



**NAM**  
**SYSTEM**<sup>®</sup>  
MONITORING TECHNOLOGY

Technologies for monitoring  
and protecting assets, vehicles and people

# PERSONAL DATA PROCESSING POLICY

## DURING BUSINESS ACTIVITY

### FOR CUSTOMERS, SUPPLIERS, MARKETING, VISITORS OF WEB SITES

At the joint stock company NAM system, a.s. having its registered headquarters at the address: U Pošty 1163/13, 735 64 Havířov – Prostřední Suchá, Czech Republic, business ID No: 25862731, entered in the Companies Register kept by the Regional Court in Ostrava, section B, inset 2365, (hereafter also the "**Company**"), we pay great attention to personal data protection. And so, in compliance with Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data (hereafter also the "**regulation**" or the "**GDPR**") we have decided to issue this Personal Data Processing Policy (hereafter the "**Policy**").

**The purpose** of this document is primarily to **provide information** about what personal data the Company as the controller **processes about natural persons during its business activities**, in what way and to which purpose and for how long, to whom and for what reason it may transfer it, and also to provide information about which rights natural persons have in the context of the processing of their personal data.

The present Policy applies to the processing of personal data:

- of our customers and service users,
- representatives of these customers or contact persons of customers,
- those interested in our services or goods,
- our suppliers,
- representatives of these suppliers or contact persons of suppliers,
- persons to whom we send commercial messages,
- visitors to our web sites,
- visitors to our premises.

**However, this Policy does not apply to the processing of personal data that the Company carries out as a processor for other controllers. It involves the processing of personal data of clients and employees of users of the Company's services (corporate customers of the Company or public entities such as municipalities, police, etc.) such as ONI system, 1Box / 1Box cloud, NSG, HelpCare and others.**



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## I PERSONAL DATA CONTROLLER

The **personal** data controller is the Company (for the Company's identification data, see above).

**Contact data**, where you can ask questions, make complaints and requests concerning personal data processing:

postal address: U Pošty 1163/13, 735 64 Havířov – Prostřední Suchá, Czech Republic

Email: [gdpr@nam.cz](mailto:gdpr@nam.cz)

Telephone: (+420) 553 036 711

WEB: [www.https://namsystem.com/gdpr/](https://namsystem.com/gdpr/)

## II CATEGORIES OF PERSONAL DATA

Any information related to a natural person who the Company is capable of identifying constitutes personal data.

In the context of trading, the Company handles the following types (categories) of personal data<sup>1</sup>:

### 1 IDENTIFICATION AND CONTACT DATA FOR CONTRACTUAL RELATIONS

Such data is essential for the conclusion and performance of a contract between the Company and you or the company which you represent or for discussions about such a contract. This involves in particular your academic title, first name and surname, name, business name, date of birth, Business ID No, Tax ID No, address of permanent residence, address of registered headquarters or place of trading, signature etc. It also involves the academic title, first name and surname, position and signature of your representatives or entrusted persons.

We process the contact data so that we can contact you if needs be in connection with the contract, and this consists in particular of your telephone number and email address and that of your representatives or entrusted persons.

<sup>1</sup> Some personal data falls into in several categories and so may be repeated several times in the overview.



## 2 DATA ABOUT GOODS AND SERVICES AND DELIVERY DATA

We process data about which services or goods you order from us and the address to which the goods should be delivered. Similarly, we process data about services or goods which we order from you.

## 3 PAYMENT DATA

We process the number of your bank account and data from your payment card so that we can identify your payments and so that we know to where we should make payments in your favour.

## 4 INVOICING DATA

We process data such as your first name and surname, invoicing address, data about purchased, ordered or delivered goods or services and their price - data that is essential so that we can issue billing for the goods or services, we can confirm the shipping notes and we can comply with the duty to keep accounts as imposed on us by law.

## 5 DATA FROM COMMUNICATION BETWEEN THE COMPANY AND THE CUSTOMER OR SUPPLIER

This data arises during communication associated with the provision of services and goods between the Company and the customer or supplier. These are records of personal communication with the customer or supplier, written and electronic communication with the customer or supplier and phone call records.

