

Data Privacy for marketingbackbone.com

1) Introduction

- a. The privacy of visitors to our websites is very important to us, and we are committed to protecting it. These rules explain what we do with your personal data.
- b. Your consent to the use of cookies in accordance with our terms during your first visit to our websites allows us to use cookies during each of your visits to our website.
- c. Your data is collected by AmnioM Web s.r.o. (ID: 11667052).
- d. This document applies to websites on the domain marketingbackbone.com and all its subdomains unless otherwise specified on a particular subdomain.
- e. All data can also be processed on servers outside the European Union.
- f. We primarily, but not exclusively, share specific data with these service providers:
 - i. Google
 - ii. Meta
 - iii. HotJar
 - iv. TikTok
 - v. DigitalOcean
 - vi. Stripe
 - vii. MongoDB
 - viii. SendInBlue (former Brevo)
 - ix. MailerLite
 - x. LinkedIn
 - xi. X (former Twitter)

2) Collection of personal data

- a. The following types of personal data can be collected, stored, and used:
 - i. Information about your computer including IP address, geographical location, browser type and version, and operating system;
 - ii. Information about your visits and usage of these websites including the referral source, length of visit, pages viewed, and website navigation paths;
 - iii. Information such as your email address, which you provide when registering on our websites;
 - iv. Information that you enter when creating a profile on our websites - e.g., your name, profile pictures, gender, date of birth, marital status, interests and hobbies, education, and occupation;
 - v. Information like your name and email address, which you provide when subscribing to our email services and/or newsletters;
 - vi. Information that you enter while using the services on our websites;
 - vii. Information generated when using our websites, including when, how often, and under what circumstances you use it;
 - viii. Information related to any purchase, services used, or transactions you make through our websites, which includes your name, address, telephone number, email address, and credit card details;
 - ix. Information you post to our websites intending to publish it on the internet, including your username, profile pictures, and the content of your posts;
 - x. Information contained in any communication that you send to us by email or through the website, including its content and metadata;
 - xi. Any other personal data that you send to us.
- b. Before you disclose personal data about someone else to us, you must obtain that person's consent to both the disclosure and the processing of that personal data in accordance with these principles.

3) Use of your personal data

- a. Personal data provided to us via our websites will be used for the purposes specified in these principles or on the relevant pages of the websites. We may use your personal data for the following purposes:
 - i. Administration of our websites and business;

- ii. Personalizing our websites for you;
 - iii. Enabling your use of the services available on our websites;
 - iv. Sending goods purchased through our websites;
 - v. Providing services purchased through our websites;
 - vi. Sending statements, invoices, payment reminders, and collecting payments;
 - vii. Sending non-commercial business communications;
 - viii. Sending specifically requested email notifications;
 - ix. Sending our email newsletter if you have requested it (you can inform us at any time if you no longer require the newsletter);
 - x. Sending marketing communications related to our business or the businesses of carefully-selected third parties which we think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
 - xi. Providing third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);
 - xii. Dealing with inquiries and complaints made by or about you relating to our website;
 - xiii. Keeping our website secure and preventing fraud;
 - xiv. Verification of compliance with the terms and conditions governing the use of our websites (including monitoring private messages sent through our private messaging service); and
 - xv. Other uses.
- b. If you submit personal data for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us.
 - c. Your privacy settings can be used to limit the publication of your information on our website and can be adjusted using the privacy controls on this website.
 - d. Without your express consent, we will not provide your personal data to any third parties for the direct marketing of their or any other third party's products.

4) Disclosure of personal data

- a. We may disclose your personal data to any of our employees, officers, insurers, professional advisers, agents, suppliers, or subcontractors as reasonably necessary for the purposes set out in these principles.
- b. We may disclose your personal data to any member of our group of companies (i.e., our subsidiaries, our ultimate holding company and all its subsidiaries) as reasonably necessary for the purposes set out in these principles.
- c. We may disclose your personal data:
 - i. to the extent that we are required to do so by law;
 - ii. in connection with any ongoing or prospective legal proceedings;
 - iii. in order to establish, exercise, or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
 - iv. to the buyer (or prospective buyer) of any business or asset which we are (or are contemplating) selling; and
 - v. to any person who we reasonably believe may apply to a court or other competent authority for disclosure of those personal data where, in our opinion, such court or authority would be reasonably likely to order the disclosure of those personal data.
- d. Except as provided in these principles, we will not provide your personal data to third parties.

5) International data transfers

- a. The data we collect may be stored, processed, and transferred between any of the countries in which we operate in order to use them in accordance with these principles.
- b. The data we collect may be transferred to the following countries which do not have data protection laws equivalent to those applicable in the European Economic Area: United States of America, Russia, Japan, China, and India.
- c. Personal data that you publish on our website or submit for publication on our website may be available on the internet worldwide. We cannot prevent the use or misuse of such information by others.
- d. You expressly agree to the transfers of personal data described in this Section 5).

