

## PRIVACY POLICY

This is privacy policy of DX Heroes CZ s.r.o., a company with its registered office at Rohanské nábřeží 670/19, Karlín, 186 00 Praha 8, reg. number 08675708 (hereinafter as **We**). We want to inform you (data subjects) about processing of personal data. In this privacy policy we will describe you how we process your personal data, for what period they are processed, who has access to the data, which cookies do we use etc.

We will process your personal data as a data controller on our website <https://dxheroes.io>.

We have tried to describe everything as clearly and simply as possible; nevertheless, should you still not understand certain notions, such as personal data, processor, controller etc., please contact us on e-mail address: [info@dxheroes.io](mailto:info@dxheroes.io).

### 1. WHAT INFORMATION WE COLLECT AND HOW WE COLLECT THEM

We collect the following information:

- **Information you provide us when you contact us.** We have contact form on our website, where you may leave us a message. Due to this fact, we may process your e-mail address and information that you provide to us in message. You may also join us on Slack, where we may process relevant information that you provide to us.
- **E-mail you provide us when you use our messenger button.**
- **Information on your activity on our website.** When you visit our website, your activity on the site is recorded. We use the cookies technology to analyse the traffic on our website. When you visit our website, we collect information on your behaviour on the website, such as the number of pages visited, the duration of the visit, the visited pages, repeated visits, etc. We never combine this information with your personal data, such as data that you fill in within the forms on our website or your IP address. Further information on the use cookies is given in **Schedule A to this Policy**.

### 2. HOW WE USE THE COLLECTED INFORMATION AND ON WHAT LEGAL BASIS

When you contact us through contact form, we may keep a recording of the communication so that we are able to help you resolve your problems, or answer your questions, offers or demands. The legal basis for processing will be the necessity for fulfilment of the contract according to the Article 6 paragraph 1 b) of GDPR whenever our mutual communication will lead in the contractual relationship. At the same time, the processing may be based on our legitimate interest pursuant to the Article 6 paragraph 1 f) of GDPR, which consists in answering the questions raised.

You may also agree with sending a newsletter when you fill out the contact form. When you agree with it, we will include you in our newsletter list until you “unsubscribe” from newsletter list, but for maximum of the 3 years from sending the last newsletter to you and will send you information about our company and other news in connection with us. You may revoke your consent at any time by sending an e-mail to [info@dxheroes.io](mailto:info@dxheroes.io) or by



clicking on “unsubscribe” button in every e-mail we send you. The legal basis for this processing is your consent under Article 6 paragraph 1 a) of GDPR.

You may also use our messenger button and ask us any question you want. If you do not want to wait until response, you may leave us e-mail address and we will contact you on that e-mail address (we will save the e-mail address on our Mailchimp and HubSpot account). The legal basis for processing will be the necessity for fulfilment of the contract according to the Article 6 paragraph 1 b) of GDPR whenever our mutual communication will lead in the contractual relationship. At the same time, the processing may be based on our legitimate interest pursuant to the Article 6 paragraph 1 f) of GDPR, which consists in answering the questions raised.

For connection through Slack, you will need to create your Slack account (you may find here what data Slack process and how: <https://slack.com/intl/en-cz/legal>). The personal data that you provide to us on Slack will be processed in accordance with purposes and legal basis stated above.

### **3. FOR WHAT PERIOD OF TIME WE PROCESS THE COLLECTED INFORMATION**

Your personal data are always used only for a period necessary to achieve the purpose for which they were collected. If you contact us only to ask specific question, we will store the information only for the period needed for answering to the question. If the communication starts our mutual contractual relationship, we may process the personal data for the period of that mutual contact.

### **4. WHO HAS ACCESS TO THE INFORMATION**

We take care of the protection of personal data and we never sell our personal data files. We only pass the personal data to third parties for the above purposes only to the extent necessary.

Your personal data will be processed by our following **processors** in order to improve the quality of our services and ensure certain activities:

- The Rocket Science Group LLC which provide us Mailchimp application. The company is registered under U.S. law, but we have concluded [Data Processing Addendum](#) which include Standard contractual clauses. We also evaluated all risks connected with that processing;
- HubSpot, Inc. which provides us a tool to manage your provided e-mails. We have concluded this [Data Processing Addendum](#);
- our workers which cooperate with us under cooperation agreement or service agreement.

We process your personal data only on the territory of the European Union or the European Economic Area. However, some of our partners that we pass on your personal data may be from third countries. We always ensure that your data is passed on to our partners in these countries in accordance with legal regulations in the field of personal data protection, so we only cooperate with partners from countries providing an adequate level of protection, based on decisions of the European Commission or partners who provide other appropriate guarantees for transfer.



If you want to determine where your specific information is located, you can contact us at any time at the following e-mail address: [info@dxheroes.io](mailto:info@dxheroes.io) and we will resolve your request together.

