

Privacy policy and GDPR information of DATA BUSINESS s.r.o.



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1. Company information

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Represented by the managing director

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Register court: Městského soudu v Praze Company identification number: 01754572

VAT Number: CZ01754572

2. Disclaimer, liability for contents

As a service provider we are responsible for own contents on these sides in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, the General Regulation on Personal Data Protection ("GDPR"). However, we as a service provider are not obligated to monitor transmitted or stored third-party information or to investigate circumstances that indicate an illegal activity. Obligations to remove or block the use of information under general law remain unaffected. A liability in this regard, however, is only possible from the date of knowledge of a specific infringement. Upon notification of appropriate violations, we will remove this content immediately. To ensure the transparency of the processing of personal data and the fulfillment of legislative obligations, we inform you about the processing of your personal data.

3. Liability for links

Our offer contains links to external websites of third parties, on whose contents we have no influence. Therefore, we cannot assume any liability for these external contents. The respective provider or operator of the pages is always responsible for the content of the linked pages. The linked pages were checked for possible legal violations at the time of linking. Illegal contents were not recognizable at the time of linking. However, a permanent control of the contents of the linked pages is not reasonable without concrete evidence of a violation of the law. If we become aware of any infringements, we will remove such links immediately.

4. Copyright

The contents and works created by the site operators on these pages are subject to Czech Republic copyright law. Duplication, processing, distribution, or any form of commercialization of such material beyond the scope of the copyright law shall require the prior written consent of its respective author or creator. Downloads and copies of this site are only permitted for private, non-commercial use. Insofar as the content on this site was not created by the operator, the copyrights of third parties are respected. In particular, third-party content is identified as such. Should you nevertheless become aware of a copyright infringement, please inform us accordingly. If we become aware of any infringements, we will remove such content immediately.



Used terms

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier (e.g. cookie) or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

"Processing" means any operation or set of operations which is performed upon personal data, whether or not by automatic means. The term is broad and includes virtually any handling of data.

"Pseudonymization" means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures which ensure that the personal data are not attributed to an identified or identifiable natural person.

"Profiling" means any automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, to analyze or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviors, location or change of location.

"Controller" means the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data.

"Processor" means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the Controller.

6. Relevant legal bases

As a service provider we are responsible for own contents on these sides in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, the General Regulation on Personal Data Protection ("GDPR").

7. Security measures and data protection

We take appropriate technical and organizational measures to ensure a level of protection appropriate to the risk in accordance with the legal requirements, taking into account the state of the art, the implementation costs and the nature, scope, circumstances and purposes of the processing, as well as the varying likelihood and severity of the risk to the rights and freedoms of natural persons.

The measures include, in particular, safeguarding the confidentiality, integrity and availability of data by controlling physical access to the data, as well as access to, entry into, disclosure of, assurance of availability of and segregation of the data. Furthermore, we have established procedures to ensure the exercise of data subjects' rights, deletion of data, and response to data compromise. Furthermore, we already take the protection of personal data into account during the development and selection of hardware, software and procedures, in accordance with the principle of data protection through technology design and through data protection-friendly default settings.

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the legal data protection regulations as well as this data protection declaration. The use of our website is generally possible without providing personal data. Insofar as personal data (for example name, address or e-mail addresses) is collected on our pages, this is always done, as far as possible, on a voluntary basis. This data will not be passed on to third parties without your express consent. We point out that data transmission over the Internet (eg communication by e-mail) security gaps. A complete protection of data against access by third parties is not possible.



8. Cooperation with processors, jointly responsible persons and third parties

If, in the course of our processing, we disclose data to other persons and companies (order processors, jointly responsible parties or third parties), transmit it to them or otherwise grant them access to the data, this will only be done on the basis of legal permission (e.g. if a transfer of data to third parties, such as payment service providers, is necessary for the performance of the contract), users have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

If we disclose or transfer data to other companies in our group of companies or otherwise grant them access, this is done in particular for administrative purposes as a legitimate interest and, in addition, on a basis that complies with legal requirements.

9. Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU), the European Economic Area (EEA) or the Swiss Confederation) or if this occurs in the context of the use of third-party services or disclosure, or transfer of data to other persons or companies, this will only occur if it is done for the fulfillment of our (pre)contractual obligations, on the basis of your consent, due to a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we process or leave the data in a third country only if the legal requirements are met. I.e., the processing is carried out, for example, on the basis of special guarantees, such as the officially recognized determination of a level of data protection corresponding to the EU (e.g., for the USA by the "Privacy Shield") or compliance with officially recognized special contractual obligations.

10. Rights of the data subjects

You have the right to request confirmation as to whether data in question is being processed and to information about this data, as well as further information and a copy of the data in accordance with the legal requirements.

