants using the provided data more often than 4 times a year.
3. Personal data of applicants will be processed **to the following extent**: name and surname, email address, company and job position.
4. By downloading the report, the applicant also gives consent to Keiretsu to provide his/her personal data to the Startup Report partners, as data **processors**. The Startup Report partners are verified in terms of secure processing of personal data. Keiretsu and the partners have entered into an agreement on the processing of personal data, according to which proper security is ensured. Partners based outside the EU have committed themselves to at least the same level of personal data protection as set out in the GDPR.
5. Keiretsu has taken legal, organizational and technical measures to protect the personal data processed in order to prevent unauthorized or accidental access to, alteration, destruction or loss of the data, unauthorized transfers, other unauthorized processing and other misuse, and that all obligations of the personal data controller arising from the relevant legal regulations are ensured in terms of personnel and organization for the duration of the data processing.
6. The applicant’s personal data will be processed for the necessary time. Personal data will be processed in electronic form in an automated manner.
7. The applicant has the right to request from Keiretsu access to his/her personal data pursuant to Article 15 of the GDPR, correction of personal data pursuant to Article 16 of the GDPR, or restrictions on processing pursuant to Article 18 of the GDPR. The applicant has the right to delete personal data according to Article 17, paragraph 1, letter a), and c) to f) GDPR. Furthermore, the applicant has the right to object to the processing pursuant to Article 21 of the GDPR and the right to data portability pursuant to Article 20 of the GDPR. The stated rights and any other

rights of the data subject according to the GDPR can be exercised and any questions on personal data protection can be sent to [senkyr@keiretsuforum.eu](mailto:senkyr@keiretsuforum.eu). If the applicant believes that his/her right to personal data protection has been violated, he/she has the right to file a complaint with the Office for Personal Data Protection ([www.uoou.cz](http://www.uoou.cz)).

Prague, 12 May 2020