## 6 CAMERA RECORDINGS FROM COMPANY PREMISES

For reasons of security and to protect the legitimate interests of the Company, the complex and premises of the Company are covered by a camera system. The areas where cameras are located are always marked with a warning. Video recordings are processed using the camera system.

## 7 DATA GAINED DURING REGISTRATION ON WEB SITES

This involves the data you enter during registration on our web sites, such as academic title, first name and surname, name, business name, date of birth, Business ID No, Tax ID No, address of permanent residence, address of registered headquarters or place of trading.

## 8 COOKIES AND OTHER TECHNOLOGIES

We use cookies and other technologies to gain information when the Company web sites are used. These are records about behaviour on the web sites gained from cookies and other technologies in the case of their permitting into the web browser. This data is processed for the operation of the Company web sites, measuring of pages' visitor figures and internet advertising.

## 9 DATABASES OF CUSTOMERS AND SUPPLIERS

If we have already made a business contact with someone, we retain his/her identification and contact data, such as academic title, first name and surname, business name, Business ID No, address of permanent residence, address of headquarters or place of trading, telephone number and email address, in our database. We use this data for communication, performing contracts, concluding new contracts, dealing with claims and servicing.

## 10 DATA FOR MARKETING PURPOSES



For marketing purposes, we use the database of our existing customers and list of persons who may become our customers in the future. On this list we have their academic title, first name and surname, name, business name, Business ID No, address of permanent residence, address of registered headquarters or place of trading, telephone number and email address.

We send out commercial messages in the form of postal correspondence, email, internet or mobile messages.

With regard to the sending of commercial messages by email to existing customers of the Company about the same or similar products or services of the Company, this involves the use of personal data for the use of which we do not need your consent.

In other cases, this data is used on the basis of your consent to the sending of commercial messages.

## 11 DATA GATHERED DURING PROVISION OF SERVICES

This concerns data that are obtained during provision of services by the Company to its customers (states, events and data about the positions of tracked objects) such as:

- HelpLivi - a system for calling help, ensuring people's safety and preparation of staff records. The primary function of the system is to call for help in the event of a life-threatening or other dangerous situation. The system also provides the customer with an overview of how the situation occurred, when and where it happened and who and how it was resolved.
- TICK Tracker - a portable GPS tracker that is especially suitable for tracking various objects (vehicles, children, backpacks, valuable assets, etc.). Thanks to its magnetic fastening system and small dimensions, it can be placed virtually anywhere. The tracker can then be easily tracked via a mobile application.

## III PURPOSE AND LEGAL BASIS FOR PROCESSING

We only process your data in the scope essential for the relevant purpose – for example so that we can supply or receive goods or provide or receive a service. This also involves cases of negotiating a new contract. Many laws, such as the Accountancy Act, the VAT Act, the Income Tax Act etc., impose an obligation on us to process your data.

The scope of the processed data depends on the purpose of processing. For certain purposes it is possible to process data directly on the basis of a contract, the legitimate interest of the Company, or on the basis of a law, but for other purposes only on the basis of your consent. We do not need your consent for the processing of personal data for the purpose of performance of a contract or for performance of legal obligations for the reason of the legitimate interests of the Company. For this activity the personal data is processed in the scope necessary to achieve these purposes and for the period necessary for their fulfilment. Then the personal data is erased or anonymised.

This involves, in particular, the following purpose and legal bases, divided up according to the individual categories of personal data:

Categories of personal data <sup>2</sup>	Purpose	Legal basis for processing
1 Identification and contact data for contractual relations	proceedings concerning conclusion of contract	processing is essential in order to perform measures adopted before

<sup>2</sup> The numbers of the personal data categories given in this column correspond to the numbers of the categories given in article II of this Policy.



