

## Website Privacy Notice

This Website Privacy Notice stipulates the manner in which your personal data that you provide in connection with the use of the webpage [www.ogilvy.cz](http://www.ogilvy.cz) (the “**Webpage**”), in your interaction with us (e.g. in the course of personal dealings or written communication with us), and furthermore during any further contacts with us when you provide your personal data to us, are used and protected.

The personal data controller is the company **Ogilvy Public Relations, s.r.o.**, ID No. 25120158, with its head office at Prague 7, Přívozní 2A/1064, post code 170 00, registered in the Commercial Register kept by the Municipal Court in Prague, ref. C 51364, telephone: (+420) 221 998 111, e-mail: [info@ogilvy.cz](mailto:info@ogilvy.cz) (the “**Controller**”).

We respect the privacy of the users of our Webpage, of our clients, vendors, contractual partners, as well as of other entities we cooperate with; we are aware of the fact that when you decide to entrust information about you to us, you are doing so with the trust that we will deal with that information responsibly. This Privacy Notice contains important information about the way we deal with your personal data.

All your personal data are used exclusively in compliance with this Privacy Notice.

By providing your personal data to us, you agree with the processing and administration of the data provided for the purposes and under the conditions stipulated below. All your personal data we will receive from you will be collected, stored and used in compliance with the legal regulations in force, in particular in compliance with Regulation (EU) 2016/679 of the European Parliament and Council of 27 April 2016 (General Data Protection Regulation, “**GDPR**”) and Act No. 101/2000 on the Protection of Personal Data, as amended (the “**Act**”).

### What data do we collect?

The Controller may collect and process the following personal data of yours:

- **Identification data**; these data include in particular: name, surname, user name, title, date of birth;
  - **Contact data**; these data include in particular: address for correspondence/invoicing, e-mail, telephone number;
  - **Payment and transaction data**; these data include in particular: bank and payment data, history of orders, payments, and debts;
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- **Image records** (CCTV at the Controller's head office at Přívozní 2a/1064, 170 00 Prague 7)
- **Correspondence records** (when contacting the Controller)
- IP address (the unique identifier of your computer or another device)
- Mobile device ID

In General, we collect and receive personal data directly from you as a result of your interaction with us or due to the existence of contractual relationships with us. Technical data may be obtained by your accessing the Webpage in the manner described below in the sections **Technical Data** and **Visiting the Webpage** of this Privacy Notice.

Please note that a denial to provide personal data in cases when this provision is necessary in order to conclude and fulfil a contract between us, or in cases when we are obliged to process your personal data in order to fulfil a legal obligation imposed on us, may result in our contractual relationship not being concluded.

#### **For what purposes do we process your personal data?**

- We process your identification, payment and contact data for the purposes of negotiations on the conclusion, amendment, or fulfilment of a contract.
- In case of existence of a legitimate interest (if you are our client), or if we obtain the requisite consent, we may use the contact data (e-mail) to send out marketing communication regarding our activities, services or events that might be of interest to you in our view.
- If you are a journalist, publisher of a periodical, media owner or another expert in the media industry, we process your personal data for the purposes of communication with you, i.e. in order to be able to approach you, provide you with press releases, invitations to events or other relevant communication, to make information available to the public, etc.
- In order to ensure the most efficient manner of presentation of the content of our Webpage.
- For the purposes of protection of our legitimate interest (in particular to prevent fraud, to pre-empt and prevent the breach of our contractual terms and conditions, for the purposes of enforcement of any debts, and to ensure the protection of our lawful rights).
- For the purposes of protection of property and health of people on our premises at Přívozní 2a/1064, 170 00 Prague 7, we may operate a CCTV recording system processing your personal data; the premises monitored by camera are always designated at the entrance and detailed information on the CCTV system is provided in the internal regulations; upon request, we will make it possible for you to familiarise yourself with these regulations on our premises.
- In order to fulfil our legal obligations (in particular to fulfil obligations stipulated by legislation for tax and statistical purposes, etc.).

