Website Visitors Privacy Policy

At **KVIFF Group a.s.**, with its registered office at Panská 892/1, Nové Město, 110 00 Prague 1, Company ID No.: 09750223 (hereinafter referred to as "**we**") pay great attention to the protection of personal data. In this document, you will find information about what personal data we process as the controller when you visit our website, whether we process the data on the basis of consent or on the basis of another legal ground, for what purposes we use it, to whom we can transfer it and what rights you have in connection with the processing of your personal data.

* 1. What personal data do we process?

In particular, we process the following categories of personal data:

* **Identification and contact data**, which includes, in particular, e-mail address;
* **Data about your behaviour on the website**, which includes, in particular, information about the links you click, the forms you fill in, how you move around our website, as well as data about the device from which you view our website, such as IP address and the location derived from it, identification of the device, its technical parameters such as operating system and version, screen resolution, The browser used and its version.
  1. Why and for how long do we process personal data and what entitles us to do so?

We process personal data for the purpose of **sending commercial communications**, based on your consent for a period of 10 years or until the consent is withdrawn.

If you give us your consent to do so, we will share your identification, contact and service usage data within the KVIFF Group so that we or other members of the group can send you or display relevant information about news, competitions, invitations to our events or offers tailored to you from time to time. The group includes KVIFF Group a.s. (IČO: 09750223), KVIFF. TV a.s. (IČO: 10780777), KVIFF Events s.r.o. (IČO: 11685611), KVIFF Distribution s.r.o. (IČO: 10780645) and Film Servis Festival Karlovy Vary, a.s. (IČO: 25694545). All these companies act as joint controllers, with KVIFF Group a.s. administering a common repository of personal data, to which they provide personal data together with others and to which all companies can access. You can revoke your consent at any time and exercise other rights related to the processing of personal data with any of these companies.

We also use cookies and we use selected types of cookies only on the basis of your consent. Detailed information on the processing of personal data from cookies can be found below in the**parts C. Cookies**.

* 1. Cookies

When you visit our website, we use cookies and similar technologies to store and read data from your device. With the help of them, we obtain data about your behavior on the website, which includes, in particular, information about the links you click on, how you move around our website, as well as data about the device from which you view our website, such as IP address and the location derived from it, identification of the device, its technical parameters such as operating system and version, screen resolution, The browser used and its version.

You can change your choices regarding the use of cookies on our website by clicking on the button in the corner of the screen.

* + 1. What are cookies?

Cookies are small text files of letters and numbers that we store in your browser or on your computer, mobile phone or other device from which you view our website.

We also use web beacons that allow us to see that you have accessed certain content and obtain data about your device, but they are not stored in your browser for later reading. Web beacons are small invisible images or scripts that are embedded in our website. For the sake of simplicity, we will refer to all of these technologies as cookies later in this document.

* + 1. What types of cookies do we use and what are they used for?

We use different types of cookies on our website, some of which are stored or used directly on your device by our website, others are stored and read by third-party tools that we use. Some of them can be used without your consent, others only with your consent.

**Must**

Necessary cookies help to make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies, so we do not need your consent to store and read them. We process the personal data obtained on the basis of our legitimate interest in ensuring the functionality of the website and the security of your data.

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| **Title** | **Provider** | **Function description** | **Expiry time** |
| **1.gif** | Cookiebot | It is used to count sessions on a website, which is necessary to optimize the delivery of CMP products. | Relation |
| **CookieConsent** | Cookiebot | Storing the state of the website visitor's consent to cookies. | 1 year |
| **PHPSESSID** | kviff.tv | It preserves the session state of a site visitor across page requests. | 2 days |
| **cf\_ob\_info** | kviff.com | Used to determine if a website is unavailable in case of content updates - A cookie allows a website to display a notification of a problem to a website visitor. | 1 day |
| **cf\_use\_ob** | kviff.com | Used to determine if a website is unavailable in case of content updates - A cookie allows a website to display a notification of a problem to a website visitor. | 1 day |
| **AEC** | Google | It ensures that requests for a visit to the website are made by the website visitor and not by other sites. It prevents malicious sites from acting on behalf of the website visitor without their knowledge. | 180 days |
| **SOCS** | Google | Storing the state of the website visitor's consent to cookies. | 13 months |
| ***www\_kviff\_com\_authsession*** | kviff.com |  | 1 day |

**Preferential**

Preference cookies allow a website to remember information that changes how a website behaves or looks. For example, it's your preferred language or the region you're in.

