

**TERMS AND CONDITIONS
AND
INFORMATION ON THE PROCESSING OF PERSONAL DATA - COOKIES**

Lead Media s. r. o., having its registered office at Karpatská 3091/6, 811 05 Bratislava - mestská časť Staré Mesto, Company Registration No: 47 726 601, entered in the Commercial Registry of Bratislava I District Court, Section: Sro, Insert No: 98621/B (**”controller”** or **”we“**) as the controller obtains and process personal data (**”PD“** or **”personal data“**) of the visitors to the websites (**”data subject“** or **”user“** or **”you“**) of our business partners to which it thereby provides information pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 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 (**”GDPR“** or **”Regulation“**) as well as with regard to Act No. 18/2018 Coll. on personal data protection and amending certain acts, as amended (**”PDPA“**).

Cookies are small text files that are stored or read by your web browser on the hard disc of your end device (e.g. a computer, a notebook, or a smartphone) via websites you visit for the purposes of storing certain information or image files such as pixels. When you'll visit a given website on the same device next time, the information about your cookies will have already been saved.

In our specific case, cookies are handed over on our business partner's website and belong to our company. These are external or third-party (our) cookies.

You can block or remove cookie files via a web browser or using third party software.

From the PD protection point of view, it's important to evaluate as to what data is contained in a specific cookie file. If part of the data entered in a cookie file is any identifier which is able, either separately or in conjunction with other data, to identify, either directly or indirectly, the natural person - user of a web browser, such cookies should be regarded as PD pursuant to Art. 4 (1) of the GDPR.

You give consent to use our cookies on our business partner's website you visit, namely through a technical solution chosen by the controller of a given website. It depends on our business partner - controller of a given website you visit - how it will allow you to give consent to the processing of our cookies.

A. ANALYTICAL COOKIES

The cookies used by our company are intended exclusively to evaluate a conversion rate, these are not used for any other purposes and cannot track users' movements on other websites. A conversion rate is your active action on our business partner's site which the mutual performance agreed between us and the website operator is linked to.

The legal basis of PD processing: Art. 6 (1) (a) of the GDPR - consent of the data subject

COOKIE FILE NAME	PURPOSE OF USAGE	STORAGE PERIOD
PAPVisitorId	Conversion rate evaluation	365 days
PAPAffiliateId	Conversion rate evaluation	5 minutes

Receipts: those subjects to which PD is provided by the controller under the law, special consultants and advisors who are bound by a legal and/or contractual obligation to maintain confidentiality, Quality Unit, s. r. o., having its registered office at Vajnorská 100/A, 831 04 Bratislava - mestská časť Nové Mesto, Company Registration No: 35 908 301, as an entity providing technical services for the Dognet commission-based advertising marketplace.

In general on PD processing – COOKIES

You can withdraw your consent to the processing of PD at any time. If you want to do so, read the provisions set out below. If you want to remove the cookie files stored in your devices and configure your web browser to refuse cookie files, you can do so by using your web browser default settings. You will usually find the navigation settings relating to cookie files in the “Options”, “Tools” or “Default Settings” menus in the web browser you use to access our business partner’s website. Depending on existing web browsers, cookie files can be disabled by various means. For more information visit a particular browser website.

The controller does not make PD available to third parties other than those required by the law or the terms and conditions contained herein. The controller does not carry out a direct PD transfer to third countries (outside the European Union / European Economic Area), however such transfer can be carried out by recipients. The controller does not process PD for the purposes of automated decision-making, including profiling.

In relation to PD processing, the data subject has the right to request the controller in particular to:

1. confirm (access) as to whether or not PD are being processed, under what conditions, including the scope, the purpose and the duration of processing thereof, and information on the source of obtaining PD concerned;
2. rectify inaccurate or outdated PD or complete incomplete PD;
3. erase/destroy PD if:
 - a) the personal data are no longer necessary in relation to the purpose for which they were collected or otherwise processed,
 - b) where personal data are processed based on consent and such consent hereto has been withdrawn, and there are no other legal grounds for, or other lawful exception to, PD processing;
 - c) if the data subject objects to the processing of PD based on a legitimate interest and there are no overriding legitimate grounds for the processing, or the data subject objects to direct marketing;
 - d) the personal data have been unlawfully processed;
 - e) the personal data have to be erased for compliance with a legal obligation;
4. restrict the processing of PD if:
 - a) the data subject objects to the accuracy of PD for a period enabling the controller to verify the accuracy thereof;
 - b) PD processing is unlawful and the data subject objects to the erasure of PD and seeks a restriction on the use of PD instead;
 - c) the controller no longer needs the personal data for PD processing purposes, but these are required by the data subject to exercise a legal claim;
5. object to PD processing on grounds relating to his/her particular situation and carried out either:
 - a) on the grounds necessary for the performance of a public interest task, or

- b) based on the controller's legitimate interest in PD processing, including the right to object to profiling (if the controller carries out profiling based on automated decision-making);
6. make a motion to commence proceedings at the Office for Personal Data Protection of the Slovak Republic.

RIGHT TO WITHDRAW CONSENT

If PD are processed on legal grounds which is consent, then you have the right to withdraw such consent at any time.

RIGHT TO OBJECT

Under the Regulation, you are granted a special right - right to object to the processing of PD - if processed on legitimate interest grounds.

If the controller's legitimate interest in PD processing overrides your personal interest, the controller can continue to process your PD despite your object thereto. The controller is also entitled to continue to process PD to the extent that it is necessary to prove, exercise or defend the controller's legal claims.

The data subject is entitled to make requests in regard to the above rights with the controller at gdpr@dognet.com or by registered letter served on Lead Media s. r. o., Karpatská 3091/6, 811 05 Bratislava - mestská časť Staré Mesto. We recommend setting out "Personal Data - COOKIES" in the subject of the e-mail and the letter alike.

Answers to, or measures taken on. the data subject's requests above are provided free of charge. If the data subject's request is obviously unfounded or inappropriate, in particular because of its repeating nature (repeated request), the controller has the right to charge a fee taking into account its administrative cost of furnishing information or an appropriate fee taking into account its administrative cost of giving notice or taking a required measure, or has the right to refuse to act on such request.

In the case of doubt over compliance with the obligations related to PD processing, you can approach directly the controller at the aforesaid addresses.

You have at the same time the opportunity to approach with a complaint the Office for Personal Data Protection of the Slovak Republic headquartered at Hraničná 12, 820 07 Bratislava 27, e-mail: statny.dozor@pdp.gov.sk, www: <https://dataprotection.gov.sk/>.

For the current version of the document see the controller's website lower section.