

PROTECTION OF PERSONAL DATA

At mySASY, we constantly strive to provide you with the best possible service - and **your privacy is important to us.**

The following Privacy Policy:

- Make it easier for you to understand **what data we store and how we work with it**
- They give you **more control** over your data
- Provide you with a **detailed explanation of your rights** as a user.

1. GENERAL

mySASY a.s., Mozolky 2569/54, 616 00 Brno, Czech Republic (hereinafter "mySASY"), e-mail address: info@mysasy.com (hereinafter referred to as "e-mail address") handles your personal information when you use our applications mySASYtraining and myAGE.health (hereinafter referred to as "applications") or websites (hereinafter referred to as "websites" and together with applications "products"). The processing of your personal data is regulated in particular by 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 (General Data Protection Regulation) (hereinafter "GDPR")

In this Privacy Policy (the "Privacy Policy"), we want to provide you with information about us, the nature, scope and purpose of data processing, such as collection and use, and thus provide you with an overview of the processing of your personal data.

2. ADMINISTRATOR

2.1 Administrator

In general, mySASY is the manager of personal data. You can contact us by e-mail at the address given.

2.2 Commissioner for Personal Data Protection

You can contact our Privacy & Personal Data Officer at the given e-mail address. If you have any questions regarding the processing of your personal data, please do not hesitate to contact him.

3. WHAT DATA WE COLLECT AND PROCESS

3.1 In general

mySASY processes certain data, including personal data, that you make available to us as a user of the products, for example through the use of our products, and which are provided to us by other persons (hereinafter "data").

3.2 Categories of personal data

These are the categories of personal information we may collect directly or indirectly from you:

Identification data - includes: name (first name, surname), date of birth, e-mail address, gender, telephone number, region of occurrence and use of applications, profile photo, unique consumer identification number (including mySASY membership number), social media identifiers

and the information passed to us through your Facebook or Google account and the gift card codes assigned to you. We use them to verify your identity.

Contact information - includes: phone number, shipping and billing address, email address, Messenger ID, social media descriptor, any other communication channel you have used to contact us to obtain additional information. We use them for different reasons according to the purpose.

Size information - includes: height, weight, we use them to operate our products and to make calculations and recommendations that will fit you.

Purchase information - includes: payment provider, duration of registration with mySASY, price, currency, VAT (according to country information). We use payment providers to process payments. Although we do not store credit card information ourselves, we do store the payment identification number provided by the appropriate provider (e.g. Apple, Google, PayPal) and which may be assigned to you. We use this to process your payments.

Behavior and profile information - includes: mySASY's shopping history, shopping preferences, in-store interactions, product reviews, social media interactions with us, and any other information we have about you that helps us get to know you better as a consumer, including "community information". We use them to get to know you better as a consumer and to send you marketing messages only with those products and services that we think may be of interest to you.

Community information - includes: information about mySASY community followers, information you provide when participating in various mySASY events and groups / communities either as a coach, team member, participant or promoter of our events, including for example: pictures, videos, your team, interests and preferences, your opinions, rankings, attendance at events, groups you have joined, and registration information.

We use community information to run our products, organize events and communities, and connect you with other members within our communities.

Social media information - includes: information obtained through your interactions with us on various social media channels such as Facebook, Instagram, Google, etc., including: any publicly available social media information such as your social media management, social media interactions, and public posts, your likes and other reactions, your social media links, your photos that are public or that you send us by mentioning us or following our social media posts using "handles" or "hashtags". We obtain this information from a social media network (e.g. Facebook, Snapchat, Instagram, etc.) directly or indirectly through independent agencies with which we have a contract.

Device Information - includes: information about your device or browser that will give us an idea of your behavior when viewing or using the device. Device information is collected through our applications and browser information is collected through our cookies, tags and pixels. This is often required for network security. These include, for example, IP address, date and time of visit, how long you stayed on our website, amount of data transferred, recommended URL (if you went to our site from another site or advertisement), pages visited on our website, type of your browser (including browser software language and version) and add-ons, device identifier and properties, device type, version, operating system.

