

Privacy Policy for Personal Data Collected from Visiting www.zapa.cz

1. Introduction and Scope

ZAPA beton a.s. (hereinafter referred to as "ZAPA" or "We") processes the personal data of data subjects and entities for the following purposes:

- Technical provision of this website www.zapa.cz and newsletters.
- Marketing purposes, reach optimization, web analysis, and conversion tracking on www.zapa.cz using Google Analytics, Google Tag Manager, Google Ads "DoubleClick," Adform, and Seznam, subject to consent.
- Processing contact requests (email, phone, LinkedIn, etc.).

2. Responsibility

Unless otherwise stated, the data controller is:

ZAPA beton a.s.

Registered office: Michle No. 417, 141 00 Prague 4

Phone: +420 226 004 444

Email: zapa@zapa.cz

is responsible for the processing of personal data within the scope of this privacy statement.

3. Technical Provision and Log Files

Each time you access the ZAPA website, your IP address and other information (date and time of access, type of request, requested files, data volume, status code, user agent [OS, browser type, and version]) are temporarily processed and stored in log files for monitoring purposes, which may allow identification.

The legal basis for processing personal data and data for the technical provision of this website and storage in log files is Article 6 (1) (f) of the GDPR.

Log files are stored for 7 days and then automatically deleted.

Web hosting www.zapa.cz:

WEDOS Internet a.s.

Masarykova 1230, 37341 Hluboká nad Vltavou

Czech Republic

4. Cookies

"Cookies" are small files that are automatically created and stored in the visitor's browser for each visited website. Cookies can store information such as preferred settings, session IDs, access data (username/email and password), etc. The technical cookies on www.zapa.cz process your choices (consent or withdrawal) in the cookie consent manager: cookie-agreed, cookie-agreed-categories, cookie-agreed-version.

If we process personal data using technically required cookies within the provision of this website, the legal basis is Article 6 (1) (f) GDPR. Our legitimate interests lie in the aforementioned purposes.

5. Web and Conversion Tracking

With your consent (Article 6 (1) (a) GDPR), we process your data using tools operated by the following service providers:

- ADForm A/S, Wildersgade 10B, 1 Copenhagen, Denmark
- Seznam.cz a.s., Radlická 3294/10, 150 00 Prague 5, Czech Republic

- Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

These trackers are provided by the servers of the respective platform operators. If you consent, data is processed via server requests (IP address, user agent, timestamp, and where applicable, other identifiers) to deliver the required script. Upon delivery, cookies are stored on your device. These cookies process, among other things: IDs, screen resolution, conversion activities, visit frequency and duration, device and browser information, click paths, visited pages, time on site, and bounce rates. This data is transmitted to the providers, stored on their servers, and made available to ZAPA.

Name	Domain
TPC	adform.net
uid	adform.net
C	adform.net
CM	adform.net
CM14	adform.net
lps	mapy.cz
euconsent-v2	seznam.cz
Uživatelské „Id“	mapy.cz
cmprefreshcount	mapy.cz
sid	seznam.cz
szncmpone	seznam.cz
IDE	doubleclick.net
AEC	google.com
CONSENT (souhlas)	google.com
__Secure-ENID	google.com
SOCS	google.com
DV	google.com
OTZ	google.com

Your consent is voluntary and can be withdrawn at any time. Among other things, you can click the icon on the edge of the page to disable the service and save your selection.

6. Google Analytics and Google Tag Manager

For statistical analysis of the website, we use the tracking tool "Google Analytics" from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

If you agree (Article 6, paragraph 1, letter "a" of the GDPR), requests will be sent to HOST at www.google-analytics.com and the corresponding cookies will be stored: `_ga`; `_gid`; `_gat_gtag_UA_35112832_1`

For more information about the storage time, please see here: support.google.com/analytics/answer/7667196

Cookies store information about your use of this website: Visitor origin analysis, screen resolution, frequency and duration of visit, device and browser information, click paths, pages visited and length of stay (session duration) on each page until the page is changed, and immediate exit rate.

