

PRIVACY POLICY

I. THE PURPOSE OF PRIVACY POLICY

This Policy explains how We use and process Your personal data in particular in connection with Your use of our Website. In the Policy, You will also find information on Your rights resulting from our processing of Your personal data and on how You can exercise them.

II. DEFINITIONS

Controller and/or We - AmRest s.r.o. (limited liability company) with its registered office at Walterovo náměstí 329/3, Jinonice, 158 00 Prague 5, Tax ID no.: CZ26476215, who operates KFC brand in the Czech republic.

Personal data - information about a natural person identified or identifiable by one or more specific factors determining the physical, physiological, genetic, mental, economic, cultural or social identity, including device IP, location data, internet identifier and information collected via cookies and other similar technology.

Policy - this Privacy Policy.

GDPR - Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

Website - a website run by the Controller at kfctestuje.cz.

User and/or You – a natural person, visiting the Website, whose personal data We process for at least one purpose indicated in the Policy.

III. DATA PROCESSING IN CONNECTION WITH THE USE OF THE WEBSITE

In connection with Your use of the Website, We collect data to the extent necessary to assess your satisfaction with our services, as well as information about Your activity on the Website. The detailed rules and purposes of processing personal data collected are described below.

A. Using the Website

We will process following personal data when You will use the Website:

- a) **Technical Data** - We may collect information about the device You use to access our Website, such as Your device's IP address and operating system. Additionally, in the case of mobile devices, Your device type, and mobile device's unique advertising identifier. Some technical information about the browser You are using will also be collected.
- b) **Usage Data** - this is data about Your browsing activity on our Website e.g. information about the pages You visited and when, what items were clicked on a page, how much time was spent on a page, etc.;
- c) **Ad Data** - This is data about the online ads We have served, or attempted to serve to You e.g. how many times specific ad has been served to You, what page the ad appeared on, advertising ID (Unique user ID assigned to a mobile device (smartphone, tablet computer), or operating environment, browsers, application, to advertising services personalizing their offers) etc.
- d) **Personal Data that You provide within the form on the Website** – We may also process personal data that you voluntarily fill in the optional field for additional comments.

Above personal data will be processed for the following purposes:

- a) In order to improve Our services – if you provide information in the optional field for additional comments that could be classified as personal data, the legal basis for the processing relates to Our legitimate interest in improving the services provided by Us (Article 6(1)(f) of GDPR);
- b) For analytical and statistical purposes – then the legal basis is connected with Your consent to store and access to information collected on Your end device (so-called "cookie consent").

- c) If necessary, in order to potentially establish and assert claims or defend against claims – the legal basis for the processing relates to the Controller's legitimate interest (Article 6(1)(f) of GDPR) consisting in protecting his rights;

IV. COOKIES AND SIMILAR TECHNOLOGY

Cookies are small text files installed on the device of the User browsing the Website. Cookies collect information that facilitates the use of the above channels - e.g. by remembering the User's visits to the Website and the activities performed by the User. A detailed description of the cookies used is available in the cookie management tool (link available at the left bottom part of the Website by clicking on the gear wheel fixed button). Below is a general description of the categories of these tools that We may use:

- a) **ESSENTIAL COOKIES** - the Controller uses the so-called necessary cookies primarily to provide the User with services provided electronically and to improve the quality of these services. Our use of essential cookies is necessary for the proper functioning of the Website. These files are installed in particular for the purpose of remembering login sessions or filling in forms, as well as for the purposes related to setting the privacy options.
- b) **ANALYTICAL COOKIES** - analytical cookies make it possible to check the number of visits and traffic sources on our Website. They help us find out which pages are more and less popular and understand how users navigate the page. This allows us to study statistics and improve the performance of our channels. The information these cookies collect is aggregated so it is not intended to identify you. If You do not allow these cookies, We will not know when You visited our Website;
- c) **FUNCTIONAL COOKIES** - Functional cookies remember and adapt the Website to Your choices, such as language preferences. You can set Your browser to block or alert You to essential and functional cookies, however doing so will result in some parts of the channel not working properly.
- d) **MARKETING - ADVERTISING COOKIES** - marketing and advertising cookies allow You to adjust the displayed advertising content to Your interests, not only on the Website, but also outside it. They can be installed by advertising partners through our Website. Based on the information from these cookies and activity on other websites, Your interest profile is built. Marketing and advertising cookies do not directly store Your personal data, but identify Your internet browser and hardware. If You do not allow these cookies, We will still be able to show You advertisements, but they will not be tailored to Your preferences.

V. MANAGING COOKIES SETTINGS

The use of cookies to collect data through them, including access to data stored on the User's device, requires Your consent. The Website receives consent from the User via the cookie banner. This consent may be withdrawn at any time according to the rules described below. Consent is not required for the necessary cookies, the use of which is necessary to provide a telecommunications service on the Website (data transmission to display content). In addition, to consenting to the installation of cookies via the cookie banner, You should keep the appropriate browser settings, allowing You to store cookies from the Website on Your end device.

