

Personal Data Processing Policy

Data Controller and Data Subject

The data controller is **Apollo Productions s.r.o.**, VAT: CZ24124541, with its registered office at Novolhotská 2622, 190 16, Prague, registered in the commercial register maintained by the Municipal Court in Prague (hereinafter referred to as the "controller"). The controller can be contacted in writing at the above address or via email at office@apollo-productions.cz. The data subject is a natural person who has provided their personal data to the controller based on a contract concluded with the controller or by using the controller's website (www.apollo-productions.cz). The data subject may also be a natural person whose personal data the controller has obtained from other lawful sources. The controller has not appointed a data protection officer.

Scope of Personal Data Processing

The controller processes personal data to the extent provided by the data subjects or obtained from other lawful sources. This includes: network identifiers, personal data obtained from cookies.

Purpose of Personal Data Processing

The controller processes personal data for the purpose of analyzing website traffic.

Assessment of the Necessity of Processing

The controller ensures the protection of the data subjects' privacy and processes only the personal data necessary for the specified processing purposes.

Data Processing Period

The processing period is determined by the purpose of processing or by legal regulations in the area of personal data protection.

Withdrawal of Consent to Data Processing

If the data subject has given consent to the processing of personal data, they may withdraw their consent at any time free of charge by sending an email to office@apollo-productions.cz. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. The withdrawal of consent also does not affect the processing of personal data carried out on another legal basis, such as for fulfilling a contract, protecting the controller's legitimate interests, fulfilling a legal obligation, or other reasons specified by applicable laws.

Access to Personal Data

The controller and, if applicable, third parties – recipients, who provide appropriate guarantees and whose processing complies with legal requirements, have access to personal data. Recipients of personal data include providers of analytical services (such as Google Analytics) and public authorities to whom the controller is obligated to provide personal data (e.g., tax authorities). Personal data is only transferred within the EU member states, except when Google Analytics is used (website traffic analysis). These providers are based in the USA. The transfer to these recipients is based on the EU-US Data Privacy Framework.

Proof of Identity of Data Subjects

The controller is entitled to request proof of the data subject's identity to prevent unauthorized access to personal data.

Data Subject Rights Regarding Personal Data

The data subject has the following rights regarding their personal data:

- a) the right to withdraw consent at any time;
- b) the right to correct or supplement personal data;
- c) the right to request restriction of processing;
- d) the right to object or file a complaint against processing in certain cases;
- e) the right to request data transfer;
- f) the right to access personal data;
- g) the right to be informed of personal data security breaches in certain cases;
- h) the right to erasure of personal data ("right to be forgotten") in certain cases; and
- i) other rights specified in the Personal Data Processing Act and the General Data Protection Regulation No. 2016/679.

What Does It Mean for the Data Subject to Object?

Under Article 21 of the General Data Protection Regulation No. 2016/679, the data subject has the right to object to the processing of personal data if the processing is based on legitimate interests, including processing for direct marketing purposes. The objection can be made in writing or via email at office@apollo-productions.cz. If the data subject objects to processing, the controller will cease further processing unless the controller can demonstrate compelling legitimate grounds for processing that override the interests or rights and freedoms of the data subject, or for the establishment, exercise, or defense of legal claims. If personal data is processed for direct marketing purposes and the data subject objects to such processing, the controller will cease further processing for such purposes. More information on this right is available in Article 21 of the General Data Protection Regulation No. 2016/679.

Obligation to Provide Personal Data

Personal data is provided by the data subject entirely voluntarily. There is no obligation to provide it. However, if the data subject does not provide their personal data, they will not be able to enter into a contract with the controller or fulfill it properly. It is entirely up to the data subject whether or not to enter into a contractual relationship with the controller.

Security of Personal Data

All personal data is secured using standard procedures and technologies. Personal data processed in electronic form is stored within the internal system and is accessible only to authorized users working with this personal data via devices secured by login names and passwords. The controller uses professional antivirus protection and a firewall, which is regularly updated. The controller regularly checks the system for weaknesses and security breaches and employs security measures that are reasonably required to prevent unauthorized access to provided personal data, providing adequate security according to the current state of technology. Personal data processed in written form is stored in secure areas of the controller, accessible only to authorized persons. All security measures are regularly updated. While the controller ensures the security of personal data using appropriate technical and organizational measures, it is not possible to guarantee 100% security. Therefore, it is not possible to guarantee that no unauthorized third party can access, copy, disclose, modify, or destroy the personal data by breaking the controller's security measures. Nevertheless, the controller guarantees that all efforts are made to keep personal data secure and regularly checks for any security breaches.

Cookies

The controller uses cookies on its website www.apollo-productions.cz, which are stored on the devices of the data subjects. These cookies are primarily used to ensure the functionality of the website and to analyze traffic. Except for necessary technical cookies, cookies are only stored after prior consent from the data subject. If the data subject rejects cookies, the controller will not track any marketing or analytical data about the subject. A cookie file will be used to store information in the browser indicating that data should not be tracked. To analyze traffic, the controller uses Google Analytics. If the data subject does not want to provide usage data to Google Analytics, they can use a plugin provided by Google. After installation and activation in the browser, no further data will be sent. More information on the processing and use of data can be found in Google's terms and conditions. Standard web browsers (Safari, Internet Explorer, Firefox, Google Chrome, etc.) support cookie management. In browser settings, the data subject can manually delete, block, or completely disable cookies, or enable them only for specific websites. For more details, the data subject can refer to the browser's help section. The controller uses both temporary and persistent cookies. Temporary cookies are stored on the device only until the browser program is closed. These cookies allow information to be kept when switching between web pages and eliminate the need to re-enter certain data. Persistent cookies help identify the data subject's device on repeated visits to the website and allow customization of the website based on the data subject's interests.

These policies are effective as of March 1, 2025.