

PERSONAL DATA PROCESSING IN THE CONTEXT OF THE DEALER AGREEMENT

Pursuant to Art. 13 and 14 of the Regulation (EU) 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 ("GDPR"), the company:

Deal machine s. r. o.

Hlboká cesta 1418/42, Žilina 010 01

Identification number (IČO): 55 209 971

registered in the Business Register of the District Court Žilina, Section: Sro, File No.: 81291/L

("Deal Machine" or "company") hereby provides information regarding the personal data processing conducted by Deal Machine under the contractual relationship with the dealer.

For the purposes of this document, a dealer is an entity (natural person-entrepreneur or legal entity) with which the company has concluded a contract, on the basis of which the dealer offers (either by himself/herself/itself or through his/her/its employees) to potential clients the products/services of the company's contractual partner. For the purposes of this document, a sales representative is then understood to be an employee or a contractor (if applicable) of the dealer who approaches potential clients with an offer of the products/services of the company's contractual partner. Further to the above, the company (through the contracts it has entered into with the dealers) offers to its contractual partners the service of "hiring" sales representatives.

DATA SUBJECT: Each and every natural person to whom the personal data being processed relate. For the purposes of the present document, this refers to an identified or identifiable natural person whose personal data is processed by the company under the dealer agreement (the "data subject").

The current list of processors and a description of the activity performed on behalf of Deal Machine is published on company's website in the document "[LIST OF PROCESSORS](#)".

HOW SHALL PERSONAL DATA BE PROCESSED?

The conditions for processing personal data depend essentially on the legal form of the dealers with whom Deal Machine signs a contractual relationship.

In the context of the contractual relationship with dealers, Deal Machine processes personal data of the data subjects for the following purposes:

1. dealer registration, setting up and maintaining an account,
2. the performance of the dealer agreement,
3. monitoring the quality of the dealer's product sales process by the company when recording telephone calls and checking the customer management,
4. management of access to the company's systems and assessment of assigned access,
5. presentation of the company's activities, building its reputation and relationships.

1) Dealer registration, setting up and maintaining an account:

LEGAL BASIS FOR PROCESSING:

Provided that the dealer is a natural person/self-employed person and his/her personal data are being processed:

Personal data is processed pursuant to Art. 6 (b) of the GDPR: processing is necessary for the implementation of measures prior to signing the agreement, i. e. establishment of pre-contractual relations, identification of and communication with natural persons – self-employed persons.

In the event that a natural person refuses to provide their personal data for the purpose of signing an agreement, it will not be possible to establish a contractual relationship with them, given that the provision of such data constitutes a contractual requirement.

If the dealer is a legal entity or is a contact, assigned or authorized person of a dealer – natural person:

Personal data is processed pursuant to Art. 6 (f) of the GDPR: processing is necessary for the purposes of the legitimate interests pursued by the company: the company's legitimate interest in establishing pre-contractual relations with the dealer, identification of and communication with persons acting on behalf of the dealer (if it concerns persons other than a natural person/self-employed person).

The data subject has the right to object to the company's processing of their personal data for the defined purpose of processing. The company shall not further process personal data, unless the company demonstrates necessary legitimate reasons for processing that outweigh the interests, rights and freedoms of the data subject, or reasons for proving, exercising or defending legal claims.

THE SCOPE OF DATA PROCESSING:

The registration of a dealer acting as a **natural person/self-employed person** and the establishment and management of their account include processing of personal data in the following scope:

- business name;
- identification and contact data;
- payment and transaction data;
- account login data;
- any other personal data processed as part of the company account.

The registration of dealers and the establishment and management of their accounts also include processing of personal data of the **statutory bodies** of dealers acting as legal entities, as well as **contact, assigned and authorized persons** of dealers (regardless of the form of business), who filled out the registration form on the company's website, in the following scope:

- name and surname of a natural person;
- information related to the dealer's business activity;
- information on the language preference and professional specialization of the natural person;
- information on any accounts on social networks;
- information about a natural person collected during the initial interview (e.g. information about work experience and skills, references);
- account login data (if an e-mail address belonging to a natural person is used for login);
- contact data (natural person's e-mail and telephone number);
- any other personal data processed as part of the company account.

SOURCES OF PERSONAL DATA:

Personal data of data subjects is collected directly from the dealer, from persons who filled out the registration form on the company's website, or from persons who provide data on the dealer's account.

CROSS-BORDER TRANSFER TO THIRD COUNTRIES:

Not conducted.

PROFILING OF NATURAL PERSONS:

Not conducted.

RECIPIENTS OF PERSONAL DATA:

Personal data shall not be provided to any third parties.