Activity information - includes: activity data (e.g., activity start and end time, activity type, sports category), sensor data (this includes, but is not limited to: goal target, duration, distance, and calories), and other information about your fitness application. We use them to run our products so we can improve your performance goals and user experience and determine which products might be best for you based on your activity.

Information on preferences - includes: preferred language, place of registration, units (distance, weight, temperature), personal goals and motivations (e.g. how much to run per year, target weight), information about the training plan (e.g. start date, training plan, related fitness activities) and your reviews of mySASY products. We use them for your convenience when visiting or shopping on our websites and in applications.

3.3 Data from other entities

Registration via Facebook or Google

If you register your mySASY account via the social network, we will receive the following information:

- 3.3.1. Facebook Inc. (1601 South California Avenue, Palo Alto, CA 94304, USA, hereinafter referred to as "Facebook"): First name and surname, e-mail address, gender, date of birth, profile photo;
- 3.3.2. Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA, hereinafter referred to as "Google"): First and last name, email address, gender, date of birth, profile photo ;
- 3.3.3. Apple Inc. (1 Infinite Loop, Cupertino, CA 95014 , USA, hereinafter "Apple"): First and last name, email address, gender, date of birth, profile photo.

Import fitness activity information from linked accounts

In general. We offer automatic import of fitness activity information from other platforms such as Strava.com, Garmin, Nokia Health (Withings) and Fitbit. To import this data, you must explicitly agree in advance to link your account on these platforms to your mySASY account.

Apple HealthKit. We use the Apple HealthKit framework (more information [here](#)), which provides a central repository of health and fitness data on iPhones and Apple Watch, and - with the express consent of the user - allows applications to communicate with the HealthKit store and access and share data. We process the following data obtained through the HealthKit interface and the Apple CoreMotion application (more information can be found [here](#)) for the purposes described below and with the express consent of the user: steps, calories, distance, duration and heart rate. New data properties can be added to the HealthKit interface, which will be included in the product and you must agree with it. mySASY and mySASY analytics service providers can analyze engagement data for research purposes to provide a personalized experience and motivation for healthy habits. mySASY does not use information obtained through the HealthKit interface for advertising or similar services. You can always deny mySASY access to your data by changing your mobile device settings.

Google Fit. We use the Fit SDK from Google (more information can be found [here](#)), ie an open platform that allows users to control their fitness data. We process the following data obtained through the Google Fit SDK for the purposes described below and with the express consent of the user: steps, calories, distance, duration and heart rate. New data properties can be added to the Google Fit interface, which will be included in the product and you must agree with them.

3.4. Use of the Service

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies. For more information on cookies and the procedure for revoking your consent to them, see our Principle of Using Cookies section within this document. We use Google Analytics to

analyze and continually improve the use of our products. The products use Google Analytics in conjunction with the "_anonymizeIP ()" option. This means that IP addresses are processed in an abbreviated form to prevent the transfer of personal data. The basis for data processing is our legitimate interests.

Firestore and Google Analytics for Mobile

In general. We use Firestore from Google (more information [here](#)) and Google Analytics for Mobile (more information [here](#)) for iOS and Android applications . User data is transmitted to Google in an anonymized form. Our Mobile Analytics applications use mobile ID, including Google Advertising ID ("GAID") and ID for Advertising for iOS ("IDFA"), as well as cookie-like technologies.

Purpose. We use Firestore and Google Analytics to analyze and continually improve the use of our products. With statistics, we are able to improve our services and make them more attractive to users. The basis for data processing is our legitimate interests.

Event tracking in mySASY

When you use our products, we collect information about certain events (eg opening an application, starting a sports activity, visiting our website) and sending it to our servers. This allows us to analyze and continuously improve the use of our products.

