

Principles Relating to Personal Data Processing for FAMUFEST organised by Akademie múzických umění v Praze

The aim of this document is to inform the Data Subject about the processing of his or her Personal Data for the purposes of FAMUFEST, organised by the Controller specified below.

Data Subjects are obliged to fully acquaint themselves with the document in its entirety and in case they do not comprehend any of the information contained herein, they shall consult the Controller..

1. Definitions

1.1. Personal Data means any information relating to an identified or identifiable individual (hereinafter the “Data Subject” or simply as “natural person”); identifiable natural person is an individual who can be directly or indirectly identified, namely with reference to a certain identifier, such as name, ID number, location data, online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; Personal Data may include an e-mail address, mobile phone number, as well as information relating to shopping preferences in connection with a surname.

1.2. Data Subject is an individual whose Personal Data are processed in compliance with this document.

1.3. Special Category of Personal Data means data relating to racial or ethnic origin, political views, trade-union membership, religious or philosophical beliefs, health condition, sexual life or orientation of the Data Subject and processing of genetic data, biometric data for the purposes of unique identification of the natural person. The Controller never requires data falling within the Special Category of Personal Data except for a photograph taken which can be considered biometric data.

1.4. Processing of Personal Data means any operation or a series of operations involving personal data or sets of personal data performed using or without the use of automated procedures, such as collection, recording, organising, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

1.5. Controller is a legal person that specifies the purposes and means used in the Processing of Personal Data, conducts Processing for which the Controller also stands responsible. The Controller may authorise or order the Processor to process Personal Data.

1.6. Processor is a natural or legal person, public authority, agency or any other entity that processes Personal Data for the Controller.

1.7. Purpose of Processing is the Controller's reason to process Personal Data. The purpose is always specific, expressly stated and legitimate.

1.8. Scope of Processing is the specification of the particular type of Personal Data to be processed such as name and surname.

1.9. Principles refer to this document entitled "Principles Relating to Personal Data Processing for FAMUFEST".

1.10. FAMUFEST is a student film festival organised annually Prague. The festival also includes an accompanying programme related and unrelated to filmmaking, an industry programme and other activities.

1.11. Legitimate Interest of the Controller means especially the presentation of the festival, maintaining good reputation and promotion of the festival and its filmmaking database, ensuring the operation and function of the festival, including its financing related to which is the necessity to keep records of the basic documentation for the purposes of grant accounting, financial statements, etc.

2. Controller

2.1. The Controller of Personal Data is Akademie múzických umění v Praze.

2.2. The Controller's address is: Malostranské náměstí 259/12 118 00 Praha 1.

3. Purposes of Personal Data Processing

3.1. Google Analytics

Our website uses Google Analytics, a web analysis service of Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, www.google.com ("Google Analytics" or "Google"). Google Analytics employs cookies that are stored to your computer in order to facilitate an analysis of your use of the site. The information generated by these cookies, such as time, place and frequency of your visits to Our site, including your IP address, is transmitted to Google's location in the US and stored there.

In using Google Analytics Our website employs the extension "anonymizelp". In doing so, Google abbreviates and thereby anonymizes your IP address before transferring it from EU/EEA member states. Google uses this information to analyse your use of Our site, to compile reports for Us on internet activity and to provide other services relating to Our website.

Google may also transfer this information to third parties where required to do so by law or where such third parties process this data on Google's behalf. Google states that it will never associate your IP address with other data held by Google. You can prevent cookies from being installed by adjusting the settings on your browser software accordingly as noted elsewhere in this Privacy Policy. You should be aware, however, that by doing so You may not be able to make full use of all the functions of Our website.

Google Analytics also offers a deactivation add-on for most current browsers that provides You with more control over what data Google can collect on websites You access. The add-on tells the JavaScript (ga.js) used by Google Analytics not to transmit

any information about website visits to Google Analytics. However, the browser deactivation add-on offered by Google Analytics does not prevent information from being transmitted to Us or to other web analysis services We may engage.

