



RESHOPER

PRIVACY POLICY

This Privacy Policy complements [Terms and Conditions for Exhibitors](#) and [Terms of Sale of Tickets](#) for the Reshoper trade show.

I. INTRODUCTORY PROVISIONS

1. In accordance with this Privacy Policy format:

- › **“Company”** refers to the Reshoper s.r.o., main office on the Dvořeckého 628/8, 169 00, Praha 6 - Břevnov, IČ 041 802 41, DIČ CZ04180241, registered in the Commercial Register, kept by the Municipal Court in Prague, section C, file 363926, represented by Samuel Huba, CEO, mail: info@reshoper.cz, web page www.reshoper.cz.
- › **“Visitor”** refers to the customer who participated in the previous season of Reshoper or sent a ticket order and thus likely to attend at the Reshoper event or is interested in it.
- › **“Exhibitor”** refers to the person who has rented an exhibition area for the own presentation purpose at the Reshoper event or the person who was addressed for participation.
- › **“Applicant”** refers to the website visitor who has not attended the Reshoper event or the Reshoper for the moment, alternatively the person who subscribed to the newsletter.
- › **“User”** is used in this Policy as an umbrella term for the visitor, exhibitor, and applicant.

2. The company is the organizer of e-commerce event Reshoper (known from the previous year as Ecommerce Expo Prague) aimed at interconnecting e-shops with e-commerce entities, including related educational events (e.g. conferences). In this policy, the abbreviation Reshoper is used for the fair.

3. The company may change or complement the wording of the Privacy Policy. It shall notify the user of any such change by email at least 30 days before the changes become effective.

II. PERSONAL DATA PROTECTION

1. Regulation (EC) 2016/679 of the European Parliament and the Council, the General Data Protection Regulation



(hereinafter referred to as the „GDPR“) applies to users who are natural persons, which regulates how the company handles their data.

2. The user acknowledges that by sending a ticket order, exhibiting application, subscribing to a newsletter, or viewing the Reshoper web site, personal data are processed by the company or by third parties that the company has commissioned to process. Always comply with these Policies and our [Cookie Policy](#).

3. The company only processes personal data obtained from the user. The user provides the company with data voluntarily and knowingly. Users data must be full, correct, up-to-date and relating exclusively to its person. If a user enters third-party data, he or she is responsible for the fact that the data are handled correctly and that third-party rights do not interfere.

4. The company may handle the following data:

The exhibitor's data are:

- > name and surname
- > billing address and business ID (IČ), VAT ID (DIČ)
- > e-mail address
- > telephone number
- > personal website address
- > job positions when it comes to employees
- > areas of interest on Reshoper
- > time stamp of entry and leaving of Reshoper
- > IP addresses of the devices from which the users view the pages

The visitor's data are:

- > name and surname
- > billing address and business ID (IČ), VAT ID (DIČ)
- > e-mail address
- > telephone number
- > areas of interest on Reshoper
- > time stamp of entry and leaving of Reshoper
- > IP addresses of the devices from which the users view the pages

The applicant's data are:

- > e-mail address
- > IP addresses of the devices from which the users view the pages

5. The personal data of exhibitors is processed to perform the contract (execution of exhibitors' applications, administration regarding the rental of the exhibition area, information about technical and organizational matters concerning the exhibition on Reshoper). The emails and the IP addresses of devices from which the Reshoper's site is viewed are processed for the company based on legitimate interest (information about Reshoper, Reshoper events, or



e-commerce events). The company process the personal data under this paragraph from the receipt of the exhibitor's application for a period of:

- ten years from the termination of the contract, corresponding with limitation period, in the case of occurrence of a dispute, when processing is necessary for the performance of the contract,
- moreover, during the time of the Reshoper events when processing is necessary for purposes of the legitimate interest of the company.

6. The personal data of visitors is processed to perform the contract (preparation, administration, and sending of the ticket, information about organizational and technical matters concerning to Reshoper). The emails and the IP addresses of devices from which the Reshoper's site is viewed are processed for the company based on legitimate interest (information about other Reshoper seasons, about similar e-commerce events). The company process the personal data under this paragraph from the receipt of the exhibitor's application for a period of:

- three years after the fair, in the case of occurrence of dispute, when processing is necessary for the performance of the contract,
- moreover, during the time of the Reshoper events when processing is necessary for purposes of the legitimate interest of the company.

7. Time stamps about entry and leaving the Reshoper are processed through Entrydo application for the smooth running of the event and prevention of cumulation of the users at one place, which means to achieve absolute safety of the users during Reshoper. Such personal data may be joined to another personal data to identify a certain person only in case of threats of life or health of the users. Personal data under this paragraph is processed for the duration of the Reshoper and is based on legitimate interest of the company.