## **5. WHAT RIGHTS YOU HAVE IN RELATION TO THE COLLECTED INFORMATION AND HOW YOU SHOULD EXERCISE THEM**

You have the following rights in relation to our processing of your personal data:

- a) right of access to personal data;
- b) right to rectification;
- c) right to erasure ('right to be forgotten');
- d) right to restriction of data processing;
- e) right to data portability;
- f) right to object to processing; and
- g) right to file a complaint with respect to personal data processing.

Your rights are explained below so that you can get a better idea of their contents. **You can exercise all your rights by contacting us at the following e-mail address: [info@dxheroes.io](mailto:info@dxheroes.io). You can file a complaint with the supervisory authority ([www.uoou.cz](http://www.uoou.cz)).**

**The right of access** means that you can ask us at any time to confirm whether or not personal data concerning you are being processed and, if they are, you have the right to access the data and to information for what purposes, to what extent and to whom they are disclosed, for how long we will process them, whether you have the right to rectification, erasure, restriction of processing or to object; from which source we obtained the personal data, and whether automated decision-making, including any profiling, occurs on the basis of processing of your personal data.

**The right to rectification** means that you may request us at any time to rectify or supplement your personal data if they are inaccurate or incomplete.

**The right to erasure** means that we must erase your personal data if (i) they are no longer necessary for the purposes for which they were collected or otherwise processed; (ii) the processing is unlawful; (iii) you object to the processing and there exist no overriding legitimate grounds for processing; or (iv) this is required of us based on a legal duty.

**The right to restriction of processing** means that until any disputable issues concerning the processing of your personal data are resolved, we must restrict the processing of your personal data.

**The right to data portability** means that you have the right to obtain personal data that concern you and which you have provided to us and which are processed in an automated manner and on the basis of consent or contract, in a structured, commonly used and machine-readable format, and the right to have these personal data transferred directly to another controller.



**DXHEROES**

**The right to object** means that you may object to the processing of your personal data that we process for the purposes of our legitimate interests, especially for the purposes of direct marketing. If you object to processing for the purposes of direct marketing, we will no longer process your personal data for those purposes.

**This Privacy Policy is effective from 1. 6. 2021.**



## **SCHEDULE A**

### **USE OF COOKIES ON OUR WEBSITE**

#### **1. What are cookies?**

Cookies are small text files saved by a website on your computer or mobile device when you start using the website. For a certain period of time, the website will thus remember your preferences and steps you have taken (e.g. login details, language, font size and other display preferences), so that you need not enter the data again and go from one page to another.

#### **2. Why do we use cookies?**

Our website, just like almost all websites, use cookies to provide you with the best possible user experience. Specifically, our cookies help us:

- Operate our website as you would expect;
- Constantly improve our website;
- Make our website more efficient.

We **do not use** cookies for:

- Collecting any sensitive data;
- Transferring personal data to third parties; or
- Obtaining any commission on sales.

You can learn more about all the cookies we use below.

#### **3. More information on cookies**

##### **3.1. Cookies used for correct functioning of the website**

We use some cookies to ensure that our website functions correctly, such as our message bot that helps us with providing you relevant content and answering your questions.

Unfortunately, there is no way to prevent the use these cookies other than by stopping the use of our website or blocking of cookies in browser. However, if you do so, the functionalities may not work.

##### **3.2. Third-party functions**

Our website, just like most websites, also includes third-party functionalities. For example, Google Analytics included in the website to connect measure your activity on website. If these cookies are disabled, this will likely block the functionalities provided by these third parties.

Our website includes the following third-party cookies:



### **3.2.1. Visitors' statistics cookies**

We use cookies to draw up visitor statistics, e.g. to determine how many people have visited our website, which type of technology they used (e.g. iOS or Windows – this helps us determine in which cases our website does not work as it should for specific technologies), what time they spent on our website, which page they viewed the most, etc. This helps us continuously improve our website. These programmes, so called “analytics”, also indicate how people reached the website (e.g. from Google search engines) and whether they had already visited it previously – this helps us spend more money to develop the services for you instead of making marketing expenses.

We use:

Google Analytics ([More information](#))

HubSpot ([More information](#))

Hotjar ([More information](#)).

## **4. Administration of cookies settings**

We divide the cookies we use into two categories. Those necessary for correct functioning of the website or performance of a service you require from us, on the one hand, and other cookies, on the other hand. The former category is described above in this information message and we can use these cookies even without your consent.

We may use other cookies when your browser allows collecting cookies and we may collect them unless you disagree with the collection.

## **5. Disabling or limiting cookies**

In most cases, you can disable cookies and disagree with the collection by modifying the browser settings in that you disable cookies in the browser. If you do so, you will probably limit the functioning of our website, as well as a great many websites worldwide, because cookies form a standard part of a majority of modern websites. In respect of cookies, you might be concerned about “spyware”. Please note that rather than by disabling cookies in your browser, you can attain the same objective by installing an anti-spyware software that automatically removes cookies considered invasive.

Below, you can find a link to the cookies settings in individual browsers:

- [Google Chrome](#);
- [Mozilla Firefox](#);
- [Safari](#);
- [Microsoft Edge](#).