Facebook Analytics

We use Facebook Analytics for iOS and Android applications (more information can be found [here](#)). This allows us to track and analyze which marketing channels or resources in conjunction with Facebook produce the best results to direct users to download products and to help us understand how users use our application. For this purpose, Facebook Analytics processes mobile identifiers, such as IDFA, GAID or similar mobile identifiers. More information about Facebook Analytics can be found [here](#). The basis for data processing is our legitimate interests.

Rollbar

For iOS and Android applications, we use Rollbar.com application tools, which allow us to get more technical information about application crashes and crashes. Reports obtained by Rollbar.com are anonymous, so they are not associated with a specific user profile. They contain information about the type of operating system of the mobile device, the time of the event, the type and brand of the mobile device and its basic settings.

Smartlook

We use Smartlook.com to record user behavior while using mySASY mobile and web applications. These are image records stored on the provider's server, which are not linked to the profile of the registered user and are therefore anonymous from this point of view.

Smartlook also allows us to track usage statistics for some application features in aggregate form.

3.5. Cookies and similar technologies

Cookies

What are Cookies. The website uses cookies - small text files that are located on a computer, mobile device, or saved by browser. The basis for processing data using cookies is our legitimate interests.

Principles of using cookies. You can find more information about the cookies we use, which (if any) personal data are collected, and how to disable them, in the [Principle of Using Cookies](#) section within this document.

Do Not Track Signals Products do not recognize or respond to signals that have been initialized by the browser. You can learn more about Do Not Track Signals at <https://allaboutdnt.com>

4. WHY WE PROCESS DATA (hereinafter referred to as "PURPOSES")

4.1. Operation of products

mySASY processes your data to provide you with a seamless user experience when using the products.

Provision of services. Operation of products and provision of services, including

- 4.1.1. account access verification;
- 4.1.2. monitoring and displaying your health and fitness activities
- 4.1.3. displaying training progress and statistics

Global authentication data for all mySASY platforms. We know you don't like to remember usernames and passwords, and you don't like re-registering. To enable our users to log in to all platforms, portals, services, communities and applications operated by or on behalf of mySASY personal data managers (which includes applications and services) ("mySASY platforms") using a single set of credentials ("mySASY login"), We store your mySASY login on the mySASY global authentication platform. If you use mySASY login to access any mySASY platform, we will use a token to verify your identity from the mySASY global authentication platform. This also ensures the security of our network and domain. The basis for data processing is our legitimate interests.

Customer support. In order for us to investigate, respond to requests and resolve complaints and problem services, such as contacting you with a question you have submitted to our customer service team.

4.2. Business needs

We process your data to manage our business needs.

Performance. We process data to monitor, analyze and improve the use of our products and to protect the security or integrity of products and their performance and functionality. For example, we analyze user behavior and examine how you use our products.

Research and Development. We process data, including public feedback, to conduct research to further develop our products, to offer you and others a better, more intuitive and personalized experience, and to support user growth and engagement with products.

Marketing in general. We process data for the delivery of (customized) marketing materials about mySASY products and online services.

Marketing via email / push messages. with your consent, mySASY will send you marketing emails or push messages with information on fitness and health topics and mySASY products.

We would like to inform you that we assess your user behavior when reading e-mails using so-called web beacons or tracking pixels. The information created in this way will then be combined

with the information obtained in section 3.2 Categories of personal data, your e-mail address and personal ID. With the data combined in this way, we can create a user profile that allows us to personalize our marketing emails / push messages. We collect information about your clicks on our emails, which you click on, and combine this with your actions in the product.

We store and use personal data for the purposes of e-mail marketing or marketing on the mySASY website. You can revoke your consent to marketing emails and push messages at any time by clicking on the link at the end of the email or by changing your device settings for push messages. We store tracking data for as long as you have subscribed to our marketing emails.