- Furthermore, we may use your contact data for the purposes of ensuring our mutual communication and for the purposes of enabling the fulfilment of your rights in connection with the protection of personal data.
- For other specific purposes for which we have obtained your consent.

### **How do we use the data?**

We use your personal data in the following ways. By law, we are also obliged to state the “legal justification for processing”, i.e. to inform you on which basis we may use your data (see the details below):

<b>How we are going to use your personal data</b>	<b>Legal justification for our processing</b>
to provide you with information you requested, e.g. a newsletter or similar publication;	Consent – in case you made a request to us, we use your personal data exclusively for that purpose. You may withdraw your consent anytime.
to respond to your specific queries about WPP and its operational companies;	Consent – in case you made a request to us, we use your personal data exclusively for that purpose. You may withdraw your consent anytime.
to improve your access to information within this Webpage;	Our legitimate interest – we use your personal data to ensure the best online environment for you and other users of the Webpage.
to process and evaluate your application for employment;	Our legitimate interest – we use your personal data to evaluate your application for employment and to inform you about the current status during the whole process of dealing with the application.

### **May we process your personal data even without your consent?**

**Yes**, we may process your personal data even without your consent, but only for the purposes of:

- **provision of a service or product** (fulfilment of a contract concluded between you and us);
- **fulfilment of legal obligations** imposed on us by generally binding legal regulations; or
- processing that is necessary for the purposes of our **legitimate interests** (e.g. for direct marketing).

The possibility and lawfulness of such processing is based directly on the legislation in force and your consent to such processing is not required.

In case of processing that cannot be classified as above, we may perform processing on the basis of a **granted valid consent** to the processing of personal data, which we will request from you.

You will always be advised about this kind of processing and you will have a chance to express your consent or disagreement with such processing. The granting of a consent is always an expression of free and voluntary will; you have a right to withdraw an already granted consent anytime in full or in part with future effect. Without a requisite consent, we will not perform the processing in case.

### **Technical Data and Visiting the Webpage**

The Webpage uses the Google Analytics service, provided by the company Google, Inc. (“**Google**”). The Google Analytics service uses “cookies”, text files stored on your computer allowing an analysis of utilisation of this Webpage by its users. The information generated by a cookie file on the utilisation of the Webpage (including your IP address) will be transferred by Google and stored on servers in the United States.

Google will use this information for the purposes of evaluation of the Webpage utilisation and creation of messages about its activity, addressed to its operator, and for the provision of other services related to the activities on the Webpage and internet use in general. Google may provide such information to third parties if required by the law or if such third parties process that information for Google. Google will not couple your IP address with any other data available to it. You can decline the use of cookies using the settings options of your browser, but please note that if you do so, you will not be able to use all the functionalities of the Webpage in full. By using this Webpage, you agree to the processing of your data by Google, in the manner and for the purposes described above.

- You can find in-depth information on Google Analytics and the protection of personal data at <http://www.google.com/intl/cs/privacy/privacy-policy.html>.
- If you want to prevent tracking, you can install an add-on into your web browser (<http://tools.google.com/dlpage/gaoptout>).

### **Do we transfer your data to third parties?**

We may transfer your personal data to other companies from our Group, to associated companies and to third parties which assist us in the processing of your personal data for the purposes described in this Privacy Notice. Further information about the companies from the Ogilvy Group.

Your personal data may be disclosed in case of our sale, the sale of some of our assets, or in case of a similar corporate transaction. We will ensure that the confidential nature of your personal data will be maintained also by the third parties that will obtain your personal data.

We may only disclose your personal data to a third party in case when we have a legitimate reason to believe that it is our legal obligation, and furthermore for the purposes of investigation, prevention or adoption of measures concerning allegedly or actually illegal or otherwise prohibited activities, such as fraud.

### **How do we use your data for marketing purposes?**

We only provide you with the information you requested through the Webpage.

**Where do we store your personal data?** Your personal data are stored on secure servers in our IT systems in the European Union. Personal data may be disclosed to entities cooperating with us with whom we have concluded an agreement on personal data processing, if this is necessary in order to guarantee our legal and contractual rights and obligations. The up-to-date list of processors is kept by the Controller and will be provided upon request.

