

Privacy Policy

As the organizer of the Rock for People festival and operator of the website <https://rockforpeople.cz/>, Ameba Production spol. s r.o. would like to inform you about the scope of related personal data processing and the conditions for handling cookies.

1. CONTROLLER

Ameba Production spol. s r.o.

Company ID: 25617303

Registered office: Těšnov 1163/5, Nové Město, 110 00 Prague 1

Registered in the Commercial Register maintained by the Municipal Court in Prague under file no. C 55181

2. FOR WHAT PURPOSES IS PERSONAL DATA PROCESSED

In connection with the organization of the festival, the operation of the websites, and the provision of other accompanying services, the controller processes personal data for the following purposes, which are described in detail in the following section:

- ticket sales, provision of accompanying services, and festival organization;
- sale of goods (merchandise);
- registration in the online store (merchandise);
- accounting;
- communication with visitors;
- newsletter and other marketing communication;
- ensuring the security and technical functioning of services;
- website traffic analysis;
- advertising campaigns analysis;
- ensuring legal protection.

2.1 Ticket sales, provision of accompanying services, and festival organization

For the purpose of ticket sales, provision of accompanying services (in particular parking and camping), and organization of the festival, the controller processes personal data necessary for the conclusion and performance of the purchase contract, including related administrative and organizational activities. The processing mainly concerns the buyer's basic identification data (first name, last name, e-mail address, telephone number), billing data, delivery data, data on the content of concluded contracts, information on purchases made, including related communication and handling of related requests (e.g. changes in delivery, complaints, cancellations, etc.), information about payments and mutual obligations, and information related to the organization of the festival, including organizational communication, ticket checks during festival participation, and, where applicable, securing parking spaces and campsites.

Information about payment methods (payment cards, benefit cards, etc.) is collected and managed by the payment service provider and is not processed directly by the controller.

Ticket sales and the ordering of accompanying services are carried out in cooperation with GoOut through an ordering system operated by GoOut, which is the joint controller of the data obtained in this way. Detailed information on the processing of personal data within the GoOut

information system can be found [on the GoOut website](#).

The processing of this data is necessary for concluding contracts for the sale and purchase of tickets and the provision of accompanying services, ensuring their fulfillment, and properly securing the course of the festival. The data is generally stored for at least 3 years from the conclusion of the contract and, in the case of archiving, for the duration of the objective limitation period.

2.2 Sale of goods (merchandise)

The controller also operates the online store <https://store.rockforpeople.cz/>, where a wide variety of festival-related merchandise is available for purchase. In order to properly place and process an order, it is necessary to process the necessary personal data, in particular identification and contact details (first name, last name, e-mail, telephone number), billing information, and information about orders and their fulfillment, including related communication and the handling of related requests.

Information about the means of payment (payment cards, etc.) is collected and managed by the payment service provider and is not directly processed by the controller.

The processing of this data is necessary for the conclusion of contracts for the sale and purchase of goods and to ensure their performance. The data is usually stored for at least 3 years from the conclusion of the contract and, in the case of archiving, for the duration of the objective limitation period.

2.3 Registration in the online store (merchandise)

When purchasing goods from the online store <https://store.rockforpeople.cz/>, it is possible to create a user account. Registration in the online store is voluntary and making a purchase is not conditional on registration. In order to set up a registration, it is necessary to collect, store, and further process, in particular, authentication data, technical data necessary for the proper administration and security of user accounts, and other data related to extended functionality (e.g. reviews, saved addresses, order history, etc.).

The registration of a user account is based on the user's consent expressed by completing and confirming the registration form. The data is stored for the duration of the registration.

2.4 Accounting

As a legal entity, the controller is required to keep standard accounting records, which may contain information about completed transactions and related obligations. For accounting purposes, data on completed transactions and payments, including prices, buyer identification, and receipts or invoices, are processed.

The processing of this data is necessary for the controller to comply with its legal obligations and is stored for the statutory retention period, which may be up to 10 years from the end of the relevant accounting period.

2.5 Communication with visitors

If you contact the controller via the published contact details (including live chat via Messenger), the messages received in this way, including all information provided, will be processed by the customer support team in order to properly handle requests, queries, and other matters.

This information is processed on the basis of the legitimate interest of the controller and the user in resolving requests, queries, and other matters raised by the user. Data processed in connection with the provision of customer support is retained until the matter is resolved and for a period of 6 months thereafter.

2.6 Newsletter and other marketing communication

If you subscribe to the newsletter or agree to be included in the mailing list when purchasing tickets or accompanying services, or if you purchase goods, the controller may from time to time send you information about current news, new products and services, other events, and other relevant information to the e-mail address or other contact details you have provided.

Your e-mail address will be added to the contact list with your consent confirmed via a link sent to you. Your e-mail address will remain in the contact list of recipients until you unsubscribe from this list. You can unsubscribe from marketing communications at any time by clicking on the unsubscribe link included in each message sent, or by contacting the controller directly with your request. The controller is then entitled to record your choice not to receive marketing communications.

