

CONSENT TO THE PROCESSING OF PERSONAL DATA - SENDING NEWS

By giving your consent online - by pressing the "**SUBSCRIBE**" button, after entering your e-mail address to subscribe news on <https://www.ecommercebridge.sk> or <https://www.ecommercebridge.cz> you express according to Art. 6 para. 1 letter a) REGULATIONS OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL (EU) 2016/679 of 27 April 2016 on the protection of natural persons in the processing of personal data and on the free movement of such data, by which it is cancelled directive 95/46/EC (general data protection regulation) **consent to the processing of your personal data** in the scope of the operator's e-mail address - **Lead Media s. r. o.**, with registered office: Karpatská 3091/6, 811 05 Bratislava - Staré Mesto district, ID number: 47 726 601, company registered in the District Commercial Register court Bratislava I, section: Sro, file no.: 98621/B (hereinafter referred to as the "**operator**").

You give your consent for the purpose of sending e-commerce news in the form of e-mail newsletters. The period of personal data processing is for the period of sending the newsletter or until the withdrawal of consent, depending on whichever occurs first.

Consent can be revoked at any time. The right to withdraw consent at any time, even before the expiration of the period for which this consent has been granted, you can exercise it in the following ways:

- by email sent to the operator's email address: polgari@leadmedia.sk
- by sending a written request to the address of the operator's registered office with the text on the envelope "GDPR – appeal e-commerce consent",
- each newsletter contains a link to withdraw consent. Click on the link to unsubscribe newsletters.

The operator hereby informs you of the following:

- Personal data will be processed by the operator, who can be contacted by e-mail at the address: polgari@leadmedia.sk or in writing at: Lead Media s. r. o., Karpatská 3091/6, 811 05 Bratislava – the Old Town district,
- Personal data will be processed based on your consent in accordance with Art. 6 par. 1 letter a) general data protection regulations,
- Personal data will be provided to the following recipients: subjects to whom the operator provides the OU based on the law, professional consultants and advisers who are bound by law or contract obligation of confidentiality, the company providing the MailChimp service. MailChimp presents a software solution that serves to manage and send newsletters. This service is in operation by The Rocket Science Group, LLC, located at 675 Ponce de Leon Avenue NE, Suite 5000, Atlanta, Georgia 30308, United States of America (Conditions for the processing of personal data can be found at <https://mailchimp.com/gdpr/>),
- Personal data will be kept for a period determined by the operator and will not be processed for any other purpose, than the one for which they were obtained,
- As a data subject, you have the right to request access to personal data from the operator concern, the right to their correction or erasure or restriction of processing, as well as the right to portability data in the case of automatically processed personal data,
- As a data subject, you are entitled to withdraw your consent at any time without this affecting the legality of processing based on consent granted before its revocation,
- As a data subject, you have the right to file a complaint with the supervisory authority, which is the Office for Personal Protection data of the Slovak Republic,
- The cross-border transfer of personal data to a third country takes place in the USA. Your personal data we process through the MailChimp service, which serves to manage and send newsletters. This one the service is operated by The Rocket Science Group, LLC, located at 675 Ponce de Leon Avenue NE, Suite 5000, Atlanta, Georgia 30308, United States of America. They are with the said company concluded standard contractual clauses. See <https://mailchimp.com/help/mailchimpeuropean-data-transfers/> for details. The operator does not make automated individual decisions.
- In the case of newsletters, the operator uses the possibility of creating statistics, monitoring the opening newsletters. When using the newsletter management tool, the operator performs profiling without automated individual decision-making consisting in the possibility of creating statistics and monitoring opening newsletters.