Withdrawal of consent to the collection of cookies on the Website is possible via the cookie banner. You can return to the banner by clicking on the button with gear wheel symbol, which is fixed on the left part of the Website. After the banner is displayed, You can withdraw Your consent by moving the slider next to the selected cookie category and press the "Save settings" button.

Withdrawal of consent to the use of cookies is also possible through the browser settings.

Changing Your browser settings may restrict the use of both essential and optional cookies. Please be advised, however, that this may significantly hinder or prevent the use of the Website.

Cookie Setting allows You also check the details of each cookie, including among others its name, duration, category and name of our Trusted Partner, where applicable.

VI. ANALYTICAL AND MARKETING TOOLS USED BY THE CONTROLLER

We and our Trusted Partners use various solutions and tools applied for analytical and marketing purposes. Our partners may use cookies and similar technologies to collect or receive information from our website and other places on the Internet and use it to provide services measurement and targeting of advertising.

Trusted Partners are e-commerce and advertising companies and media houses and similar organizations operating on their behalf, with whom We cooperate or which are recommended by international industry organizations, such as IAB (Interactive Advertising Bureau) organization. The list of Trusted Partners can be found [here](#) and in the cookie settings – the usage of cookie settings has been described in point V. above.

VII. RETENTION SCHEDULE OF PERSONAL DATA

The period of data processing by the Controller depends on the type of service we provide, with which we determine your satisfaction, and the processing's purpose. As a rule, data is processed for the duration of the service or for the period necessary to consider your suggestions and proposals, until the given consent has been withdrawn or the effective objection to data processing has been expressed, in cases where the legal basis for data processing relates to the Controller's legitimate interest.

The period of data processing may be extended in case the processing is necessary to establish and assert possible claims or defend against claims and, after this time, only in case and to the extent required by the law. At the end of the processing period, data is irreversibly deleted or anonymised.

Details about retention schedule can be obtained from contact point specified in point XI below.

VIII. RIGHTS RELATED TO THE PROCESSING OF PERSONAL DATA

You have the right to: access the data and request rectification, deletion, processing restrictions, the right to transfer data and the right to object to data processing. If You wish to exercise any of the rights set out above, please use contact details provided in point XIV below. Please note that:

- a) You will not have to pay a fee to access Your personal data (or to exercise any of the other rights), however, We may charge a reasonable fee if Your request is clearly unfounded, repetitive or excessive. Alternatively, We may refuse to comply with Your request in these circumstances;
- b) We may need to request specific information from You to help us confirm Your identity and ensure Your right to access Your personal data (or to exercise any of Your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact You to ask You for further information in relation to Your request to speed up our response;
- c) We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if Your request is particularly complex or You have made a number of requests. In this case, We will notify You and keep You updated;
- d) In certain circumstances We may need to limit the scope of fulfilment of the data subject's rights request e.g. where a request is made to delete data that has to be retained for legal or regulatory reasons, or where fulfilling the request may expose the personal data of another data subject.

You have the right to make a complaint at any time to the Local Supervisory Authority. We would, however, appreciate the chance to deal with Your concerns before You approach the Local Supervisory Authority so We encourage You to contact us in the first instance.

IX. SHARING OF PERSONAL DATA

Your personal data is transferred to entities providing services to us, such as suppliers of IT systems and IT services entities providing administrative support, marketing agencies and media houses, delivery companies, entities providing accounting and administrative services, entities conducting customer satisfaction surveys on our behalf, entities supporting us in customer service (e.g. call centres). We can also share personal data with entities related to us, including companies from our capital group. In certain situations data can also be shared in relation to potential business transactions for example if We restructure our business or if We buy or sell any business or assets We may share Your data with the prospective buyer or seller.

Where We do share Your data with 3rd parties or other AmRest entities, the shared data will be limited to that which is required by the 3rd party or other AmRest entity to provide the required processing. In such cases Your personal data is safeguarded by Data Processing Agreements, committing outsourced service providers to process Your personal data for specified purposes and in accordance with our instructions, comply with the GDPR and apply appropriate security measures to protect Your personal information in line with our internal policies. All transfers outside of the EEA made to countries which are considered by the European Commission to not provide an adequate level of protection of personal information are safeguarded with agreement based on Standard Contractual Clauses approved by the European Commission.

More details about sharing data can be obtained from contact point specified in point XI below.

X. USE OF AUTOMATED DECISION-MAKING

We will not be taking any decisions about You that would be solely based on the automated processing of Your data and that would create legal consequences for You or otherwise significantly affect You in a similar manner.

XI. CONTACT DETAILS

We have appointed a Data Protection Officer whom You can contact in all matters related to our processing of Your personal data as well as exercising Your rights related to our processing of Your personal data.

The Data Protection Officer can be contacted by:

- a) sending us an e-mail to the address: osobniudaje@amrest.eu;
- b) sending a letter (best if marked for the attention of: "Data Protection Officer") to the address: AmRest s.r.o. with its registered office at Walterovo náměstí 329/3, Jinonice, 158 00 Prague 5.

XII. CHANGES TO THE PRIVACY POLICY

The Policy is verified on an ongoing basis and updated if necessary.

The current version of the Policy has been adopted and has been in force since 2024-01-30.