Targeted messages on a third-party advertising platform.

mySASY uses third party advertising platforms, such as (but not limited to) Facebook, Google, YouTube, Instagram, Twitter, Snapchat, Pinterest to send messages that are targeted to you based on your behavior and browsing patterns, at certain times and locations, to increase the effectiveness of our advertising campaigns. mySASY uses third-party solutions such as Google Audience and Facebook Audience (but not exclusively) to help better target our campaigns and messages to our consumers. Your personal data (see 3.2 Personal Data Categories) is shared with third-party advertising platforms, which will try to compare your profile in their database and determine the optimal time and place (eg the page you are viewing) to display mySASY ads. We also need to analyze the necessary information to understand the effect of our campaigns. Even if you do not agree that we use and share your personal information for this purpose, you will still see random mySASY ads on other platforms.

You can learn more about how our advertising partners help us achieve this goal on their website:

Google Personalized Advertising: <https://support.google.com/adspolicy/answer/143465>

Google Ads Policy: <https://support.google.com/adspolicy/answer/6020956>

Facebook Lookalike Target Groups: <https://www.facebook.com/business/help/164749007013531>

Facebook Custom Audience Terms: <https://www.facebook.com/legal/terms/customaudience>

Scope of the principles of personal data protection Seznam.cz: :
<https://o.seznam.cz/ochrana-udaju/>

Adform Publisher Policies:
<https://site.adform.com/policies/policies-and-guidelines/publisher-policies/>

The basis for processing your individual data is your consent to marketing. You can log out at any time in the privacy settings. After you log out, it may take a few days for you to be removed from all audiences.

4.3. Compliance and enforcement

Following the regulations. We process your data in compliance with our obligations and all applicable laws and regulations.

Enforceability We process your personal information if, in our opinion, it is necessary for security reasons or for the purpose of investigating possible fraud or other cases of violation of our terms or this Privacy Policy, or investigating attempts to harm our members or visitors.

5. SHARING PERSONAL DATA

5.1. In general

We share data with third parties

- if necessary for the purposes
- based on the requirements of state authorities,
- based on a court decision,
- if required by law,
- if necessary for the investigation or defense of claims or allegations made by third parties,
- to exercise or protect the rights and security of mySASY, our members, employees, or
- if you have (explicitly) agreed to this in advance.

We strive to notify you of legal requests for your information whenever it is in our opinion, unless prohibited by law or court order, or unless it is an urgent request. We may object to such claims if we believe that such claims are excessive, indeterminate, or without proper authorization.

Special categories of personal information, such as heart rate information, will never be shared with advertisers or similar companies.

5.2. Our services

Profile. All profiles are set to private, so they are not shared with other users.

Heart rate monitoring. Health information collected and stored by the application is not shared with other users.

HealthKit. If the registered user expressly agrees, mySASY may share the registered user data obtained through the HealthKit interface with a third party for medical research.

5.3. Services you can use

mySASY allows you to connect to third party services. For example, it allows you to link other accounts to a profile or share activities.

Health and fitness services. mySASY transfers your information to other health and fitness services, such as Apple HealthKit, Google Fit, only with your explicit consent to the transfer when you connect to those services.

5.4. Service providers

Service providers. We share information with others who help us offer and improve our products (eg maintenance, analysis, audit, payments, fraud detection, marketing and development). Service Providers will have access to your information to a reasonable extent to enable them to perform these tasks on our behalf and may not disclose or use it for any other purpose. We use processors such as Adjust, Google, Facebook, Microsoft Azure, Rollbar.com, Smartlook.com, Amazon Web Services, Inc.

5.5. 3rd parties with access to your data

As mentioned in sections 5.1 to 5.4, your personal information may be provided to various organizations. For additional information on the categories of your personal data that may be provided to various 3. parties, please see section Third Party Cookies within this document.

5.6. Data sales

We do not sell any of your personal data to third parties.