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| Title | Provider | Function description | Expiry time |
| **Hl** | Kviff.tv | Specifies the preferred language of the site visitor. It allows the website to set the preferred language when the website visitor re-enters. | 1 year |
| ***\_\_Secure-ENID*** | Google | It registers a unique ID that is used to store the website visitor's settings and preferences, such as their preferred language. | 13 months |

**Statistical**

Statistics cookies help website owners to understand how visitors use the website. These cookies collect and communicate information that allows us to customize and change our website.

In connection with the use of statistical cookies, we use the following third-party tools, the operators of which are also recipients of this data.

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| **Title** | **Provider** | **Function description** | **Expiry time** |
| **Collect** | Google | It is used to send data about the device and behavior of the website visitor to Google Analytics. It tracks the website visitor across devices and marketing channels. | Relation |
| **\_Ga** | Google | It registers a unique ID that is used to create statistical data on how the visitor uses the website. | 25 months |
| **\_Ga\_ #** | Google | Used by Google Analytics to collect data on how many times a visitor has visited the website, as well as the date of the first and last visit. | 25 months |
| **\_Gid** | Google | It registers a unique ID that is used to create statistical data on how the visitor uses the website. | 1 day |
| **Td** | Google | It registers statistical data on the behavior of visitors to the website. It is used for internal analysis. | Relation |
| **\_Gat** | Google | Used by Google Analytics to limit the rate of requests. | 1 day |

**Marketing**

Marketing cookies are used to track visitors to a website. The intention is to display advertising that is relevant and interesting to the individual user and thus more valuable to publishers and third-party advertisers.

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| **Title** | **Provider** | **Function description** | **Expiry time** |
| **lastExternalReferrer** | Meta Platforms, Inc. | It finds out how a website visitor got to a web page and records its last URL. | Perm |
| **lastExternalReferrerTime** | Meta Platforms, Inc. | It finds out how a website visitor got to a web page and records its last URL. | Perm |
| **\_fbp** | Meta Platforms, Inc. | Used by Facebook to provide a range of advertising products, such as real-time offers from third-party advertisers. | 3 months |
| **ADS/GA-Audiences** | Google | Used by Google AdWords to re-engage website visitors, who are likely to turn into customers, based on their online behavior across different websites. | Relation |
| **Retargeting** | Seznam.cz | It records user behavior and navigation on the website and any interaction with active campaigns. It is used to optimize advertising and for effective retargeting. | Relation |
| **Sid** | Seznam.cz | It preserves the state of the site visitor across page requests. | 30 days |
| **#- #** | YouTube | Pending | Relation |
| **iU5q-! O9@$** | YouTube | It registers a unique ID to keep statistics on the YouTube videos that the website visitor has seen. | Relation |
| **LAST\_RESULT\_ENTRY\_KEY** | YouTube | It is used to track the user's interaction with embedded content. | Relation |
| **LogsDatabaseV2:V#||LogsRequestsStore** | YouTube | Pending | Perm |
| **remote\_sid** | YouTube | Necessary for the implementation and functionality of YouTube video content on the website. | Relation |
| **ServiceWorkerLogsDatabase#SWHealthLog** | YouTube | Necessary for the implementation and functionality of YouTube video content on the website. | Perm |
| **TESTCOOKIESENABLED** | YouTube | It is used to track the interaction of a website visitor with embedded content. | 1 day |
| **VISITOR\_INFO1\_LIVE** | YouTube | It will try to estimate the width of the site's audience of visitors to pages with integrated YouTube videos. | 180 days |
| **VISITOR\_PRIVACY\_METADATA** | YouTube | Saves the cookie consent status of the website visitor for the current domain. | 180 dia |
| **YSC** | YouTube | It registers a unique ID to keep YouTube statistics of videos from the websites that the website visitor has seen. | Relation |
| **ytidb::LAST\_RESULT\_ENTRY\_KEY** | YouTube | It stores the website visitor's video player preferences using embedded YouTube video. | Perm |
| **YtIdbMeta#databases** | YouTube | It is used to track the interaction of a website visitor with embedded content. | Perm |
| **yt-remote-cast-available** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Relation |
| **yt-remote-cast-installed** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Relation |
| **yt-remote-connected-devices** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Perm |
| **yt-remote-device-id** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Perm |
| **yt-remote-fast-check-period** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Relation |
| **yt-remote-session-app** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Relation |
| **yt-remote-session-name** | YouTube | It stores the preferences of the website visitor's video player using embedded YouTube videos. | Relation |

Consent for the above purposes is granted for 12 months, after which time we will ask you to grant your consent again.

* 1. From what sources do we obtain personal data?

In most cases, we process personal data that you provide to us, for example when you fill in forms or communicate with us. We also obtain personal data by tracking your behaviour on the website.

* 1. Who processes your personal data and to whom do we transfer it?