		the conclusion of the contract at the request of this data subject
1 Identification and contact data for contractual relations 2 Data about goods and services and delivery data 3 Payment data 4 Invoicing data	performance of concluded contract – delivery or receipt of goods, provision or receipt of services, resolving claims, invoicing	processing is essential for performance of a contract where the data subject is a contracting party
3 Payment data	identification and proving of origin of payments	processing is essential for the purposes of the legitimate interests of the Company and for compliance with legal obligations applying to the Company - the duty to keep accounts.  The intervention in the rights of the data subject is commensurate with the given purpose. Without the specified personal data, the Company would be incapable of performing business activities in compliance with the legal system, and a data subject (customer) would not be able to receive goods or a service from the Company.
4 Invoicing data	issue of accounting or tax document, keeping of accounts, payment of tax	processing is essential for compliance with legal obligations applying to the Company - the duty to keep accounts, the duty to pay tax
10 Data for marketing purposes	sending of commercial messages by email to existing customers of the Company about the same or similar products or services of the Company	protection of the Company's legitimate interests.  The legitimate interest of the Company is confirmed by the fact that this use of data is permitted by the provision of article 16 paragraph 2 of the REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL concerning the respect for private life and the protection of personal data in electronic communications
10 Data for marketing purposes	other than the aforementioned marketing of products or services telemarketing	the data subject granted their consent to the processing of their personal data for one or more specific purposes
1 Identification and contact data for contractual relations 2 Data about goods and services and delivery data	recovery of receivables, protection against claims of other persons	protection of the Company's legitimate interests.  The intervention in the rights of the data subject is commensurate



3 Payment data 4 Invoicing data 5 Data from communication between the Company and the customer or supplier		with the given purpose. Without the specified personal data and its handover, for example to a legal representative and court, the Company would not be able to assert its claims or defend itself against suits and claims of other parties.
6 Camera recordings from Company premises	protection of property preventing the incidence of damage recovery of receivables, protection against claims of other persons	protection of the Company's legitimate interests  The intervention in the rights of the data subject is commensurate with the given purpose. The cameras only cover common spaces and the recordings are kept for 1 week. The camera system also protects the property of data subjects brought onto the Company premises.
7 Data gained during registration on web sites	use of Company web sites	processing is essential in order to perform measures adopted before the conclusion of the contract at the request of this data subject
8 Cookies – information gained using cookies placed by the Company	implementation of transfer of electronic communication, or  for provision of service via Company web sites, or  for measuring the traffic on Company web sites	protection of the Company's legitimate interests  The legitimate interest of the Company is confirmed by the fact that this use of data is permitted by the provision of article 8 paragraph 1a), c), d) of the REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL concerning the respect for private life and the protection of personal data in electronic communications
8 Cookies – information gained using cookies placed by third parties (Google etc.)	internet advertisement	the data subject granted their consent to the processing of their personal data for one or more specific purposes using the internet browser's settings  article 8 paragraph 1b) OF THE REGULATION OF THE EUROPEAN PARLIAMENT AND THE COUNCIL concerning the respect for private life and the protection of personal data in electronic communications
9 Database of customers and suppliers	communication, performing contracts, concluding new	protection of the Company's legitimate interests



	contracts, dealing with claims and servicing	The intervention in the rights of the data subject is commensurate with the given purpose. Without the specified personal data, the Company would not be capable of performing the business activity and the data subject would not be able to achieve the resolution of a claim, provision of servicing services.
11 Data gathered during provision of services	provision of services to customers	processing is essential for performance of a contract where the data subject is a contracting party

#### IV PERSONAL DATA PROCESSING AND STORAGE PERIOD

We use your data and keep it only for the period absolutely essentially required of us by legal regulations or which we need to protect our rights. We have internal archiving rules configured that ensure that we do not hold on to data longer than we are authorised to.

In general terms we are obliged to store basic data and data about products and services on the basis of legislation, for example accountancy acts or tax acts. For example, we keep invoices for 10 years from the end of the tax period in which their issue occurred. Due to the need to prove the legal basis for the issue of invoices, contracts are also kept for 10 years from the end of the contract.

We keep data for a period of 3 – 5 years for the needs of our legitimate interests, in particular for the eventuality that we would have to submit evidence in a court case, this with regard to the periods of limitation according to the current Civil Code.

If we use the data on the basis of your consent, we do so only for the period for which this consent lasts, unless we have other legal grounds for it.

The table below contains the specific periods for the processing of individual categories of personal data for individual purposes.