For more information about Google's processing of personal data, please click here:

policies.google.com/privacy

tools.google.com/dlpage/gaoptout

We also use Google Tag Manager at www.zapa.cz. This tool optimises the automated management of "tags" (e.g. third-party scripts) via a web interface: developers.google.com/tag-platform/tag-manager Like Google Analytics, Google Tag Manager is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. If you agree (Article 6, paragraph 1, letter "a" GDPR), a request is made



to Google LLC at "www.googletagmanager.com" so that the requested Google Tag Manager script can be delivered to you. For this technical delivery process, the IP address, user agent, time, etc. must be temporarily processed, which Google LLC stores under its own responsibility in the log files of the web servers. Google Ireland Limited, Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland is responsible for the processing of this data from persons who are habitually resident in the European Economic Area or Switzerland. According to local assessments and estimates, the processing of personal data in the USA cannot be excluded in this context as Google LLC is based in the USA. If, in order to provide the service, personal data concerning you must be transferred to a third country without a so-called adequacy decision (e.g. to the US) and possibly without appropriate safeguards, your consent includes these proposed transfers of data and data (Article 49(1)(a) GDPR). There is an inadequate level of data protection in the US (cf. ECJ, judgment of 16 July 2020 - C-311/18, Facebook Ireland and Schrems). In certain circumstances, the rights of the data subjects may not be effectively enforced there, data may be exposed to access by foreign authorities (authorities) without the data subject/person being informed, and legal remedies in courts and authorities abroad do not lead to success. More information can be found here: policies.google.com/privacy/frameworks.

Your consent is voluntary and can be withdrawn at any time. Among other things, you can click on the icon in the margin of the page to turn off the service and save your selection(s).

7. Contact

If you contact us (e.g. by email, contact form, LinkedIn), we will process your data to the extent necessary to respond to your contact request and any requested action (including purchase of goods, services, product advice, delivery of goods and processing of returns). The legal basis is Article 6, paragraph 1, letter b) GDPR.

If your request for contact is not necessary for the performance of a contract with us or for pre-contractual measures, the legal basis for processing your data is Article 6, paragraph 1, letter "f" GDPR. We will keep your message until the processing has been completed. Longer storage only occurs if we are entitled or obliged to do so in individual cases.

If you contact ZAPA via www.linkedin.com, the communication is necessarily made via the servers of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, which is responsible for the processing of personal data of subjects and persons located in the EU, www.linkedin.com/legal/privacy-policy, as a recipient, inevitably receives knowledge of content and data (including IP address, user agent, device information, surfing history, location, search queries, preferred usage time, last login, likes) under its own responsibility and processes for its own purposes the data collected about you when you use the service. Confidential communication is not possible. The servers are currently located in the USA, www.linkedin.com/help/linkedin/answer/a1343190.

8. Newsletter

If you agree (Article 6, paragraph 1, letter "a" GDPR), we process the e-mail address for sending ZAPA newsletters.

Once we receive your declaration of withdrawal of consent, we will no longer process your data to send you the newsletter. For proof purposes, we keep the declaration of consent (opt-in declaration) and the corresponding data for three years.

9. Mapy.cz

External map content from Seznam.cz a.s, Radlická 3294/10, 150 00 Prague 5, Czech Republic, is available to you on the website www.zapa.cz (among others www.zapa.cz/cs/moravska-trebova). The map operator can determine your approximate location based on your IP address. The servers are located in the Czech Republic. If we process personal data by integrating Mapy.cz into the log files of



web servers, the legal basis is Article 6, paragraph 1, letter "f" of the GDPR. The legitimate interest lies in the free design of this website.

10. Your rights

In accordance with Article 15 of the GDPR, you have the right to request information about your personal data that we process.

If incorrect personal data is processed, you have the right to rectification in accordance with Article 16 of the GDPR.

If the legal requirements are met, you have the right to erasure or restriction of the processing of the data concerned (Article 17 and Article 18 GDPR).

Under the terms of Article 20 GDPR, you have the right to data portability.

You have the right to withdraw your consent at any time, without prejudice to the lawfulness of the processing carried out on the basis of your consent until its withdrawal.

Under Article 21 GDPR, you have the right to object to the processing of your data based on Article 6(1)(f) GDPR. We will then no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing is for the establishment, exercise or defence of legal claims.

Under Article 77(1) of the GDPR, you have the right to lodge a complaint with the supervisory authority: www.uoou.cz