2.7 Ensuring the security and technical functioning of services

For the proper and secure operation of the website and the provision of services, it is necessary to obtain and process certain technical data about the use of the website, including the IP address, browser parameters, and storage of cookies.

Such processing is carried out in accordance with the legitimate interests of the controller and users in the secure and proper operation of the website and the provision of services.

2.8 Website traffic analysis

The controller uses Google Analytics to analyze website traffic. This service uses aggregated statistical data on how the website is used, and in order for it to function, it is necessary to distinguish between unique visits to the website. For this purpose, cookies and similar technologies are used, which are described in more detail in section 4 below. The information obtained in this way is used to improve the user experience, identify website errors, and improve the quality of services.

Cookies for traffic analytics are stored in your browser only if its settings allow it. For more information about cookies, see section 4.

2.9 Advertising campaign analysis

The controller uses services to analyze the effectiveness of advertising (e.g. Google, Seznam platforms) on the website. These services use data about visits to the website, and it is necessary to distinguish unique visits to the website for them to function. For this purpose, cookies and similar technologies are used, which are described in more detail in section 4 below. The information obtained in this way is used to measure the effectiveness of advertising and advertising campaigns.

Marketing cookies are stored in your browser only if its settings allow it. For more information about cookies, see section 4.

2.10 Ensuring legal protection

All personal data collected may be processed for the purpose of ensuring legal protection for the controller, users, or third parties for the purpose of proving and settling legal claims. For this purpose, all processed data may be archived for at least 3 years from the date of collection, unless specific data is needed for a longer period.

Processing for this purpose is based on the legitimate interest of the controller or third parties to protect their interests, enforce their claims, defend themselves against claims by third parties, and resolve disputes and complaints.

3. TRANSFER OF PERSONAL DATA

Personal data is kept private and maximally secure. However, in order to provide quality services, the controller uses the services of our suppliers, who provide us with organizational, marketing, technical, and other services, which may include, in particular:

- providers of online analytics tools (listed below in the cookies section);
- suppliers of technical IT services, including infrastructure (hosting service providers and service support);
- accountants, legal and tax advisors;
- payment service providers;
- providers of bulk e-mail services;
- carriers;
- external collaborators.

Suppliers may have access to certain personal data in connection with the provision of services, but only to the extent necessary to properly provide a specific service. The security of personal data is ensured by suppliers through their contractual obligations, including confidentiality obligations.

In cases provided for by law, the controller may be obliged to transfer certain data to state authorities, including law enforcement authorities or courts.

Below is information on the processing of personal data by the most important processors.

3.1 Google

The website uses Google Analytics, Google Ads, and Google Tag Manager to analyze traffic and measure advertising effectiveness. These services are provided by Google LLC, based in the United States. The controller has entered into a data processing agreement with Google LLC based on standard contractual clauses approved by the European Commission.

Follow these links to learn more about Google Analytics and how Google LLC handles data:

- [Google Privacy Policy](#)
- [Google Ads Data Processing Terms](#)

3.2 Meta (Messenger)

Messenger is used on the website to provide a live chat function for communication with customer support. This service is provided by Meta. When sharing data with the provider of this service, data may be transferred to third countries outside the EU, including the USA. The controller has entered into a personal data processing agreement with the provider in accordance with the GDPR based on standard contractual clauses approved by the European Commission.

Follow this link to learn more about the payment gateway Stripe and how its operator processes personal data:

- [Data Processing Terms](#)

3.3 Payment intermediaries

When selling tickets and merchandise, the controller uses a payment gateway or services to process payments through other means of payment (benefit cards and others). As part of

processing, payment data relating to the transaction in question is shared with the payment gateway operator or other payment providers. The payment gateway operator or other payment provider may also collect other data necessary for processing payments, including data on payment cards, benefit cards, or bank accounts. When sharing data with the provider, in some cases (e.g. Google Pay), data may be transferred to third countries outside the EU, including the US. The controller has entered into personal data processing agreements with the providers in accordance with the GDPR, based on standard contractual clauses approved by the European Commission.

3.4 GoOut

Tickets are sold through the GoOut ordering system, which collects and processes the relevant data necessary to ensure ticket sales and orders for accompanying services. Personal data is then made available to the controller.

Follow this link to learn more about GoOut and how it handles personal data:

- [GoOut Privacy Policy](#)

3.5 Shoptet

Goods are sold through an ordering system operated on the infrastructure of Shoptet, which collects and processes the relevant data necessary to ensure the sale of goods.

Follow this link to learn more about Shoptet and how it handles personal data:

- [Shoptet Privacy Policy](#)

3.6 Mailchimp

The sending of bulk e-mail messages, including the maintenance of a list of recipients, is carried out in cooperation with the MailChimp service provider, Intuit Limited. When processing data, the provider may transfer them to third countries outside the EU, including the USA. The controller has concluded a contract with the provider for the processing of personal data in accordance with the GDPR on the basis of standard contractual clauses approved by the European Commission.

Follow this link to learn more about Mailchimp and how the provider handles personal data:

- [Intuit Privacy Policy](#)
- [Data Processing Addendum](#)

4. COOKIES

4.1 What are cookies

Websites use cookies. Cookies are small data files that are stored on your device by the websites you visit. They are widely used to ensure the functioning of websites or to improve their efficiency, as well as to provide information to their operators. Cookies are not harmful to your device or its software.