PERSONAL DATA RETENTION PERIOD:

Personal data shall be stored for the defined purpose until the registration data and account are deleted.

2) Performance of the dealer agreement:

LEGAL BASIS FOR PROCESSING

Provided that the dealer is a natural person/self-employed person and his/her personal data are being processed:

Personal data is processed pursuant to Art. 6 (b) of the GDPR: processing is necessary for the performance of an agreement, in which a natural person/self-employed person is a contracting party: identification of and communication with a natural person/self-employed person, exercise of rights and obligations arising from the agreement.

In the event that a natural person refuses to provide their personal data for the purpose of signing an agreement, it will not be possible to establish a contractual relationship with them, given that the provision of such data constitutes a contractual requirement.

If the dealer is a legal entity or is a contact, assigned or authorized person of a dealer – natural person:

Personal data is processed pursuant to Art. 6 (f) of the GDPR: processing is necessary for the purposes of the legitimate interests pursued by the company: exercise of rights and obligations arising from the contractual relationship with the dealer, identification of and communication with persons acting on behalf of the dealer.

The data subject has the right to object to the company's processing of their personal data for the defined purpose of processing. The company shall not further process personal data, unless the company demonstrates necessary legitimate reasons for processing that outweigh the interests, rights and freedoms of the data subject, or reasons for proving, exercising or defending legal claims.

THE SCOPE OF DATA PROCESSING:

The contractual relationship with the dealer acting as a **natural person/self-employed person** includes personal data processing in the following scope:

- business name;
- identification and contact data;
- payment and transaction data;
- account login data;
- other data processed as part of the company account, contractual relationship and issued accounting documents.

The above relationship also includes processing of personal data of the **statutory bodies** of dealers acting as legal entities, as well as **contact, assigned and authorized persons** of dealers (regardless of the form of their business) who filled out the registration form on the company's website in the following scope:

- name and surname of a natural person;
- information related to the dealer's business activity;
- information on the language preference and professional specialization of the natural person;
- information on any accounts on social networks;
- information about a natural person collected during the initial interview (e.g. information about work experience and skills, references);
- account login data (if an e-mail address belonging to a natural person is used for login);
- contact data (natural person's e-mail and telephone number);
- recordings of telephone calls (in particular, a person's voice, characteristics and other data and information that can be obtained from recorded calls);

- payment and transaction data (if payment means belonging to a natural person are used for transactions);
- other data and information related to the performance of the dealer agreement (data on the activity of the natural person, information about the natural person listed in the company's notes on the particular dealer, evaluation of the performance of the natural person, data obtained as part of communication with the natural person);
- other personal data processed as part of the company account, contractual relationship and issued accounting documents.

SOURCES OF PERSONAL DATA:

Personal data of data subject is collected directly from the dealer, from persons who filled out the registration form on the company's website, or from persons who provide data on the dealer's account.

CROSS-BORDER TRANSFER TO THIRD COUNTRIES:

Not conducted.

PROFILING OF NATURAL PERSONS:

Profiling is conducted primarily on the basis of language preferences, address, performance of the dealer/data subject and professional focus of the dealer/data subject.

However, this profiling shall not be linked to automated decision-making concerning the data subject.

RECIPIENTS OF PERSONAL DATA:

Personal data of the dealer or natural persons working for the dealer processed under the contractual relationship with the dealer include:

- within the legitimate interests of the company provided by the contractual partner whose products the dealer will offer/offers for the following purposes:
 - presentation of the dealer's activities;
 - monitoring the quality of the dealer's product sales process by the company when recording telephone calls and checking the customer management.
- based on the consent of the data subject, personal data (to the extent of the consent granted) is disclosed and provided to third parties for the following purposes:
 - presentations of the company's and dealer's activities;
 - building the good reputation of the company and the dealer;
 - building and maintaining lasting relationships with potential/existing contractual partners of the company.

As part of contractual relations, the company may provide necessary personal data to legal representatives for the purpose of providing legal services and legal counselling, as well as to auditors. In necessary cases and to the necessary extent, personal data may also be provided to law enforcement authorities and courts.

PERSONAL DATA RETENTION PERIOD:

Personal data is processed for a defined purpose throughout the duration of the contractual relationship and then for another 10 years after the end of the contractual relationship and the settlement of all claims and obligations arising therefrom.

3) Monitoring the quality of the dealer's product sales process by the company when recording telephone calls and checking the customer management:

LEGAL BASIS FOR PROCESSING:

Personal data of the data subjects is processed pursuant to Art. 6 (f) of the GDPR: processing is necessary for the purposes of the legitimate interests pursued by the company; the company's interest in the proper and professional delivery of services performed by dealers (addressing prospects and offering products of the contractual partner).