You have the right, in accordance. with the legal requirements, to request that the data concerning you be completed or that incorrect data concerning you be corrected.

You have the right, in accordance. with the legal requirements, to demand that data concerning you be deleted without delay, or alternatively, in accordance with the legal requirements, to demand restriction of the processing of the data.

You have the right to demand that the data concerning you that you have provided to us be received in accordance with the legal requirements and to demand that it be transferred to other persons responsible.

You also have the right to file a complaint with the competent supervisory authority in accordance with the law.

11. Right of revocation

You have the right to revoke given consents with effect for the future.

12. Right of objection

You may object to the future processing of data relating to you at any time in accordance with the statutory provisions. The objection can be made in particular against processing for purposes of direct advertising.

13. Cookies and right to object in the case of direct advertising

Cookies" are small files that are stored on users' computers. Various data can be stored within the cookies. A cookie is primarily used to store information about a user (or the device on which the cookie is stored) during or after his visit within an online offer.



Temporary cookies, or "session cookies" or "transient cookies", are cookies that are deleted after a user leaves an online offer and closes his browser. Such a cookie may store, for example, the contents of a shopping cart in an online store or a login status. Cookies that remain stored even after the browser is closed are referred to as "permanent" or "persistent". For example, the login status can be stored if users visit them after several days. Likewise, the interests of users can be stored in such a cookie, which is used for range measurement or marketing purposes. Third-party cookies" are cookies that are offered by providers other than the responsible party that operates the online offer (otherwise, if they are only its cookies, they are referred to as "first-party cookies").

We may use temporary and permanent cookies and provide information about this in our privacy policy.

If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer. A general objection to the use of cookies used for online marketing purposes can be declared for a large number of the services, especially in the case of tracking, via the U.S. site http://www.aboutads.info/choices/ or the EU site http://www.youronlinechoices.com/. Furthermore, the storage of cookies can be achieved by disabling them in the browser settings. Please note that in this case not all functions of this online offer can be used.

14. Deletion of data

The data processed by us will be deleted or restricted in its processing in accordance with the legal requirements. Unless expressly stated within the scope of this data protection declaration, the data stored by us will be deleted as soon as they are no longer required for their intended purpose and the deletion does not conflict with any statutory retention obligations.

If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. I.e., the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law.

15. Changes and updates of the privacy policy

We ask you to inform yourself regularly about the content of our data protection declaration. We adapt the data protection declaration as soon as the changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

16. Agency services

We process the data of our customers within the scope of our contractual services, which include conceptual and strategic consulting, campaign planning, software and design development/consulting or maintenance, implementation of campaigns and processes/handling, server administration, data analysis/consulting services and training services.

In this context, we process inventory data (e.g., customer master data, such as names or addresses), contact data (e.g., e-mail, telephone numbers), content data (e.g., text entries, photographs, videos), contract data (e.g., subject matter of contract, term), payment data (e.g., bank details, payment history), usage data and metadata (e.g., in the context of evaluating and measuring the success of marketing measures). As a matter of principle, we do not process special categories of personal data, unless these are components of commissioned processing. Data subjects include our customers, prospective customers as well as their customers, users, website visitors or employees as well as third parties. The purpose of the processing is the provision of contractual services, billing and our customer service.

We process data that is necessary for the justification and fulfillment of contractual services and indicate the necessity of their disclosure. Disclosure to external parties only takes place if it is necessary in the context of an order. When processing the data



provided to us as part of an order, we act in accordance with the instructions of the client as well as the legal requirements of order processing and do not process the data for any other purposes than those specified in the order.

We delete the data after the expiry of statutory warranty and comparable obligations. The necessity of retaining the data is reviewed every three years; in the case of statutory archiving obligations, the data is deleted after their expiry of 6 years. In the case of data disclosed to us by the client as part of an order, we delete the data in accordance with the specifications of the order, generally after the end of the order.

17. Administration, financial accounting, office organization, contact management

We process data in the context of administrative tasks as well as organization of our business, financial accounting and compliance with legal obligations, such as archiving. In doing so, we process the same data that we process in the course of providing our contractual services. Customers, prospective customers, business partners and website visitors are affected by the processing. The purpose and our interest in the processing lies in the administration, financial accounting, office organization, archiving of data, i.e., tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services. The deletion of data with regard to contractual services and contractual communication corresponds to the information mentioned in these processing activities.

In this context, we disclose or transfer data to the tax authorities, consultants, such as tax advisors or auditors, as well as other fee offices and payment service providers.

Furthermore, based on our business interests, we store information on suppliers, event organizers and other business partners, e.g., for the purpose of contacting them at a later date. This data, most of which is company-related, is generally stored permanently.

