PRIVACY POLICY

The company Smile Expo s.r.o., ID: 039 45 065, with its registered seat at Kaprova 42/14, Staré Město, 110 00 Prague 1, Czech Republic, registered in the Commercial Register maintained by the Municipal Court in Prague under the file no. C 240346, organises thematic exhibitions and in connection with this processes certain personal data of the visitors to such exhibitions and therefore acts as a data controller with regard to such personal data.

By ticking the relevant box while making an order of a ticket for an exhibition, you give the company Smile Expo s.r.o. your consent to the processing of your personal data described below within the meaning of article 6 of Regulation 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 (General Data Protection Regulation).

1. **Definitions**
   1.1. “identification data” means your name, surname, date of birth, and address.
   1.2. “contact data” means your e-mail address and phone number.
   1.3. “personal data” means any piece of data or information that relates to a certain concrete natural person that is identified in connection with this information or can be directly or indirectly identified on the basis of such information.
   1.4. “Controller” means the company Smile Expo s.r.o., ID: 039 45 065, with its registered seat at Kaprova 42/14, Staré Město, 110 00 Prague 1, Czech Republic, registered with the Commercial Register maintained by the Municipal Court in Prague under the file no. C 240346.
   1.5. “Expo” means an event organised by the Controller for which you buy a ticket from the Controller allowing you to attend the event.
   1.6. “processing” means any operation or set of operations performed on personal data or on sets of personal data, whether by automated means or not, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

2. **Scope of processing**
   2.1. The Controller is authorised to process your personal data listed below:
   a) your identification data;
   b) your contact data;
   c) your physical appearance captured in photographs or audio-visual recordings which will be produced by the Controller or other persons authorised to document the course of the Expo;
   d) your physical appearance and voice captured by the Controller in an audio-visual recording produced during an interview in which you participate, as well as any information representing your personal data (opinions, preferences, etc.) which you give to the Controller during such an interview; or
   e) any other personal data with which you may voluntarily provide us.

3. **Purpose of processing**
   3.1. The Controller is authorised to process your identification data only for the purposes specified below:

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3. **Purpose of processing**
   3.1. The Controller is authorised to process your identification data only for the purposes specified below:
a) fulfilling the obligations of the Controller arising out of the contract that has been concluded with the Controller on the basis of an order by you or another entity on whose behalf you are going to attend the Expo;
b) your identification for the purpose of verifying the legitimacy of your entrance into the Expo;
c) fulfilling the obligations of the Controller as the organiser of the Expo arising out of any relevant legal acts and regulations; or
d) for the building of statistical databases.

3.2. The Controller is authorised to process your contact data for the purposes specified below:
a) to send you your purchased tickets for the Expo;
b) to be able to contact you in the event of any changes to the time or venue of the Expo;
c) to be able to inform you of any other relevant facts regarding the Expo about which you should know;
d) to send you the Controller’s e-mail newsletter and other advertising materials for its products and services.

3.3. The Controller is authorised to use photographs and audio-visual recordings which capture the course of the Expo and which capture your physical appearance only for marketing purposes (creation of leaflets, advertising videos, etc.), i.e. to promote events organised by the Controller or its other products and services. This includes the Controller’s right to use your identification data and your personal data described in paragraph 2.1(d) for marketing purposes in the event that you agree to give an interview to the Controller. In connection with this, you acknowledge and agree to the fact that you have no right to any reward or compensation for this use of your physical appearance.

3.4. Please note that in the event that you agree to have your visitor’s badge scanned by a third party at the Expo (which would like to contact you in the future), said third party will have access to your identification data and personal data which is stored in the Controller’s database.

4. Duration of processing
4.1. The Controller shall process your personal data until three years after the date of the Expo.

5. Your rights
5.1. In connection with the processing of your personal data you have the following rights:
a) the right of access to your personal data;
b) the right to rectification of your personal data in case it is inaccurate;
c) the right to withdraw this consent to the processing of your personal data;
d) the right to be forgotten, i.e. the right to have the Controller erase your personal data if any of the following situations arise:
  • your personal data is no longer necessary for the purposes specified above;
  • you withdraw this consent to the processing of your personal data;
  • your personal data is being processed unlawfully by the Controller;
  • your personal data must be erased in order to fulfil the Controller’s legal obligations;
  • the right to restriction of the processing of your personal data if any of the following cases arise:
    • you contest the accuracy of the processed personal data;
    • the processing of your personal data is unlawful;
    • the Controller no longer needs your personal data for the given purposes;
  e) the right to data portability, i.e. the right to receive your personal data which is processed by the Controller with the use of technical means (stores in an electronic register, etc.) in a structured and machine-readable format; and
  f) the right to lodge a complaint with a supervisory authority.
6. **Cross-border processing**

6.1. The Controller will transfer your personal data for processing to the cooperating entities specified below which handle the processing of your personal data on the Controller’s behalf. These entities are companies from countries outside of the European Union that are bound by specific national regulations pertaining to the protection of personal data in the country in question.

   a) Smile-Expo LLC, a company incorporated according to the law of the Russian Federation, ID: 1137746393817, with its registered seat at 6 Barklaya str., bld. 5, of. 23r.1, Moscow, 121087, Russian Federation;

   b) SMileS, Limited Liability Company, a company incorporated according to the law of the Russian Federation, ID: 1137746393696, with its registered seat at 10 Proletarsky Ave., office 702, Schelkovo, 141100, Moscow, Russian Federation;

   c) Smile-Expo Limited Liability Company, a company incorporated according to the law of Ukraine, ID: 39183091, with its registered seat at 7 Budindustrii, of. 1, Holosiivskyi District, 01013, Kyiv, Ukraine.

6.2. The European Union has not yet issued a decision that the countries mentioned above ensure an adequate level of protection of your personal data, neither are there safeguards for the processing mentioned by the European legislation. The Controller itself takes sole responsibility for the processing of your personal data conducted by these entities, however, and will ensure that these entities will process your personal data in accordance with the conditions set in this consent and that strict confidentiality of your personal data will be maintained. The Controller uses standard malware scanning software. Your personal data is contained within secured networks and is accessible only to a limited number of persons who have special access rights to such systems and who are required to keep the data confidential. In addition, all sensitive/credit information you supply is encrypted via Transport Layer Security (TLS) technology. All transactions are processed through a gateway provider and are not stored or processed on our servers.

6.3. In the event that you pay the price of your ordered tickets for the Expo by a debit/credit card, the Controller is forced to disclose some of your personal data (information about your card, date and amount of payment etc.) to the company which issued your debit/credit card (e.g. Visa Inc. or MasterCard Inc.). The Controller may provide your personal data (such as photographs and audio-visual recordings) to media partners.

7. **Cookies**

7.1. We use cookies on our website. Cookies are small files that a site or its service provider transfers to your computer’s hard drive through your web browser (if you allow) that enables the site’s or service provider’s system to recognize your browser and capture and remember certain information.

8. **Other information**

8.1. Please note that your consent to processing of your personal data is a contractual requirement of the Administration and that you are not obligated to give the consent. In case you have any questions or enquiries in connection with the processing of your personal data, please let us know on the e-mail address privacy@smileexpo.eu.

By ticking the relevant box while making an order of a ticket for the Expo, you express your consent to the above described processing of your personal data by the Controller and you also express your consent to the transfer of your personal data to the entities specified above in article 6.1 for processing.