6. HOW LONG HAVE WE STORED DATA

6.1. Archiving time

We retain information as long as it is necessary to provide the Services to you and others, subject to any legal obligations to further retain such information. Information associated with your account will generally be kept until it is no longer necessary to provide the Services or until your account is deleted. Additionally, we may retain information to comply with the law, prevent fraud, collect fees, resolve disputes, troubleshoot problems, assist with investigations, enforce the Terms of Service and take other actions permitted by law. The information we retain will be handled in accordance with this Privacy Policy.

Information connected to you that is no longer necessary and relevant to provide our Services may be de-identified or aggregated with other non-personal data to provide insights which are commercially valuable to mySASY. This information will be de-associated with your name and other identifiers.

7. Your Rights

7.1. Exercise your rights

To exercise your rights as defined in sections 7.2 to 7.8, please send the request by e-mail to our e-mail address - support@mysasy.com or by post to our postal address - mySASY a.s.Mozolky 2569/54, 616 00 Brno.

7.2. Withdrawal of consent

You can revoke the consent - in cases where consent to the processing is necessary - for future processing of the data at any time. However, this does not affect the lawfulness of the processing of data on the basis of a pre-appeal consent. In certain cases, we may continue to process your data even after the consent has been withdrawn, if we have a different legal basis or if the withdrawal of the consent has been limited to certain procedural activities.

7.3. Right of access

You have the right to (i) confirm whether or not we are processing your data and, if so, (ii) more specific data information. More specific information concerns, inter alia, the purposes of the processing, the categories of data, the potential recipients or the length of storage.

7.4. Right to redress

You have the right to correct, amend or update profile or account information at any time (for example, in case of incorrect display, incorrect filling in of data during registration, etc.). You can request a modification of the data by email to info@mysasy.com or by an internal communicator. If the data processed by us is not correct, we will correct it without delay and we will inform you about this correction by email or via our internal communicator.

Please note that (i) you can correct many of your data in the settings and (ii) it is not technically possible for us to correct all types of data in the product.

7.5. Right to delete your account and data

You have the right to ask us to delete your entire account and data. To delete data, contact us via e-mail - support@mysasy.com. After receiving your request, we will delete your data and send you confirmation after it is done.

7.6. Right to restrict processing

You have the right to obtain from us restrictions on the processing of your data in the following cases:

- 6.1. make a request under paragraph 7.4 if required;
- 6.2. in your opinion, the processing of your data is illegal;
- 6.3. you require data for filing, exercising or defending legal claims;
- 6.4. You have objected to the processing pursuant to paragraph 7.8.

7.7. Right to data portability

You have the right to (i) obtain a copy of your data in a structured, commonly used and machine-readable format and (ii) pass this data on to another supervisory authority without our permission. You can request a copy of your details by email via info@mysasy.com or in writing to mySASY a.s. Mozolky 2569/54, 616 00 Brno.

7.8. Right to object to processing

You have the right at any time to object to processing of data for which our legitimate interests have a legal basis, including profiling under these provisions. You may ask us not to process your personal information for marketing purposes. You can make a request through any of our communication channels, for example by email via info@mysasy.com

7.9. Right to file a complaint

You have the right to complain to the local supervisory authority if you think that the processing of data violates the relevant law.

8. OTHER IMPORTANT INFORMATION

8.1. Support in the law

Under data protection laws, we are permitted to collect and process your data if we have legal support for processing. The lawfulness of data processing is based on:

- 8.1.1. your (express) consent in cases where you have given your (express) consent to processing;
- 8.1.2. the need to fulfill your user agreement, eg when data is needed for satisfactory use of the product; or
- 8.1.3. legitimate interests of mySASY or a third party, such as our use of cookies, plug-ins or targeted advertising.

Our legitimate interests include protecting you, mySASY or others from security threats or fraud in accordance with all applicable laws, managing and improving our business (eg customer service, reporting) including possible corporate transactions (eg mergers and acquisitions), enabling users Share and connect through your fitness experiences and express yourself to fitness and health.