The data subject has the right to object to the company's processing of their personal data for the defined purpose of processing. The company shall not further process personal data, unless the company demonstrates necessary legitimate reasons for processing that outweigh the interests, rights and freedoms of the data subject, or reasons for proving, exercising or defending legal claims.

THE SCOPE OF DATA PROCESSING:

As part of the above processing purpose, the following personal data is processed: name, surname, job position, data on the prospect addressed, contact data and other data from the audio recording (obtained as part of the interview), voice recording.

SOURCES OF PERSONAL DATA:

Personal data of data subjects is collected from recorded telephone calls and from the company's systems, or directly from the concerned natural persons during a telephone call.

CROSS-BORDER TRANSFER TO THIRD COUNTRIES:

Not conducted.

PROFILING OF NATURAL PERSONS:

Profiling shall be conducted primarily in relation to the sales representative, in which case the profiling shall be based on the evaluation of the quality of the sales process.

However, this profiling shall not be linked to automated decision-making concerning the data subject.

RECIPIENTS OF PERSONAL DATA:

Selected call recordings can be made available upon request for a short period of time (not provided) to the company's contractual partner, whose products are sold by the dealer.

Personal data may also be provided to an unspecified third party provided that it is necessary to comply with a legal obligation of the company, or if data is provided at the request of the data subject (e.g. when requesting the deletion of a recording).

PERSONAL DATA RETENTION PERIOD:

Unless the data subject requests earlier deletion of the recording (revocation of consent), call recordings shall be kept for a maximum of 60 days. If the company learns that it no longer needs to retain the recordings made in order to achieve the defined purposes, these recordings will be deleted earlier.

4) Management of access to the company's systems and assessment of assigned access:

LEGAL BASIS FOR PROCESSING:

Personal data is processed pursuant to Art. 6 (f) of the GDPR: processing is necessary for the purposes of the legitimate interests pursued by the company, i.e. managing access to the company's systems and assessing assigned access for the purpose of protecting ICT, data, databases and processes, know-how and the company's goodwill, as well as others rights and legally protected interests of the company.

The data subject has the right to object to the company's processing of their personal data for the defined purpose of processing. The company shall not further process personal data, unless the company demonstrates necessary legitimate reasons for processing that outweigh the interests, rights and freedoms of the data subject, or reasons for proving, exercising or defending legal claims.

THE SCOPE OF DATA PROCESSING:

As part of the above processing purpose, the following personal data is processed: name, surname, job position/function, login name and password (protected), IP addresses, user groups, connection point, user activity, metadata and other data and information gathered on the basis of the activity of persons within the company's systems.

SOURCES OF PERSONAL DATA:

Personal data of data subjects is collected from the company's systems.

CROSS-BORDER TRANSFER TO THIRD COUNTRIES:

Not conducted.

PROFILING OF NATURAL PERSONS:

Profiling shall be conducted primarily in relation to the sales representative and it shall be based on the monitoring and assessment of the sales representative's activity.

However, this profiling shall not be linked to automated decision-making concerning the data subject.

RECIPIENTS OF PERSONAL DATA:

Personal data may be provided to a third party if it is necessary to comply with a legal obligation of the company, or if it is necessary to protect the rights and legally protected interests of the company (auditors, control and supervisory bodies, technical support of the company's systems).

PERSONAL DATA RETENTION PERIOD:

Personal data shall be kept for the period necessary to achieve the defined processing purposes, usually 6 months after the end of a particular person's access to the company's systems.

5) Presentation of the company's activities, building its reputation and relationships:**LEGAL BASIS FOR PROCESSING:**

Personal data is processed pursuant to Art. 6 (f) of the GDPR: processing is necessary for the purposes of the legitimate interests pursued by the company. The legitimate interest of the company is to build and maintain lasting relationships with the company's business partners in order to achieve profit. The company pursues the above interest by introducing a sales representative and presenting their activities to potential/existing partners of the company.

The data subject has the right to object to the company's processing of their personal data for the defined purpose of processing. The company shall not further process personal data, unless the company demonstrates necessary legitimate reasons for processing that outweigh the interests, rights and freedoms of the data subject, or reasons for proving, exercising or defending legal claims.

Personal data is processed pursuant to Art. 6 (a) of the GDPR: processing is conducted following the consent of the data subject. The company shall apply this legal basis if it is interested in processing the personal data of sales representatives for the presentation of the company's own activity, building the company's reputation and relationships.