Categories of personal data <sup>3</sup>	Purpose	Period of processing - keeping
1 Identification and contact data for contractual relations	proceedings concerning conclusion of contract	3 years from the end of contract proceedings
1 Identification and contact data for contractual relations 1 Data about goods and services and delivery data 2 Payment data 3 Invoicing data	performance of concluded contract – delivery of goods, provision of services, resolution of claims, invoicing	10 years from the end of the validity of the contract, 10 years from the end of the accounting period which the document containing the personal data concerns

<sup>3</sup> The numbers of the personal data categories given in this column correspond to the numbers of the categories given in article II of this Policy.





3 Payment data	identification and proving of origin of payments	10 years from the end of the accounting period which the document containing the personal data concerns
4 Invoicing data	issue of accounting or tax document, keeping of accounts, payment of tax	10 years from the end of the accounting period which the document containing the personal data concerns
10 Data for marketing purposes	sending of commercial messages by email to existing customers of the Company about the same or similar products or services of the Company	3 years from the last provision of our service or purchase of our goods
10 Data for marketing purposes	other than the aforementioned marketing of products or services	for the period for which consent had been granted to us legitimately - as standard 3 years  we keep the actual consent and change or withdrawal of consent for the reason of our legitimate interests for the entire duration of consent and for 5 years after it has expired
1 Identification and contact data for contractual relations 2 Data about goods and services and delivery data 3 Payment data 4 Invoicing data 5 Data from communication between the Company and the customer	recovery of receivables, protection against claims of other persons	10 years from the end of the accounting period which the document containing the personal data concerns.  If the guarantee period or claims proceedings are longer, the Company keeps documents and data for the duration of this period or as long as these proceedings last.  If the document applies to an as yet unsettled debt or not performed undertaking, the Company will keep the documents and data up to the end of the first accounting period following the accounting period in which the debt was settled or the undertaking was performed.
6 Camera recordings from Company premises	preventing the incidence of damage	for a maximum of 7 days from the date of video recording.



	recovery of receivables, protection against claims of other persons	
7 Data gained during registration on web sites	use of Company web sites	for duration of registration
8 Cookies – information gained using cookies placed by the Company	implementation of transfer of electronic communication, or  for provision of service via Company web sites, or  for measuring the traffic to Company web sites	for period given in <u>Information about use of cookies</u> .
8 Cookies – information gained using cookies placed by third parties (Google etc.)	internet advertisement	for period given in <u>Information about use of cookies</u> .
9 Database of customers and suppliers	communication, performing contracts, concluding new contracts, dealing with claims and servicing	10 years from the end of performance of contract  If the guarantee period or claims proceedings are longer, the Company keeps this data for the duration of this period or as long as these proceedings last.
12 Data gathered during provision of services	provision of services to customers	10 years from event logging

## V SOURCES OF PERSONAL DATA

We process data which we have received from you and also data from publicly accessible sources and registers, such as Trade Registers and data from third parties.

## VI RECIPIENTS OF PERSONAL DATA

The Company may transfer your personal data to other persons (recipients of personal data) if the Regulation or other legislation permits. These recipients may have dual status:

1. During its activities the Company uses the expert and specialised services of third parties. If these suppliers process personal data for the Company in the sense of the Regulation, they have the status of personal data processors and process the personal data only on the basis of the contract and according to the instructions from the Company and they must not use it in any other way.



2. If the recipients process personal data for themselves (they have designated resources and purposes of processing), they have the status of independent personal data controllers.

Your personal data may be passed on to these recipients:

- shippers,
- companies managing and recovering outstanding receivables,
- legal representatives, notaries, bailiffs,
- auditors,
- banks providing the Company bank accounts,
- insurance companies that are the Company's insurers,
- Company sales representatives.
- IT systems administrators (K2 admitec s.r.o, MILK COMPUTERS s.r.o., eWay System s.r.o., RON Software, spol. s r.o.),
- internet advertising providers,
- email service providers,

We select each subject carefully. Companies with their registered headquarters in the territory of the Czech Republic or in an EU Member State may be recipients of personal data. We do not pass on your personal data to recipients and processors outside the territory of the European Union.

In the context of performing its statutory obligations the company also passes on personal data to administrative bodies and authorities designated by valid legislation because some public authorities and other organisations are authorised to require information about you. These are in particular courts, the Police of the Czech Republic and others. We therefore only provide data if the law permits authorisation to demand this data.