8.2. Security precautions

We are firmly committed to protecting your data and to take appropriate technical and organizational security measures to protect against any unauthorized or illegal treatment and against unintentional loss, destruction or damage. These security measures are constantly being revised to keep pace with the latest technological innovations.

9. CHANGES TO THE PRIVACY POLICY

9.1. In general

We regularly review and update our privacy policies to reflect changes in day-to-day business operations. You can always check the date of the privacy notice to see when we made the latest changes. We'll let you know if we make significant changes that you need to know about.

9.2. Date of last update

This Privacy Policy was last updated on August 17, 2022.

10. QUESTIONS, COMPLAINTS AND SUPPORT

Customer service questions:

Please send your questions, complaints and requests to the email address or postal address below:

info@mysasy.com

mySASY as

Mozolky 2569/54

616 00 Brno

Czech Republic

Czech Office for Personal Data Protection

posta@uouu.cz

+420 234 665 800

Lt. Col. Sochora 27

170 00 Prague 7

Czech Republic

https://www.uouu.cz/vismo/o_utvar.asp?id_u=10

11. PRINCIPLES OF USING COOKIES

11.1. What are cookies?

Cookies are small text files stored on your computer or mobile device whenever you visit a website. If the user accesses the relevant server mySASY.com or myAGE.health again (hereinafter referred to as the “[mySASY website](#)”), the user's browser will send back to the server the cookie he received during the previous visit. The server can then evaluate the information thus obtained in several ways. Cookies cannot run programs or infect your computer / mobile device with any virus. They do not take up much space and are automatically removed when they expire. Some cookies expire at the end of your internet session, others are stored for a limited time. Cookies help increase the user comfort and efficiency of the website. For example, they can be used to facilitate navigation on a website or to manage ads on the mySASY website. The reason for processing data with the help of cookies is the necessity of fulfilling your user contract and our legitimate

interests. In some cases, cookies are needed to provide you with the required services, in other cases - as with analytics and tracking tools - we use cookies to improve and better understand the way you use our services, and also to ensure security of services.

In this section, for simplicity, we use the term “cookies” as a common term for the cookies themselves, flash cookies (so-called local shared objects) and techniques of so-called web beacons.

11.2. What different types of cookies do we use?

There are several different types of cookies for different uses (see below for details). Some are only used to allow your visits to the mySASY website and to display certain functional elements. Others tell us about your browser experience, so if you have a problem displaying what you are looking for, they will give us an impetus to improve the quality and ensure the most pleasant visit in the future. There are also cookies tied to advertising purposes during your visits to the mySASY website and your future visits to other websites.

11.3. First-party and third-party cookie files

The cookies set by mySASY are called "first party cookies". Cookies stored by parties other than us are "third party cookies" and allow these parties to collect information about you while you are using the mySASY website. The information they collect may be related to your personal information or may collect information (including personal information) about your online activities during the time spent on various sites and when using other online services. Such information may be used by such parties to offer you advertising (interest-oriented, or behavioral advertising) or other targeted content, depending on your interests. We have no influence on the tracking technologies of these third parties or how they can be used. If you have any questions regarding advertising and other targeted content, you will need to contact the appropriate provider directly. You can find an up-to-date list of third-party cookies, including the purpose of such cookies and the possibility of revoking your consent to them, in the [Third-party cookies](#) section.

11.4. Various types of cookies

Below you can see an overview of the different types of cookies we use and why:

11.4.1. COOKIES REQUIRED

They are essential and help you navigate and navigate the website and display certain functional elements. These cookies are necessary to ensure the key functionality of the site, for example when logging in to your account. No consent is required to use the necessary cookies.

11.4.2. FUNCTIONAL AND ANALYTICAL COOKIES

are used for performance measurement and analysis. It is used to improve the mySASY website and to display relevant content for you. To ensure this, we collect information about your browsing and your interaction with the mySASY website. We place these cookies either by ourselves or by a third party on our behalf.