4.2 Necessary technical cookies

Cookies are used on the website to ensure its proper functioning and to secure the operation of the website (especially orders and the online store). These cookies are necessary for the proper provision of services. These are mainly cookies for storing session information (purchases, orders) and for storing user settings (e.g. language preferences). If the storage of these cookies is disabled by your browser settings, it may not be possible to provide the offered services properly or at all.

4.3 Analytical cookies

The website uses the following third-party services for traffic analytics, which use cookies to function.

Google Analytics

Google Analytics uses the information collected from cookies or other website elements to analyze how the website is used. The information stored in cookies about the use of the website (including the IP address) will be provided to Google and stored on Google's servers. All data obtained in this way will be processed anonymously for the purpose of analysis for the controller. For more information, please visit the following links:

- [Privacy Policy](#)
- [Cookie Information](#)
- To prevent processing by Google Analytics, visit [this page](#).

4.4 Marketing cookies

The website uses third-party tools based on cookie technology to track the effectiveness of the controller's advertising campaigns within the platforms of these third parties.

Google Ads and Google Tag Manager

The website uses Google Ads and Google Tag Manager for remarketing and evaluating the effectiveness of advertising placed with Google. These tools are used to track redirects from Google platform ads for statistical purposes and to monitor the effectiveness of such advertising. The data collected in this way is anonymous to the controller, but is stored and processed by Google.

You can find out more about the service and how Google handles data at these links:

- [Privacy Policy](#)
- [Cookie Information](#)
- [Use of Cookies](#)

4.5 Cookie settings

You can set your browser to refuse all cookies or only some cookies. You can usually find out how to set your browser preferences in the browser's help section. If you refuse to accept all cookies, websites and the purchase of tickets and accompanying services may not function properly, or it may not be possible to provide these services at all.

After visiting the website, you can also delete all stored cookies from your browser to maximize your privacy.

5. AUTOMATED DECISION-MAKING

The ordering system for processing orders for tickets and accompanying services or purchases of goods, including links to payment service providers, is fully automated. If you have a problem processing your order through the ordering system, please contact the controller via one of the published contact details, and the controller will review the functioning of the automated system in your case and, if necessary, ensure that the appropriate corrective measures are taken.

6. INFORMATION ON YOUR RIGHTS

In connection with the processing of your personal data, you have the following rights: (1) the right to access personal data, (2) the right to correct inaccurate personal data, (3) the right to

restrict processing, (4) the right to erase personal data, (5) the right to object to the processing of personal data, (6) the right to withdraw consent, (7) the right to data portability, and (8) the right to lodge a complaint with a supervisory authority.

The controller may need to verify your identity when you submit a request to exercise any of the above rights and is entitled to request additional information in order to comply with your request.

6.1 Right to access personal data

In connection with the processing of personal data, you have the right to request information about the processing of personal data and to receive a copy of the personal data being processed.

6.2 Right to correction

If you believe that your personal data is inaccurate, out of date, or otherwise incorrect, you can contact us and we will ensure that it is corrected.

6.3 Right to restriction of processing

In cases where the processed data is inaccurate or you have objected, you have the right to request the restriction of processing.

During the restriction period, personal data will only be stored and no operations will be performed on it without your consent. The restriction on processing lasts for as long as any of the above situations persist (e.g. evaluation of an objection or until a correction is made). You will be informed of any termination of the restriction.

6.4 Right to erasure

In cases where you withdraw your consent to the processing of personal data or where personal data is no longer needed, you have the right to request the erasure of such personal data.

However, in some cases, the right to erasure is limited. For example, personal data that is processed on the basis of legal obligations cannot be erased before the expiry of the statutory retention periods.

6.5 Right to object

You may lodge a justified objection to processing based on legitimate interest and for direct marketing. The legitimacy of the objection will be assessed and you will be notified of the decision via your chosen contact method.

6.6 Right to withdraw consent to the processing of personal data

If your personal data is processed on the basis of your consent, you may withdraw this consent at any time.

6.7 Right to data portability

If the personal data you have provided is processed in a fully automated manner in connection with the performance of a contract or on the basis of consent and is stored in a structured, machine-readable format, you have the right to receive it in a structured, machine-readable format. However, we do not currently carry out such processing.

6.8 Right to file a complaint with a supervisory authority

If you feel that your personal data is not being handled in accordance with the law, you have the option of contacting the relevant supervisory authority in your place of residence, place of work, or place where your rights have been violated. In the Czech Republic, the supervisory authority is the Office for Personal Data Protection.

7. EFFECTIVENESS AND CHANGES

7.1 Changes

The controller reserves the right to change the details of personal data processing as necessary. In such a case, the new wording of the information on personal data processing will be published on the website.

7.2 Effectiveness

This privacy policy is issued with effect from July 12, 2023.

8. CONTACT

If you have any questions or queries in connection with any of the above rights, you can use one of the following contacts:

E-mail: ameba@ameba.cz