## VI MEANS OF PERSONAL DATA PROCESSING

The Company processes personal data manually (on paper) and automatically via IT systems.

## VII INFORMATION ABOUT RIGHTS OF DATA SUBJECTS IN THE CONTEXT OF PROCESSING

We process your data transparently, properly and in compliance with the law. You have a right to access to your data, to explanations, and other rights if you feel that the processing is not correct.

You can assert all of your rights, objections and requirements in the methods as shown below (naturally with the exception of the right to lodge a complaint with the Personal Data Protection Office, which you can only assert at their office):

1. by letter delivered to the address of the Company's registered headquarters
2. by email to the address: [gdpr@nam.cz](mailto:gdpr@nam.cz)
3. via the form on the internet site of the Company <https://www.namsystem.com/kontakt/>

YOU MAY ALSO CONTACT THE COMPANY'S PERSONAL DATA PROTECTION OFFICER REFERRED TO IN PART VIII. OF THIS POLICY. If you assert any of your rights, and we have reasonable



doubts about your identity, we can ask for the provision of additional information essential for identity confirmation.

If you assert a right, request or objection and your request is justified, we will adopt measures commensurate with it without delay and at the latest within one month of the delivery of your request. Otherwise in the same period we will inform you of the reasons for not adopting the measure and about the possibility to lodge a complaint with the supervisory authority and to apply for judicial redress. This period can be extended by a further two months if needs be and with regard to the complexity and number of requests. In such a case we will inform you of any extension within one month from receiving the request along with the reasons for this deferral.

If you submit the request in electronic form, we will also provide you with information in electronic form if possible, unless you request another method.

Information and all announcements and acts are provided and performed free of charge. If your requests are evidently unjustified or excessive, we may require a commensurate fee from you reflecting the administrative costs associated with the provision of the required information or announcements or performance of required acts, or we may refuse to accede to the request.

This concerns the following rights:

## 1 RIGHT TO ACCESS TO PERSONAL DATA

If you ask us, you will receive confirmation from us about whether we process your personal data, and if so, also:

- a copy of your personal data that we have,
- information about:
  - o the purposes for which we process it,
  - o categories of processed personal data,
  - o recipients to whom your personal data was or will be made accessible,
  - o planned period of processing (keeping) of your personal data,
  - o the existence of the right to demand of us rectification or erasure of your personal data, restriction of its processing or to object to this processing,
  - o the right to lodge a complaint with a supervisory authority,
  - o all available information and about the personal data source if we did not obtain it from you,
  - o whether automatic decision-making, including profiling, is taking place,
  - o suitable guarantees should we send your personal data outside the EU (which we do not however do).

## 2 RIGHT TO RECTIFICATION OF INACCURATE DATA

You have the right to warn us of inaccurate, outdated or incomplete personal data. Naturally in such a case we will rectify it. Until we verify the accuracy of your data, we will restrict its processing (see point 4 below). With regard to the purposes for which your data is processed, you also have the right for us to complete incomplete data.



### 3 RIGHT TO OBJECT TO PERSONAL DATA PROCESSING

You may object at any time to the processing of your personal data which we use for the reason of our legitimate interest.

Until such time as it is verified that we have serious legitimate reasons for the processing of your personal data, we restrict its processing, unless such processing is necessary for the establishment, exercise or defence of legal claims. If it is seen that we do not have reasons for the processing of your personal data, we will erase your personal data, unless you require its preservation.

At any time, you can object to the processing of your personal data which we process for the reason of direct marketing and we will terminate the use of your personal data for these purposes.

### 4 RIGHT TO RESTRICTION OF PROCESSING

There are some cases where we are obliged to restrict the processing of your personal data. This means that your personal data will be saved with us and we will not be able to handle it in any way unless you give us consent to it or it is essential for the establishment, exercise or defence of legal claims or for the reason of protection of the rights of another natural or legal person.

We are obliged to start restricting the processing of personal data if:

- you contest the accuracy of the personal data, for the period enabling us to verify the accuracy of the personal data;
- it becomes evident that the processing of your personal data is unlawful, and you reject its erasure, and instead demand from us a restriction of its use;
- we no longer need your personal data, but you ask us to keep it for the establishment, exercise or defence of legal claims.
- you object to the processing of your personal data for the purposes of our legitimate interests, until it is verified whether our legitimate reasons for the processing of your personal data override your legitimate reasons for this data to be erased.