11.4.3. COOKIES FOR ADVERTISING AND SOCIAL MEDIA

- help us in marketing activities. These cookies allow us to share information with the advertiser with us, for example, about what you like, so that the ads that are displayed to you correspond to your preferences (sometimes also referred to as "targeted cookies").

- help us understand the behavior of our visitors. This allows us to continually improve our services to make their use more convenient and enjoyable, as well as to improve our marketing communications (sometimes referred to as "performance cookies").
- allow you to express yourself on social networks. These cookies allow you to share your activities and content (eg blog posts) on social media, connect with us through social media channels and share opinions with others (sometimes also referred to as "interactive cookies").

11.5. What to do if you don't like cookies?

You can change your browser settings and delete certain cookies or disable their storage on your computer or mobile device. In this case, however, we cannot guarantee the use of the full range of product features. Information on how to set cookies should be available in the "Help" section of your browser. Here you can see which procedure applies to your browser:

- Internet Explorer: <https://support.microsoft.com/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Cookies>
- Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=cs&answer=95647>
- Safari: <http://support.apple.com/kb/PH5042>
- Opera: <http://www.opera.com/browser/tutorials/security/privacy/>
- Adobe (Flash cookies): <http://www.adobe.com/privacy/policies/flash-player.html>

Please note that you can also visit <http://www.aboutads.info/choices> or <http://www.youronlinechoices.eu/> to learn more about the possibilities of withdrawal of consent to certain activities targeted advertising offered by a third party with which we cooperate. You will need to visit this website from any browser and device for which you wish to revoke your consent. Because revocation tools may depend on cookies, you may need to revisit those pages after deleting your cookies and reset your preferences.

11.6. Google analytics

In general. The mySASY website uses Google Analytics, which is provided by Google for web analytics purposes. Google Analytics uses cookies. The information generated by the cookie about your use of this mySASY website is usually transmitted to a Google server in the USA, where it is stored. Google will use this information, on behalf of the website operator, to evaluate your use of the products, to compile reports on product activity and to provide other services to the operator in connection with your use of the products and the Internet. The IP address transmitted by your browser in connection with the use of Google Analytics will not be combined in any way with other data held by Google.

Withdrawal of consent. You can disable the collection of data related to your use of the products (including your IP address) through cookies, as well as the processing of this data by Google, by downloading and installing the following plugin for your browser.: <https://tools.google.com/dlpage/gaoptout?hl=cs>.

IP anonymization. The products use Google Analytics in conjunction with the “_anonymizeIP ()” anonymization option. This means that IP addresses are processed in an abbreviated form to

prevent the transmission of any personal data. Therefore, any connection to a specific person is excluded in advance, while personal data is deleted immediately.

Purpose. We use Google Analytics to analyze and continuously improve the use of our products. Based on statistics, we are able to improve our services and increase their interest to users. In special cases where personal information is transferred to the US, Google is certified by the EU-US Privacy Shield. The reason for processing personal data is our legitimate interests.

Information about third party providers. Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436

1001; Terms: <https://www.google.com/analytics/terms/cz.html>; Privacy

overview: https://support.google.com/analytics/answer/6004245?hl=en_US; and privacy

policy: <https://www.google.com/intl/en/policies/privacy/>.

11.7. Google doubleclick for publishers

General information and purpose. We use Google DoubleClick for Publishers ("DFP") for all products. DFP uses cookies to provide its users with relevant ad data, to improve their campaign performance reports, and to prevent users from seeing the same ads more than once. Using an ID, Google records which ads appear on a particular browser and may prevent them from showing more than once. In addition, DFP recognizes so-called conversions, which are associated with the response to an ad. For example, if a user views an ad on DFP and later visits the advertiser's website to make a purchase there. According to Google, cookies within the DFP service do not process any personally identifiable information. The reason for processing personal data is our legitimate interests.