18. Talent pool

As part of the application process, we offer applicants the opportunity to be included in our "talent pool" for a period of two years. The application documents in the talent pool will be processed solely in the context of future job postings and employee searches and will be destroyed no later than the end of the period. Applicants are informed that their consent to be included in the talent pool is voluntary, has no influence on the current application process, and that they can revoke this consent at any time for the future, as well as declare an objection within the meaning of the GDPR.

19. Types of data processed

- Inventory data (e.g., personal master data, names or addresses).
- Contact data (e.g., e-mail, telephone numbers).
- Content data (e.g., text input, photographs, videos).
- Usage data (e.g., web pages visited, interest in content, access times).
- Meta/communication data (e.g., device information, IP addresses).

20. Categories of data subjects

Visitors and users of the online offer (hereinafter, we also refer to the data subjects collectively as "users").



21. Purpose of processing

- Provision of the online offer, its functions and content.
- Responding to contact requests and communicating with users.
- Security measures.
- Reach measurement/marketing

22. Business analyses and market research

In order to run our business economically, to be able to recognize market trends, wishes of contractual partners and users, we analyze the data we have on business transactions, contracts, inquiries, etc. In doing so, we process inventory data, communication data, contract data, payment data, usage data, metadata on the basis of GDPR, whereby the data subjects include contractual partners, interested parties, customers, visitors and users of our online offer.

The analyses are carried out for the purpose of business evaluations, marketing and market research. In doing so, we may take into account the profiles of registered users with details, for example, of the services they have used. The analyses serve us to increase the user-friendliness, the optimization of our offer and the business management. The analyses serve us alone and are not disclosed externally, unless they are anonymous analyses with aggregated values.

If these analyses or profiles are personal, they will be deleted or anonymized upon termination of the user, otherwise after two years from the conclusion of the contract. Otherwise, the overall business analyses and general tendency analyses are created anonymously, if possible.

23. Data protection information in the application process

We process applicant data only for the purpose of and within the scope of the application procedure in accordance with legal requirements. The processing of applicant data is carried out to fulfill our (pre)contractual obligations within the scope of the application procedure in accordance with the GDPR insofar as the data processing becomes necessary for us, for example, within the scope of legal procedures.

The application procedure requires that applicants provide us with the applicant data. The necessary applicant data are marked, if we offer an online form, otherwise result from the job descriptions and basically include the personal details, postal and contact addresses and the documents belonging to the application, such as cover letter, resume and the certificates. In addition, applicants may voluntarily provide us with additional information.

By submitting their application to us, applicants consent to the processing of their data for the purposes of the application process in the manner and to the extent set out in this privacy policy.

Insofar as special categories of personal data within the meaning of the GDPR are voluntarily communicated within the scope of the application procedure, their processing is additionally carried out in accordance with the GDPR (e.g. health data, such as severely disabled status or ethnic origin). Insofar as special categories of personal data within the meaning of the GDPR are requested from applicants as part of the application process, their processing is additionally carried out in accordance with the GDPR (e.g. health data, if this is required for the exercise of the profession).

If provided, applicants can submit their applications to us using an online form on our website. The data is transmitted to us in encrypted form in accordance with the state of the art.

Applicants can also send us their applications by e-mail. Please note, however, that e-mails are generally not sent in encrypted form and applicants must ensure that they are encrypted themselves. We cannot therefore accept any responsibility for the transmission



path of the application between the sender and receipt on our server and therefore recommend rather using an online form or sending by post. Because instead of applying via the online form and e-mail, applicants still have the option of sending us the application by post.

The data provided by applicants may be processed by us for the purposes of the employment relationship in the event of a successful application. Otherwise, if the application for a job offer is not successful, the applicants' data will be deleted. Applicants' data will also be deleted if an application is withdrawn, which applicants are entitled to do at any time.

Subject to a justified withdrawal by the applicants, the deletion will take place after the expiry of a period of six months so that we can answer any follow-up questions about the application and satisfy our obligations to provide evidence under the Equal Treatment Act. Invoices for any reimbursement of travel expenses will be archived in accordance with tax law requirements.

24. Contacting

If you send us inquiries via the contact form, your data from the inquiry form, including the contact data you provided there, will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on this data without your consent. When contacting us (e.g. via contact form, email, telephone or via social media), the user's details are processed for the purpose of handling the contact request and its processing in accordance with GDPR in the context of contractual/pre-contractual relationships and other inquiries. The user's details may be stored in a customer relationship management system ("CRM system") or comparable inquiry organization. We delete the inquiries if they are no longer necessary. We review the necessity every two years; Furthermore, the legal archiving obligations apply.

25. Hosting and e-mail dispatch

The hosting services used by us serve to provide the following services: Infrastructure and platform services, computing capacity, storage space and database services, e-mail dispatch, security services and technical maintenance services, which we use for the purpose of operating this online offer.