The company may implement the above, for example:

- by publishing promotional articles and posts on websites and social networks,
- by means of a public presentation of the company,
- by publishing promotional leaflets, reports and offers in paper form,
- by communication using mass communication means,
- by sending business and marketing messages.

The above situations may involve processing of personal data of sales representatives (natural persons) related to the presentation.

The disclosure of personal data by the data subject is voluntary. The data subject has the right to withdraw their consent at any time. The withdrawal of consent shall not affect the legality of the processing of personal data, which was based on the consent granted, and which was conducted before its withdrawal. If the data subject does not grant their consent, their data will not be processed in the company's B2B database.

THE SCOPE OF DATA PROCESSING:

As part of the above processing purpose, the following personal data is processed: name, surname, job classification, field of activity, portrait of a person, information related to the activity and performance of

the person, opinions and statements of the person and other data necessary for the achievement of legitimate interests, or within the scope of the relevant consent/permission granted by the data subject concerned.

SOURCES OF PERSONAL DATA:

Personal data of data subjects are collected directly from the sales representatives (natural persons concerned) or from the dealer.

CROSS-BORDER TRANSFER TO THIRD COUNTRIES:

If data is published on social networks, it cannot be ruled out that data will be transferred to third countries, depending on the specific operator of the given social network.

PROFILING OF NATURAL PERSONS:

Not conducted.

RECIPIENTS OF PERSONAL DATA:

Based on the consent of the sales representative, personal data may be provided to a third party depending on the way the company promotes its activity (e.g. to social network operators, mass media operators, advertising and media agencies, etc.).

Based on the legitimate interests of the company, personal data of the sales representative is provided to:

- a potential contractual partner of the company whose products the sales representative shall sell,
- an existing contractual partner of the company whose products the sales representative sells.

PERSONAL DATA RETENTION PERIOD:

Personal data is retained according to the type of legal basis for the processing:

- for the duration of the consent granted, or
- until the submission of a legitimate objection to the processing of personal data.

THE RIGHTS OF THE DATA SUBJECT WITH REGARD TO THE PROCESSING OF THEIR PERSONAL DATA:

A data subject has the right to:

- **request information** about the processing of their personal data;
- **access** their processed and stored personal data;
- **request correction** of their incorrect, inaccurate or incomplete personal data;
- **request the erasure** of their personal data when such data is no longer needed or if the processing is unlawful;
- **object to the processing** of their personal data, which concerns a specific situation;
- request the **restriction of the processing** of their personal data in special cases;
- **withdraw their consent** at any time, without this affecting the legality of the processing of personal data, which was based on the consent granted, and which was conducted before its withdrawal, if such consent had been granted by the data subject;
- **file a complaint with a supervisory authority**, especially in the Member State of their habitual residence, place of work or place of alleged violation, as well as the **right to an effective judicial remedy** if they believe that the processing of their personal data is in violation of legal regulations;
- **submit a request or complaint to Deal Machine** regarding the protection and processing of their personal data.

More detailed information about the rights of data subjects is published on company's website in the document "[DATA SUBJECT RIGHTS](#)"

Validity of the information on the processing of personal data as of: 15 December 2024

NOTICE FOR US USERS

This section of the Policy applies to you if you are a Californian resident.

The Business (as defined by the California Consumer Privacy Act of 2018 ("CCPA")) responsible for processing personal information as described in this Privacy Policy is:

Deal Machine s. r. o., with its registered seat at Hlboká cesta 1418/42, 010 01 Žilina, Slovak Republic, registered with the Commercial Register of District Court Žilina, Section: Sro, Insert No.: 81291/L.

RIGHTS IN RESPECT TO YOUR PERSONAL INFORMATION

Under applicable California regulation, you have the following rights in respect of your personal information:

- Right to know (1) The categories and/or specific pieces of personal information they collected about you, (2) the categories of sources for that personal information, (3) the purposes for which the Business uses that information, (4) the categories of third parties with whom the Business discloses the information, and (5) the categories of information that the Business sells or discloses to third parties. You can make a request to know up to twice a year, free of charge.
- Right to delete personal information the Business and service providers have collected from you, subject to certain exceptions.
- Right to opt-out of sale or sharing when applicable. You may request the stopping of selling or sharing your personal information ("opt-out").
- Right to correct inaccurate information that the Business have about you.
- Right to not be discriminated against for exercising your rights under the CCPA.
- If you are over the age of 16, you have the right to tell the Business not to sell your data at any time (your 'opt-out right'). **No personal data has been sold in the last 12 months.**

Only necessary personal information to legal representatives, auditors, law enforcement authorities, and courts has been disclosed in the last 12 months.