Further processing. Due to the marketing tools you use, your browser connects to Google automatically. We have no control over the scope of your data and its further processing, so we can only inform you to the best of our knowledge as follows: DFP integration means that Google receives information that you have entered or entered a page or clicked on some advertising. If you sign up for a Google service, Google may associate such information with your account. However, even if you do not have a Google registration or are not currently logged in, it is possible that this provider will find your IP address and save it.

Withdrawal of consent. You can disable your participation in this tracking mechanism in several ways: (a) by changing your browser settings, in particular by disabling third-party cookies; (b) by disabling cookies for conversion tracking purposes by setting your browser to block cookies from googleadservices.com (this preference will be cleared if you clear your cookies); (c) by disabling interest-based retailer advertising included in the "about Ads" campaign, see <http://www.aboutads.info/choices> (this preference will be cleared if you clear your cookies); or (d) general deactivation of cookies.

More information. Learn more

at <http://www.google.com/doubleclick> and https://support.google.com/dfp_premium/answer/2839090?hl=en_US. The user can disable the placement of DFP cookies as well as the placement of relevant user ads related to the use of the products through the website <http://www.google.com/ads/preferences>.

11.8. How often does mysasy update its cookie policy?

We may update this policy as appropriate, for example, in response to changes in the cookies we use or for other operational, legal, or regulatory reasons.

11.9. Where can I get more information?

If you have any further questions about how we use cookies and other technologies, please contact us at info@mysasy.com.

12. THIRD PARTY COOKIES

12.1. Required third-party cookies

These cookies are necessary for the basic functionality of the site.

Name	Address	Description
Facebook Connect	Facebook, Inc. 1 Hacker Way Menlo Park California 94025 USA	It allows you to log in via Facebook.
Google	Google LLC 1600 Amphitheater Parkway Mountain View CA 94043 USA	Allows you to sign in with a Google Account.

12.2. Functional third party cookies

These cookies allow us to analyze the use and performance of our website so that we can continue to improve it.

Name	Address	Deactivation
Google Analytics	Google LLC 1600 Amphitheater Parkway Mountain View CA 94043 USA	https://tools.google.com/dlpage/gaoptout

12.3. Third party cookies necessary for advertising

These cookies are necessary in order for us to display advertising on our website, and therefore they cannot be completely blocked. However, by using the links below, you can disable third-party tracking, which is used to serve ads that are relevant to you.

Name	Address	Deactivation
Google Publisher Tags	Google LLC 1600 Amphitheater Parkway Mountain View CA 94043 USA	http://www.youronlinechoices.eu
DoubleClick AdExchange	Google LLC 1600 Amphitheater Parkway Mountain View CA 94043 USA	http://www.youronlinechoices.eu https://support.google.com/ads/answer/7395996?hl=en

12.4. Optional third-party cookies for advertising purposes and social networks

These cookies help us in our marketing efforts, help us understand the behavior of visitors to our website and enable the integration of social channels.

Name	Address
Facebook Pixel	Facebook, Inc. 1 Hacker Way Menlo Park California 94025 USA
Twitter Advertising	Twitter, Inc. 1355 Market St # 900 San Francisco CA 94103 USA

13. CATEGORIES OF BENEFICIARIES AND PERSONAL DATA

Recipient categories	Categories of personal data
Partners - Advertising agencies	• Identity information: unique ad-ID • Device information
Data analysis solution providers	• Identity information • Device information
Cloud solution providers	• Activity information
Providers of targeted marketing services	• Identity information • Contact information • Activity information • Device information
Payment process providers	• Identity information • Contact information • Purchase information
Providers of social services and communication channels (eg Facebook, Twitter,...)	• according to your preferences • Activity information
Local and national: government organizations, tax organizations, law agencies and the judiciary	• All types of personal data if requested by these authorities.