In doing so, we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta data and communication data of customers, interested parties and visitors of this online offer on the basis of our legitimate interests in an efficient and secure provision of this online offer.

26. Server log files

We, or rather our hosting provider, collect data on each access to the server on which this service is located (so-called server log files) on the basis of our legitimate interests as defined by the GDPR. The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider. This data cannot be assigned to specific persons. A combination of this data with other data sources is not made. We reserve the right to check this data retrospectively if we become aware of specific indications of illegal use.

27. Comment function on this website

If you send us inquiries via the contact form, your data from the inquiry form, including the contact data you provide there, will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on this data without your consent.



28. SSL encryption

This site uses SSL encryption for security reasons and to protect the transmission of confidential content, such as requests that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL encryption is activated, the data you transmit to us cannot be read by third parties.

29. Privacy policy for the use of Google+

Our pages use functions of Google+. The provider is Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Collection and disclosure of information: Using the Google+ button, you can publish information worldwide. Through the Google+ button, you and other users receive personalized content from Google and our partners. Google stores both the information that you have given +1 for a content and information about the page you were viewing when you clicked +1. Your +1s may be displayed as notices along with your profile name and photo in Google services, such as search results or your Google profile, or elsewhere on websites and ads on the Internet. Google records information about your +1 activities to improve Google services for you and others. To use the Google+ button, you need a globally visible, public Google profile, which must contain at least the name chosen for the profile. This name is used in all Google services. In some cases, this name may also replace another name you used when sharing content through your Google Account. The identity of your Google profile may be displayed to users who know your email address or have other identifying information about you. Use of Collected Information: In addition to the uses explained above, the information you provide will be used in accordance with Google's applicable privacy policy. Google may publish aggregate statistics about users' +1 activities or share them with users and partners, such as publishers, advertisers or affiliated websites.

30. Privacy policy for the use of LinkedIn

Our website uses functions of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time one of our pages containing LinkedIn functions is accessed, a connection to LinkedIn servers is established. LinkedIn is informed that you have visited our web pages with your IP address. If you click the "Recommend Button" of LinkedIn and are logged into your account at LinkedIn, it is possible for LinkedIn to assign your visit to our website to you and your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by LinkedIn. For more information, please refer to the LinkedIn privacy policy at: https://www.linkedin.com/legal/privacy-policy

31. Privacy policy due to the use of Open Web Analytics

Our website uses Open Web Analytics, which is a so-called web analytics service. Open Web Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. For this purpose, the usage information generated by the cookie (including your shortened IP address) is transmitted to our server and stored for usage analysis purposes, which serves to optimize the website on our part. Your IP address is anonymized during this process, so that you as a user remain anonymous to us. The information generated by the cookie about your use of this website will not be passed on to third parties. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. Source reference: "Privacy Policy Piwik and Open Web Analytics" https://matomo.org/privacy-policy/

32. Privacy policy for the use of XING

Our website uses functions of the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Each time one of our pages containing XING functions is called up, a connection to XING servers is established. As far as we are aware, no personal data is stored in the process. In particular, no IP addresses are stored or usage behavior evaluated. Further information on



data protection and the XING Share button can be found in the XING data protection declaration at https://www.xing.com/app/share?op=data_protection.

33. Terms of use

By using this website, the visitor accepts the following terms of use as binding. Data Business S.r.o. or its licensors hold all rights to content (text, sound, images, software, etc.) posted on the website ("Content"). The content is protected, among other things, by the copyright applicable on the basis of international agreements. Content on this website, including related codes and software, may not be copied, modified, reproduced, publicly displayed, broadcast, or otherwise transmitted or distributed except as expressly permitted by this Agreement. Content provided by the user, e.g. by sending emails to Data Business S.r.o. or by entering data in email forms on this website, is subject to a free, non-exclusive, temporally and objectively unlimited and worldwide license, while preserving the user's moral rights. Data Business is entitled to copy, sublicense, adapt, transmit, publicly perform or display such content. This license does not apply to the content of messages of personal e-mails of the User, whose privacy and inviolability shall be preserved at all times.

34. Picture credits

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SAP® Business Explorer, (SAP BEx), SAP® BusinessObjects ™, SAP BusinessObjects Explorer®, SAP® BusinessObjects ™ Lumira,

SAP BusinessObjects Roambi, SAP BusinessObjects Web Intelligence, SAP Business One, SAP Business Workflow, SAP Crystal Reports,

SAP EarlyWatch, SAP Exchange Media, SAP Fieldglass, SAP Fiori®, SAP® Global Trade Services (SAP® GTS®), SAP® GoingLive,

SAP HANA®, SAP HANA Vora®, SAP® Hybris®, SAP® Jam ™, SAP® MaxAttention ™, SAP® MaxDB®, SAP NetWeaver, SAP PartnerEdge,

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