Google Analytics also uses electronic images known as web beacons (sometimes called single pixel gifs) and are used along with cookies to compile aggregated statistics to analyse how Our site is used.

You can find additional information on how to install the browser add-on referenced above at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

For the cases in which personal data is transferred to the US, Google has self-certified pursuant to the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>).

3.2. Visitor action pixels

We also use the “Visitor action pixels” from Facebook Inc (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Facebook”)) on Our website.

This allows user behaviour to be tracked after they have been redirected to the provider’s website by clicking on a Facebook ad. This enables Us to measure the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way is anonymous to Us, i.e. We do not see the personal data of individual users. However, this data is stored and processed by Facebook, which is why We are informing You, based on Our knowledge of the situation. Facebook may link this information to your Facebook Account and also use it for its own promotional purposes, in accordance with Facebook’s Data Usage Policy <https://www.facebook.com/about/privacy/>. You can allow Facebook and its partners to place ads on and off Facebook. A cookie may also be stored on your computer for these purposes.

The legal basis for the use of this service is Art. 6 paragraph 1 sentence 1 letter f GDPR. You can object to the collection of your data by Facebook pixel, or to the use of your data for the purpose of displaying Facebook ads.

Facebook is certified under the Privacy Shield Agreement and thus guarantees compliance with European data protection legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

4 Consent Withdrawal, Objections

4.1. The consent given by the Data Subject to the Controller may at any time be withdrawn by e- mail sent to: famufest@famufest.cz or in a letter addressed to: Malostranské náměstí 259/12 118 00 Praha 1.

4.2. If the data subject seeks to object to processing of his or her Personal Data for the purposes of direct marketing, he or she can do so via e-mail sent to: famufest@famufest.cz or via letter addressed to: Malostranské náměstí 259/12 118 00 Praha 1.

4.3. If the Data Subject seeks to object to processing of his or her Personal Data on the grounds of legitimate interest, he or she can do so via e-mail sent to:

famufest@famufest.cz or via letter addressed to: Malostranské náměstí 259/12 118 00 Praha 1.

4.4. The Controller shall respond to any such request without delay, and no later than within two weeks.

5 Processors

5.1. The Data Subject acknowledges that the Controller uses the services of a Processor for the performance of the purpose, which have access to his or her Personal Data to the extent necessary to perform the requested activities. The Processors fall within the following categories: persons providing transportation services; persons providing accounting, auditing, and legal services; persons providing HR and educational services; persons providing IT services; persons engaged with online marketing; persons engaged in the development, sale and servicing of pharmacy systems; persons engaged in the development and implementation of business systems; persons engaged in the development of web and mobile applications; persons providing software licences for online communication.

6 Complaints and Requests Related to Personal Data Processing

6.1. The Data Subject may address his or her questions, complaints and other communications related to the processing of his or her Personal Data via e-mail to: famufest@famufest.cz.

6.2. The Controller shall respond to any such request without delay, and no later than within two weeks.

6.3. The Data Subject is also entitled to file complaints to the supervisory authority for Personal Data processing, namely the Office for Personal Data Protection, with its registered office at Pplk. Sochora 727/27, 170 00 Praha 7 - Holešovice, www.uoou.cz.

7 Information on Rights of the Data Subject

The Data Subject is entitled to be informed about processing of his or her Personal Data, meaning namely information about the purpose of processing, identity of the Controller, its legitimate interests, the recipients of Personal Data, etc.

Other rights of Data Subjects include the right to access personal data, right to rectification or completion, right to erasure, right to restriction of processing, right to data portability, right to object and right not to be subject to a decision based solely on automated processing, including profiling.

7.1. Right to Access

7.1.1. You have the right to know which of your data is processed by the Controller, for what purposes, for how long, where does the Controller collect your data, who receives the data from the Controller, who apart from the Controller processes the data and what other rights are related to processing of your Personal Data.