All of the above-mentioned personal data are processed by us as the controller. This means that we determine the purposes for which we collect your personal data as defined above, determine the means of processing and are responsible for its proper implementation.

* + 1. Transfer of data outside the European Economic Area

As part of the transfer of data to the above-mentioned operators of cookie tools, we may also transfer your data to countries outside the European Economic Area. These countries may have different laws and standards regarding the protection of personal information. However, any such transfer is only made on the basis of standard contractual clauses issued by the European Commission and available at https://eur-lex.europa.eu/eli/dec\_impl/2021/914, which the recipient in the third country has agreed to comply with, in addition to other additional measures. Your personal data may be transferred to companies in the USA on the basis of an adequacy decision for secure and reliable data flows between the EU and the US, which states that companies that are certified under the EU-US Data Privacy Framework provide an adequate level of protection for personal data.

* 1. What are your rights regarding the processing of personal data?

Just as we have rights and obligations when processing your personal data, you also have certain rights when processing your personal data. These rights include:

* + 1. Right to withdraw consent to processing

You can revoke your consent at any time. However, this does not affect the lawfulness of processing based on consent before its withdrawal. You can revoke your consent given via the cookie bar at any time using the button in the corner of the screen.

* + 1. Right of access

To put it simply, you have the right to know what data we process about you, for what purpose, for how long, where we obtain your personal data, to whom we transfer them, who processes them outside of us and what other rights you have related to the processing of your personal data. You have learned all this in this Privacy Policy. However, if you are unsure about what personal data we process about you, you can ask us to confirm whether or not the personal data concerning you is being processed by us and, if it is, you have the right to access it. As part of your right of access, you can ask us for a copy of the personal data being processed, the first copy of which will be provided to you free of charge and the next copy subject to a fee.

* + 1. Right to rectification

If you find out that the personal data we process about you is inaccurate or incomplete, you have the right to have it corrected or supplemented without undue delay.

* + 1. Right to erasure

In some cases, you have the right to have your personal data erased. We will delete your personal data without undue delay if one of the following grounds applies:

1. We no longer need your personal data for the purposes for which we processed it.
2. you will exercise your right to object to the processing (see chapter "*Right to object to processing*") for personal data that we process on the basis of our legitimate interests, and we find that we no longer have any such legitimate interests that would justify such processing.
3. It turns out that the processing of personal data carried out by us is no longer in accordance with generally binding regulations.

This right does not apply if the processing of your personal data is still necessary for:

1. to comply with a legal obligation to do so;
2. archiving, scientific or historical research or statistical purposes; or
3. establishing, exercising or defending our legal claims.
   * 1. Right to restriction of processing

In some cases, in addition to the right to erasure, you may exercise the right to restrict the processing of personal data. This right allows you to request that your personal data be labelled in certain cases and that the data is not subject to any further processing operations – in this case, however, not forever (as in the case of the right to erasure), but for a limited period of time. We must restrict the processing of personal data if:

1. you contest the accuracy of the personal data before we agree on what data is correct;
2. we process your personal data without a sufficient legal basis (e.g. beyond what we have to process), but you will only prefer to restrict such data before deleting it (e.g. if you expect that you would provide us with such data in the future anyway);
3. we no longer need your personal data for the above-mentioned purposes of processing, but you require them for the establishment, exercise or defence of your legal claims; or
4. you object to the processing. The right to object is described in more detail below in the chapter *"Right to object to processing"*. For the period during which we investigate, if your objection is justified, we are obliged to restrict the processing of your personal data.
   * 1. Right to data portability

You have the right to obtain from us all your personal data that you have provided to us and that we process on the basis of the performance of a contract. We will provide you with your personal data in a structured, commonly used and machine-readable format. In order for us to be able to easily transfer data at your request, this may only be data that we process automatically in our electronic databases.

* + 1. Right to object to processing

You have the right to object to the processing of personal data that is based on our legitimate interest. We will stop processing your personal data unless we have compelling legitimate grounds to continue such processing.

* + 1. Right to lodge a complaint

Exercising your rights in the above manner does not affect your right to lodge a complaint with the Office for Personal Data Protection. You can exercise this right in particular if you believe that we are processing your personal data unlawfully or in violation of generally binding legal regulations.

You can file a complaint with the Office for Personal Data Protection, which has its registered office at Pplk. Sochora 27, 170 00 Prague 7.

* 1. How can individual rights be exercised?

In all matters related to the processing of your personal data, whether it is an inquiry, exercising a right, filing a complaint or anything else, you can contact us via the e-mail address: **info@kviff.com**.

We will process your request without undue delay, but within a maximum of one month. In exceptional cases, in particular due to the complexity of your request, we are entitled to extend this period by another two months. We will, of course, inform you of any such extension and the reasons for it.