6) Retention of personal data

- a. In this Section 6), we set out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations regarding the retention and deletion of personal data.
- b. Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- c. Notwithstanding Section 6) b, we will delete personal data that fall into the categories specified below at the date and time mentioned below:
 - i. personal data will be deleted within two years.
- d. Notwithstanding the other provisions of this Section 6), we will retain documents (including electronic documents) containing personal data:
 - i. to the extent that we are required to do so by law;
 - ii. if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
 - iii. in order to establish, exercise, or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

7) Security of your personal data

- a. We will take appropriate technical and organizational measures to prevent the loss, misuse, or alteration of your personal data.
- b. All personal data you provide will be stored on our secure servers (protected by password and firewall).
- c. All electronic financial transactions entered through our website will be encrypted.
- d. You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
- e. You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).
- f. We implement reasonable security measures to protect the data you provide from unauthorized access. However, no method of transmission or storage is entirely secure, and while we strive to protect your data, we cannot guarantee its absolute security.

8) Changes

- a. We may occasionally update these policies by posting a new version on our website. You should check this page from time to time to ensure that you understand all changes to these policies. We may notify you of changes to these policies by email or through private messages on our website.

9) Your rights

- a. You can instruct us to provide you with any personal data we hold about you. Provision of such information will be subject to the following:
 - i. payment of a fee of 1000 CZK; and
 - ii. the presentation of appropriate evidence of your identity (for this purpose, we usually accept a photocopy of your passport certified by a notary and an original copy of a utility bill showing your current address).
- b. To the extent permitted by law, we may withhold the personal data you request.
- c. You can instruct us at any time not to process your personal data for marketing purposes.
- d. In practice, you will usually either explicitly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal data for marketing purposes.

10) Third-party websites

- a. Our websites contain hyperlinks to third-party websites and details about them. We have no control over, and are not responsible for, the privacy policies and practices of third parties.

11) Updating information

- a. Please let us know if the personal information that we hold about you needs to be corrected or updated.

12) Cookies

- a. Our website uses cookies. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. This identifier is then sent back to the server each time the browser requests a page from the server. Cookies can be either "persistent" or "session" cookies. Persistent cookies will be stored by the browser and remain valid until their set expiry date unless deleted by the user

before the expiry date. Session cookies, on the other hand, will expire at the end of the user session when the web browser is closed. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies. On our website, we use both session and persistent cookies.

- b. The names of the cookies we use on our website, and the reasons for their use, are specified in *Attachement 1* below.
- c. Most browsers allow you to refuse to accept cookies – for instance:
 - i. in Internet Explorer (version 10), you can block cookies using the cookie handling override settings available by clicking on "Tools", "Internet Options", "Privacy", and then "Advanced";
 - ii. in Firefox (version 24), you can block all cookies by clicking on "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
 - iii. in Chrome (version 29), you can block all cookies by accessing the "Customize and control" menu, then "Settings", "Show advanced settings", and "Content settings", and then under "Cookies" select "Block sites from setting any data".
- d. Blocking all cookies will have a negative impact on the usability of many websites. If you block cookies, you will not be able to use all the features on our website.
- e. You can delete cookies already stored on your computer – for instance:
 - i. in Internet Explorer (version 10), you must manually delete cookie files (instructions can be found at <http://support.microsoft.com/kb/278835>);
 - ii. in Firefox (version 24), you can delete cookies by clicking on "Tools", "Options", and "Privacy", then selecting "Use custom settings for history", clicking "Show Cookies", and then "Remove All Cookies"; and
 - iii. in Chrome (version 29), you can delete all cookies by accessing the "Customize and control" menu, then "Settings", "Show advanced settings", and "Clear browsing data", and then select "Delete cookies and other site and plug-in data" before clicking "Clear browsing data".
- f. Deleting cookies will have a negative impact on the usability of many websites.

Attachement 1:

Category	Cookie Name	Duration	Description
Necessary	cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.
Necessary	Elementor	Never	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.
Functional	_hjAbsoluteSessionInProgress	29 minutes	Hotjar sets this cookie to detect a user's first pageview session, which is a True/False flag set by the cookie.
Analytics	_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
Analytics	_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
Analytics	_hjSessionUser_*	1 year	Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site.
Analytics	_hjFirstSeen	29 minutes	Hotjar sets this cookie to identify a new user's first session. It stores the true/false value, indicating whether it was the first time Hotjar saw this user.
Analytics	_hjSession_*	29 minutes	Hotjar sets this cookie to ensure data from subsequent visits to the same site is attributed to the same user ID, which persists in the Hotjar User ID, which is unique to that site.
Analytics	_fbp	3 months	Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.
Analytics	_hjRecordingLastActivity	Never	Hotjar sets this cookie when a user recording starts and when data is sent through the WebSocket.
Analytics	_hjRecordingEnabled	Never	Hotjar sets this cookie when a Recording starts and is read when the recording module is initialized, to see if the user is already in a recording in a particular session.
Advertisement	_ttp	1 year 24 days	TikTok set this cookie to track and improve the performance of advertising campaigns, as well as to personalise the user experience.
Advertisement	_tt_enable_cookie	1 year 24 days	Tiktok set this cookie to collect data about behaviour and activities on the website and to measure the effectiveness of the advertising.
Uncategorized	_hjIncludedInSessionSample_3301315	1 minute	Description is currently not available.