Personal data processing takes place mostly at the Controller's head office. The processing is computerised, possibly also manual in case of personal data on paper, in compliance with all the security rules for the administration and processing of personal data.

We are a global company. Therefore, a situation might arise when it will be necessary to transfer your personal data to countries all over the world, including the US and other countries outside of Europe. In case the country to which your personal data is to be transferred does not provide for an adequate level of data protection, we are going to assure

appropriate security measures (we use standard contractual provisions), so that your data are sufficiently protected.

### **For how long do we store your data?**

We will store your personal data for the time necessary to fulfil the above-mentioned purposes. In case of conclusion of a contract, the time of processing is delimited by the duration of the particular contractual relationship, and subsequently by the duration of the legal statutes of limitations (as a maximum in a given case, 10 years from the day of fulfilment of the specific contractual relationship). In case of fulfilment of our legal obligations, the duration of processing is stipulated by the relevant legislation.

## **Cookie files**

### **What are cookie files?**

We may use information obtained through the cookie files or similar technology. Cookie files are text files containing small amounts of information that are stored on your computer or device when you access our Website. Therefore, when we refer to “you” in this section, we mean your computer. Upon your subsequent visits, we are able to recognise those cookie files, which enables us to remember you.

Cookie files come in many different types. The main types and categories of cookie files are set out below. In this section, we refer to all types and categories of cookie files, i.e. not only to those we are using on our Webpage.

First-party cookie files and third-party cookie files – whether a cookie is a first-party cookie or a third-party cookie is decided by the domain that has set up the cookie file. First-party cookie files are created by the website visited by the user, i.e. the website displayed in the URL address row, e.g. www.wpp.com. Third-party cookie files are cookie files set up by a domain different than the one of the webpage visited by the user. If a user visits a webpage and a different entity sets up a cookie file through that webpage, it is a third-party webpage.

Persistent cookie files – these cookie files remain on the user’s device for a period of time designated by a cookie file. They are activated every time the user visits the webpage that created the cookie file in case.

Session cookie files – these cookie files enable the operator of a webpage to interconnect the user’s actions during one browser session. The browser session begins when a user opens a browser window and ends when the browser window is closed. Session cookie files are created only temporarily. Once you close the browser, all session cookie files are deleted.

## **For what purpose do we use cookie files?**

Cookie files belong to one or several categories outlined below. This Webpage uses cookie files from all the categories mentioned. We also use data from tracking (advertising) cookie files stored on your computer by third parties at the time you visited other webpages.

### **1. Strictly necessary cookie file – these cookie files enable the provision of services which you have expressly requested.**

These cookie files are necessary in order for us to make it possible for you to move within the Webpage and use its functionalities, such as e.g. access to the secure sections of the Webpage. Without these cookie files (e.g. ASP.NET files), some of the services you require cannot be provided.

### **2. Analytical/performance cookie files – these cookie files collect information on webpages visited.**

These cookie files collect information on how the users are using webpages, e.g. which webpages are most frequently visited by users, whether error messages are displayed on webpages, etc. These cookie files do not collect information based on which it would be possible to identify the visitor. All information obtained by these cookie files is aggregated, and therefore anonymous. It is only used to improve the functioning of webpages.

### **3. Cookie files important for the functionality of webpages – these cookie files remember your choices, so that utilisation of webpages is as smooth as possible.**

Thanks to these cookie files, webpages remember your choices and provide improved functionality tailored to the user. For instance, the ‘AddThis’ cookie is used in WPP’s corporate news. The AddThis file offers a ‘share this webpage’ function, where the user can email a link from a message to her colleagues. These cookie files can also be used to provide services requested by you more easily, for example in case of watching a video or commenting on contributions on a blog. Information collected by these cookie files may be anonymised and cannot be used to track your browser history on other webpages.