8. The Company process the personal data of applicants by storing cookies by our [Cookie Policy](#) and conditions below.

III. DATA PROCESSING BASED ON CONSENT AND ITS WITHDRAWAL

1. The company also process personal data of the applicants mentioned above, if the applicant gives **voluntary and informed consent**. Renting an exhibition area for the exhibitors or selling tickets is never based on consent to process personal data.

2. The consent can usually take the form of a tick box, e-mail, or the applicant gives it by an active action required in the e-mail. Consent is also granted by filling in the email and subscribing to the Reshoper newsletter.

3. Consent may be granted for different purposes jointly or individually:

- To be able to inform about the Reshoper by e-mail. It means sending business communications regarding the Reshoper and e-commerce events (e.g. Marketing Festival), even though the applicant has not participated in any action yet.
- To be able to use personal data to send most relevant ads and information about Reshoper, inter alia through retargeting. In such case, third parties (Google and Facebook) may connect and combine personal data that they have with the data they had at their disposal and obtained by the law.



4. The company can process the personal data obtained based on consent **during the organization of the Reshoper**. The processing time may be shorter if the applicant withdraws approval by sending an e-mail to info@reshoper.cz.
5. The user acknowledges that by sending a ticket order, exhibiting application, subscribing to a newsletter, viewing the Reshoper web site, etc., personal data collected by the company may be also processed on the basis of legitimate interest by Shoptet, a.s., ID no. 28935675.
6. If the user does not want to keep receiving emails from the company, the user can always opt-out of the subscription by clicking in the footer of each e-mail. Unfortunately, this is not possible for emails that are necessary for a visitor or exhibitor to receive (for example, information about organizational changes to Reshoper).
7. Opt-out of the subscription is always considered as a withdrawal of consent under Article 7 (3) of the GDPR or in case of e-mails sent by the company based on the legitimate interest as an objection under Article 21 of the GDPR.
8. The consent granted under the above paragraphs also applies to the company authorized processors.

IV. OTHER PROVISIONS ON THE PROTECTION OF PERSONAL DATA

1. The company must provide users with the most relevant information about the Reshoper event. Therefore, it can use user's IP address and other identifiers by the [Cookie Policy](#) through analytical web tools to evaluate web traffic and user behavior in the online space to deliver personalized information within the company's legitimate interest and consent.
2. After the expiration of the deadlines for the processing of personal data or the termination of processing grounds, the company will immediately liquidate personal data.
3. The user acknowledges that the company will use its best endeavors to prevent the unauthorized processing of personal data, but is not liable for any harm caused by unauthorized processing of personal data by the third parties.
4. The User acknowledges that the Company uses the Google Suite cloud solution from Google LLC, California, USA. The transfer of personal data to the U.S. occurs using appropriate transfer mechanisms, including appropriate prior assessments and appropriate security measures - specifically using the EU-U.S. Data Privacy Framework.
5. The company furthermore uses the MailChimp, SimpleShop, Salesforce and Eventee services for fulfilling the purpose of processing. Those companies operate by European privacy laws. The personal data may be passed on to those companies, but always, to fulfill the purpose of processing.
6. The cookies may be stored on user's devices mainly to run connections, personalizing advertisements, offering services, and identifying user preferences. The company passes obtained data to the Seznam.cz, Google, and Facebook services by our [Cookie Policy](#).
7. The data shall be processed automatically as well as non-automatically. The user may not object to automated-decision making.



8. In accordance with the GDPR, the user has the right to contact the company and want information about what personal data is processed by the company, request access to this data and have it updated or corrected, or request the restriction of the processing, request a copy of processed personal data, in certain situations request the deletion of personal data and in certain cases the user has the right to their portability. An objection can be raised against the processing on the basis of the so-called legitimate interest. If the company does not comply with the objection, the user has the right to contact the Office for Personal Data Protection directly. This provision does not affect the right of the user to contact the Office for Personal Data Protection directly with his complaint.

9. The user will always notify the company of changes in personal data so that only up-to-date and complete data can be processed. The user must notify the company at the request of the company even without request if the data changes.

10. Both the visitors and the exhibitors give the company permission to capture them on photos and videos from the Reshoper, including their publication on the company's website and social networks.

V. FINAL PROVISIONS

1. All legal relations arising from or in connection with the processing of personal data are governed by the laws of the Czech Republic. Regardless of where the access to the company's website was made from. The Czech courts, which will apply Czech law, have jurisdiction to resolve any disputes arising in connection with the protection of privacy between the user and the company.

2. This Privacy Policy becomes effective on 20. 12. 2024.

