

# Consent to the Processing of Personal Data and Information on the Processing of Personal Data

## Basic Summary

By this, you grant **Mergado technologies, s. r. o.** your consent to the processing of your personal data for the purpose of sending commercial communications (marketing offers), carrying out other marketing activities, and ensuring communication with you. Detailed information on the scope and conditions of the processing of your personal data can be found below.

### 1. IDENTITY AND CONTACT DETAILS OF THE CONTROLLER

1. The controller of your personal data is the company **Mergado technologies, s. r. o.**, with its registered office at Pavlovská 502/12, Kohoutovice, 623 00 Brno, Company ID No.: 035 70 061, registered in the Commercial Register maintained by the Regional Court in Brno, Section C, File No. 85012 (hereinafter referred to as the “**controller**”).
2. The controller’s contact details are as follows: delivery address Pavlovská 12, 623 00, Brno, e-mail address [mergado@mergado.com](mailto:mergado@mergado.com), telephone +420 608 44 00 67.
3. The controller has not appointed a data protection officer.

### 2. LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

1. The legal basis for the processing of your personal data is your consent granted hereby to the controller within the meaning of Article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons 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 referred to as the “Regulation”).

### 3. PURPOSE OF THE PROCESSING OF PERSONAL DATA

1. The purpose of the processing of your personal data is the sending of commercial communications, the carrying out of other marketing activities, and ensuring communication with you.
2. The controller may evaluate the success of commercial communications sent, in particular by tracking the opening of e-mails and clicks on links contained in such communications, for the purpose of optimising marketing communication.
3. Consent pursuant to Article 6(1)(a) of the Regulation is granted for the processing of personal data in connection with the above-mentioned purpose of sending commercial communications, carrying out other marketing activities, and ensuring communication.

4. The controller does not carry out automated individual decision-making within the meaning of Article 22 of the Regulation.

#### 4. PERIOD OF STORAGE OF PERSONAL DATA

1. The period for which your personal data will be stored by the controller is four (4) years from the granting of your consent to processing for this purpose, but no longer than until the withdrawal of your consent to the processing of your personal data for this purpose of processing.
2. After withdrawal of consent, the e-mail address may be retained to a limited extent for the purpose of recording the unsubscribe request and preventing any further sending of commercial communications.

#### 5. OTHER RECIPIENTS OF PERSONAL DATA

The controller may use third-party tools established both within and outside the European Union:

- Bidding Fox technologies, s.r.o., with its registered office at Pavlovská 502/12, 623 00 Brno, Company ID No. 04677200,
- Feed Image Editor technologies, s.r.o., with its registered office at Pavlovská 502/12, 623 00 Brno, Company ID No. 07139365,
- OpenAI Ireland Limited, with its registered office at 1st Floor, The Liffey Trust Centre, 117–126 Sheriff Street Upper, Dublin 1, D01 YC43, Ireland,
- Product Fruits s.r.o., with its registered office at Rozdělovská 1999/7, Břevnov, 169 00 Prague 6, Company ID No.: 09552618,
- Punktero solutions, s.r.o., with its registered office at Pavlovská 502/12, 623 00 Brno, Company ID No. 06874959,
- UAB MailerLite Limited, with its registered office at 38 Mount Street Upper, Dublin 2, D02 PR89, Ireland,
- Seznam.cz, a.s., with its registered office at Radlická 3294/10, 150 00 Prague 5, Czech Republic, VAT ID No.: 26168685,
- Anthropic Ireland, Limited, with its registered office at 6th Floor South Bank House, Barrow Street, Dublin 4, Dublin, Ireland,
- Quantcom, a.s., with its registered office at Křižíkova 36a/237, 186 00 Prague, Company ID No.: 28175492,
- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

#### 6. METHOD OF PROCESSING OF PERSONAL DATA

The processing of personal data differs depending on the purpose.

## 6.1 COMMUNICATION BY E-MAIL

To ensure communication by e-mail, the controller uses the FreeScout software. This software is operated on a virtual server provided by Punktero (see Article 5). For the processing of e-mail messages, tools of Anthropic or OpenAI may be used, in particular for finding and formulating the correct response. These tools are also used for the aggregation of message content — in particular for identifying repeated queries, suggestions, and the like.

## 6.2 COMMUNICATION BY TELEPHONE

The controller uses VOIP exchange services provided by Quantcom. Information concerning a telephone call is subsequently automatically processed into the FreeScout system and may be processed as set out in point 6.1.

## 6.3 E-MAIL MARKETING

E-mail campaigns are sent on the basis of the recipient's consent. The recipient may unsubscribe from the subscription. The processor is UAB MailerLite Limited.

6.4 In the event that the use of the above-mentioned tools involves the transfer of personal data to third countries outside the European Union, such transfer shall take place exclusively under the conditions laid down by the Regulation, in particular on the basis of an adequacy decision or by using appropriate safeguards pursuant to Article 46 of the Regulation.

## 7. RIGHTS OF THE DATA SUBJECT

1. Under the conditions laid down in the Regulation, you have the right to request from the controller access to your personal data, the right to rectification or erasure of your personal data, or restriction of their processing, the right to object to the processing of your personal data, and furthermore the right to data portability of your personal data.
2. You have the right to withdraw at any time the consent to the processing of your personal data given to the controller. However, this shall not affect the lawfulness of the processing of your personal data prior to such withdrawal of consent. You may withdraw your consent to the processing of your personal data by clicking on the hyperlink provided in each commercial communication message sent by the controller or by sending an e-mail message to the controller's address: [mergado@mergado.com](mailto:mergado@mergado.com).
3. If you believe that the processing of your personal data has infringed or is infringing the Regulation, you have, inter alia, the right to lodge a complaint with a supervisory authority. The competent authority in the Czech Republic is the Office for Personal Data Protection (ÚOOÚ), with its registered office at Pplk. Sochora 27, 170 00 Prague 7.
4. You are under no obligation to provide personal data. The provision of your personal data is not a legal or contractual requirement, nor is it a requirement necessary for the conclusion of a contract.
5. You have the right at any time to object to the processing of your personal data for the purposes of direct marketing, including profiling, insofar as the profiling is related to such direct marketing. If you object to the processing of your personal data for the purposes of direct marketing, your personal data will no longer be processed for such purposes.

Mergado technologies, s. r. o.

These terms become effective on 15 March 2026.