7.1.2. If you are uncertain as to which type of your Personal Data is processed by the Controller, you may ask the Controller to confirm whether the Personal Data that

relate to your person, are or are not processed by the Controller and if so, you have the right to gain access to such Personal Data.

7.2. Right to Rectification

7.2.1. If you find that your Personal Data processed by the Controller is inaccurate or incomplete, you have the right to have the Controller rectify, or complete, such data without undue delay.

7.3. Right to Erasure (“right to be forgotten”)

7.3.1. You have the right to obtain erasure of your Personal Data by the Controller, for any of the following reasons: the Controller no longer needs your Personal Data for the purposes for which it was processed, you withdraw the consent with processing Personal Data, for the processing of which your consent is necessary and the Controller has no other reason to continue processing this data; use your right to object to processing of your Personal Data processed by the Controller on the grounds of Controller’s legitimate interest and the Controller finds that it has no longer any such legitimate interest that would entitle the Controller to the processing, or you believe that the processing of your Personal Data is no longer in compliance with generally binding regulations. This right shall not be applicable in case that the processing of your Personal Data continues to be necessary for the Controller’s fulfilment of the Controller’s legal obligation or the determination and the exercise of legal claims of the Controller or their defence.

7.4. Right to Restriction of Processing

7.4.1. You may also exercise your right to restriction of processing. This right enables you in certain cases to request that your Personal Data is marked and not subject to any other processing operations, for a limited time period. The Processing of Personal Data has to be restricted by the Controller when you disclaim the accuracy of Personal Data (before their rectification), of your Personal Data is processed without sufficient legal grounds (for example beyond the framework of what has to be processed), but you prefer restriction to the erasure of such data (for example if you expect that you would provide such data to the Controller in any case in the future), the Controller no longer needs your Personal Data for the aforementioned purposes of processing, but it is required by you to determine, exercise or defend your legal claims, or you object to their processing. For the period of time for which the Controller examines whether your objection is justified, it is required to restrict the processing of your Personal Data.

7.5. Right to Data Portability

7.5.1. In case that processing is based on your consent or an agreement and it is conducted automatically, you have the right to the so-called data portability. This consists in the obligation of the Controller to provide the Data Subject with all information that is processed about the subject in a structured, commonly used, machine-readable format.

7.6. Right to Objection

7.6.1. You have the right to objection against the processing of Personal Data for the purposes of the legitimate interest of the Controller. In the case of marketing activities, the Controller will stop to process your Personal Data without any other conditions; in other cases, the Controller shall do so unless there are serious legitimate reasons for continuing such processing activities or for the determination, exercise or defence of legal claims.

7.7. Right to Lodge Complaint

7.7.1. The aforementioned exercise of rights in no way affects your right to lodge a complaint to the competent supervisory authority. This right may be applied especially in the case that you believe that the Controller processes your Personal Data unlawfully or in contradiction with generally binding legal regulations. Complaint against the processing of Personal Data by the Controller can be lodged to the Office for Protection of Personal Data with its registered office at Pplk. Sochora 27, 170 00 Praha 7. If you believe that the processing of your Personal Data by the Controller is unlawful or otherwise objectionable, please do not hesitate to contact the Controller.

7.8. Right not to be Subject to Automated Individual Decision-making with Legal or Similar Effects, Including Profiling

7.8.1. This right ensures that you will not be subject to automated individual decision-making, including profiling, that will have legal effects concerning you or similarly significantly affect you. It is a safeguard ensuring that decisions on legal effects are not made by automated procedures without human involvement, apart from possible exceptions. Automated decision-making is only allowed in the case when it is necessary for the conclusion or performance of an agreement between the Data Subject and the Controller, if allowed by EU legislation or the legislation of a member state or if based on an express consent of the Data Subject.

7.9 The Controller shall inform the individual recipients to whom your Personal Data were disclosed about any rectifications or erasures of your Personal Data or restrictions to processing made in compliance with the exercise of your aforementioned rights except for cases when it proves impossible or when disproportionate effort is required. The Controller shall inform you about these recipients upon your request.