### **4. Tracking (advertising) cookie files – these cookie files collect information on your behaviour when browsing webpages in order to provide relevant advertising based on your interests.**

These cookie files are used to tailor advertising to you and your interests. They are also used to limit the number of displays of the advertisement concerned, as well as to measure the effectiveness of advertising campaigns. They are usually stored by advertising networks

with the consent of the webpage operator. They remember that you have visited the webpage, and this information is shared with other organisations, such as companies contracting the advertisements. The tracking (advertising) cookie files are relatively often interconnected with webpage functions provided by a different organisation.

If you wish to delete any cookie files that are already stored on your computer or device, please proceed according to the instructions of your file administration programme when searching for files or directory with cookie files. If you want to prohibit the storing of files on your computer in the future, please follow the instructions of the provider of your browser – click on the ‘Help’ option in the browser menu. You will find more information on cookie files at [www.allaboutcookies.org](http://www.allaboutcookies.org). In case your cookie files are deleted or that further storing of cookie files is prohibited, you might be prevented from accessing certain sections of our Webpage or certain functionalities.

### **Third-party webpages**

Our Webpage links to third-party webpages, which we do not operate or authorise. Such webpages may use cookie files and collect your personal data according to their own privacy rules. This Website Privacy Notice does not apply to third-party webpages; we assume no responsibility for third-party webpages.

### **How do we protect your data?**

We take the requisite measures so that the personal data that you entrusted to us are stored securely, in an accurate and up-to-date form, and only for the time strictly necessary for the purposes of their use.



## **Users under 13 years of age**

This Webpage is not intended or designed for use by children under 13 years of age. We do not knowingly collect personal data of any person younger than 13 years. If you are younger than 13 years and you wish to make a query or use this Webpage in a way which requires you to send your personal data, please ask your parent or guardian to do this on your behalf.

## **Your rights**

In connection with the processing of personal data, you have the rights specified below which you can use at your discretion.

### **The right to withdraw the consent to personal data processing**

You have a right to withdraw the already granted consent to the processing of your personal data at any time. You may do so by a signed statement in writing, sent to the Controller's mail address or contact e-mail mentioned above.

The withdrawal of your consent does not affect the processing of personal data that took place before the withdrawal.

### **The right to access your personal data**

The right to request correction, blocking, or deletion of personal data if you believe or find out that the Controller or third parties empowered by the Controller process your personal data in a way which contravenes the protection of your private life or which is in breach of the relevant legal regulations, in particular in case your personal data are inaccurate in respect of the purpose of processing.

### **The right to request deletion of personal data in the following cases:**

- Your personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- If you withdraw your consent to personal data processing and there is no other legal justification for processing;
- You raise objections against processing and there are no overriding legitimate reasons for further processing;
- Your personal data were processed illegally;
- Personal data must be deleted in order to fulfil a legal obligation.

### **The right to restrict processing**

You have a right to require the Controller to restrict the processing of your personal data in any of the following cases:

- you deny the accuracy of personal data; this applies during the time necessary for the Controller to verify the accuracy of personal data;
- the processing is illegal, and you refuse to have the personal data deleted and require instead the use of the data to be restricted;
- The Controller no longer needs the personal data for the purposes of processing, but you require them for identification, enforcement, or defence of legal claims.

### **Right to data portability**

You have a right to require the Controller to transmit your personal data processed automatically based on your consent to another controller, in a structured, commonly used and machine-readable format. In exercising your right to data portability, you have the right to have the personal data transmitted directly from one controller to another, where technically feasible.

If you wish to make use of any of these rights, please approach us using the contact details below.

If you are not satisfied with the way we deal with your personal data, you are also entitled to file a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, [www.uoou.cz](http://www.uoou.cz).

### **How to approach us**

If you wish to make use of any of your rights in connection with your personal data, or if you have any queries regarding the way we use your personal data, please contact us by e-mail at: [info@ogilvy.cz](mailto:info@ogilvy.cz)

### **Changes to this Website Privacy Notice**

We review this Website Privacy Notice regularly in order to ensure it is up-to-date in respect of our use of your personal data and compliance with the relevant data protection legislation.

We reserve a right to change this Website Privacy Notice from time to time. The updated Website Privacy Notice will be published on our Webpage. We recommend that you peruse this Website Privacy Notice again from time to time.