

Privacy Notice

under Art. 13 of 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, and repealing Directive 95/46/EC

(hereinafter referred to as the „GDPR“)

To our company Smart City Services s.r.o., having its registered seat at Twin City C, Mlynské Nivy 16, 821 09 Bratislava, ID No.: 44 489 650, registered with the Commercial Register maintained by the District Court Bratislava I, Section: Sro, File No.: 55375/B (hereinafter referred to as „we“ or “us”), the protection of your personal data is very important. In case you attend our events, we would like to inform you that we might process some of your personal data. Therefore, to learn what personal data and how we process this personal data, we would like to invite you to read the Privacy Notice.

We are part of the HB Reavis Group, with its headquarters in Luxembourg (hereinafter referred to as the „HB Reavis Group“) due to which the reference to HB Reavis Group may be found in the Privacy Notice.

1. What are the purpose and legitimate interests of processing of the personal data?

The purpose of processing of your personal data is to document our event by taking photos and recording videos. In this case, our legitimate interests are promotion of our events and developing and defining our brand on the market.

2. What personal data do we collect about you?

We process the following personal data:

a) audio-visual representation of yourself.

3. What is the legal basis for processing of your personal data?

In case you are attending an event where we take photos and record videos, we process your personal data on the basis of the legitimate interests under Art. 6 (1) (f) of GDPR.

4. How long do we store your personal data?

Since we might use your audio-visual representation in our promotional material, e.g. photos and videos published on the webpage, social medias, news etc., it is not possible to estimate a specific time-period of storage, i.e. we store your personal data until our promotional purposes are fulfilled. However, if we take photo of your or record you on

video and we decide to not use this material for our promotional purposes, we delete such personal data immediately after.

5. To whom do we provide your personal data?

Your personal data is provided and made available to the companies within the HB Reavis Group.

6. Do we use automated individual decision-making including profiling?

We do not use automated individual decision-making including profiling when processing your personal data.

7. Do we transfer your personal data outside of the EEA (European Economic Area)?

Since we publish our promotional material from the events in several ways (e.g. news, social medias, webpages etc.), we might at some point transfer your personal data outside of the EEA. When doing so, we ensure you that all the requirements stated by the GDPR are met since we only transfer to persons subject to EU-U.S. Privacy Shield which has been approved by the Commission as adequate regarding the protection of your personal data.

8. What are your rights?

Under the GDPR you have following rights:

- a) right of access
- b) right to rectification,
- c) right to erasure,
- d) right to restriction of processing,
- e) right to object,
- f) right to lodge a complaint with a supervisory authority.

9. Where do you lodge a complaint with?

You have right to lodge a complaint with a supervisory authority. The local supervisory authority is the Office for Personal Data Protection of the Slovak Republic, having its registered seat at Hraničná 12, 820 07 Bratislava, Slovak Republic, email: statny.dozor@pdp.gov.sk, tel. +421 2 3231 3220.

10. Who should you contact if you have any question?

In case of any question you may contact Smart City Services s.r.o., having its registered seat at Twin City C, Mlynské Nivy 16, 821 09 Bratislava, email: dataprivacy@hbreavis.com, tel: +421 2 58 30 30 30.

We have also appointed the data protection officer Erika Wild, contact point Twin City C, Mlynské Nivy 16, 821 09 Bratislava, email: dataprivacy@hbreavis.com, tel: +421 2 58 30 30 30.