### 5 RIGHT TO ERASURE

You have the right to erasure of personal data that applies to you if:

- your personal data is no longer necessary for the purposes for which it was gathered or otherwise processed;
- you withdraw the consent on the basis of which the data was processed and no other legal grounds for processing exist;
- you object to the processing of your personal data for the purposes of our legitimate interests and it becomes evident that our reasons for processing are not serious;
- you object to the processing of personal data for direct marketing;
- the personal data was processed by us unlawfully;
- the personal data must be erased for compliance with a legal obligation that the law imposes on us;
- the personal data was gathered in the context of an offer of information to social services pertaining to a child.



But we point out that there are cases where we do not have an obligation to erase your personal data (even if one of the above conditions is met), for example if we need the data for the establishment, exercise or defence of legal claims.

## 6 RIGHT TO PERSONAL DATA TRANSFERABILITY

If we process your personal data automatically (i.e., using information technology) on the basis of a contract or your consent, and you ask us for it, we will transmit, to you, your personal data that you have provided to us in a structured, commonly-used and machine-readable format. If you want, we will transmit this data to another controller who you designate (if technically feasible).

If through the exercise of this right there could be an infringement of the rights and freedoms of third parties, it would not be possible to comply with your request.

## 7 RIGHT TO WITHDRAW CONSENT TO THE PROCESSING OF PERSONAL DATA

In cases where we need your consent for the processing of your data, you have the authority to withdraw this consent at any time. Withdrawal of consent has no impact on the processing of your data for the period for which this consent was validly granted, nor on the processing of your data for other legal grounds if they are applied (for example, compliance with legal obligations or for the purposes of our legitimate interests).

## 8 AUTOMATED INDIVIDUAL DECISION-MAKING, INCLUDING PROFILING

You have the right not to be subject to a decision based solely on automated processing, including profiling, which would produce legal effects concerning you or would similarly significantly affect you.

The Company does not perform automated decision-making without the influence of human evaluation of the legal effects for data subjects.

## 9 RIGHT TO APPLY TO PERSONAL DATA PROTECTION OFFICE

If you feel that the regulation or some other law has been breached by the processing of your personal data, you have the right to apply to the Personal Data Protection Office ([www.uoou.cz](http://www.uoou.cz)) and lodge a complaint with it.

## 10 RIGHT TO RESTRICT OR CANCEL MARKETING MESSAGES

If you have granted us consent for marketing, or for some other reason commercial offers are sent to you from us, you can withdraw your consent at any time or unsubscribe from the sending of offers in the following ways:

- our commercial messages include a direct option to stop the future sending of them,
- if you no longer wish us to telephone you, tell us during a call,
- you can also inform us in at our branch or in writing that you no longer wish to receive offers.

We would like to point out that if you restrict marketing, we may still contact you for the purposes of servicing, claims and the provision of services which you have ordered.

## VIII DATA PROTECTION OFFICER

The company has appointed a Data Protection Officer (the DPO”).

DPO’s contact details:

Ing. Pavel Tač



mail: [info@nam.cz](mailto:info@nam.cz)

## IX CAMERA SYSTEM OPERATED BY THE COMPANY

Categories of personal data processed by the Company's camera system, the purposes of this processing, time-keeping records, controller's identification and contact details are listed in the previous articles of this Policy.

Additional information about the Company's camera system:

### 1 RECEIVERS / CATEGORY OF RECEIVERS OF RECORDS

Records from the camera system are only disclosed in cases where the Company is required to do this by law or on the basis thereof (disclosure of data to law enforcement authorities for the purpose of infringement proceedings, etc.) or if permitted by law, and at the same time it is necessary to protect the legitimate interests of the Company.

### 2 THE PLACE OF PROCESSING, NUMBER AND LOCATION OF CAMERAS

The camera system and records taken from it are located and processed at the location of the Company's headquarters.

A description of camera location is available from the secretariat at the Company headquarters.

### 3 CAMERA MODE AND RECORDING ERASURE

After the retention period has elapsed, the records are erased by transcription in the loop.

Camera Mode: Continuous.