

INFORMATION MEMORANDUM

Foreword

Dear customers, business partners, employees and supporters of SERAPA s.r.o.,

SERAPA s.r.o. ¹(hereinafter "**the Company**") is a progressive, rapidly developing player in the market of automotive accessories and tuning, focused mainly on luxury goods for BMW. We approach the challenges before us innovatively and at the same time responsibly. We are of the opinion that respect and compliance with the legal regulations of the Czech Republic and the European Union are an essential part of honest, prosperous business and business relations, and we would like to inform you about them here.

With this information memorandum, we provide you with details of the rights and obligations arising from the General Data Protection Regulation (hereinafter "**GDPR**") regarding the protection of your personal data and information about how we deal with personal data in connection with the provision of our services, how we process them, for what purposes and much more. We would also like to draw your attention to your rights in the field of personal data protection and the methods of exercising them, including specific procedures.

For the above purpose, we have drawn up this Information Memorandum, which is intended to serve as a basic summary of the protection of your personal data. Due to the scope of this issue, it is not possible to summarize everything in detail in a single document, and therefore, if you feel that there is any information missing here about the protection of your personal data, or about any procedure for exercising your rights, please contact us via e- email addresses info@mjakes.com or by phone at (+420) 608 411 090, where we will be happy to provide you with more detailed information.

Thank you for your patronage and we look forward to further cooperation.

For SERAPA s.r.o.,

Tomáš Rada, CEO of the Company

* * *

Individual principles, procedures for the protection of personal data - Information memorandum

1. Processing principles

- 1.1. The company complies with and fully subscribes to the protection of personal data provided to it (hereinafter "**Personal Data**"), at the same time it is aware of the importance and necessity of protecting such Personal Data. For this reason, the Company processes individual personal data within the framework of the following principles:
 - i. **legality, correctness and transparency** – all processing takes place in accordance with legal regulations and the legitimate interests of the Company with an emphasis on the protection of Personal Data of clients or other persons who provided Personal Data (hereinafter "**Subject**");
 - ii. **expediency** – personal data are processed only for legitimate, clearly defined and declared purposes;
 - iii. **data minimization** – only the necessary scope of Personal Data is processed within the framework of individual defined purposes;
 - iv. **accuracy** – we ensure the accuracy and timeliness of the processed Personal Data, in accordance with the requirements of the Subjects,

¹ SERAPA s.r.o., Company ID: 28381475, with registered office at Mikuláše z Husi 623/7, Nusle (Prague 4), 140 00 Prague, registered in the commercial register maintained by the Municipal Court in Prague, sp. stamp C 137535/MSPH. (hereinafter "SERAPA").

- v. **storage restrictions** – we do not store Personal Data longer and to a greater extent than is necessary for the given purpose,
- vi. **integrity and confidentiality** - in order to protect personal data, we have implemented appropriate technical and organizational measures that guarantee the security of Personal Data against unauthorized processing, accidental loss or damage.

2. Important concepts

- i. **" Personal data "** - any information about an identified or identifiable natural person (for example, name, surname, e-mail, telephone number, identification number), where the specific groups of personal data that we process are clearly listed for the individual purposes that the Company has established on the basis of its legitimate interest and the definition of its own business activity;
- ii. **" Controller "** – The company that determines the purpose and means of processing and bears the relevant responsibility;
- iii. **" Subject "** – the person who provided the personal data;
- iv. **" Processing "** – any operation or set of operations with Personal Data that is carried out with or without the help of automated procedures;

3. Categorization of processed Personal Data

3.1. Based on the analysis of the processing of Personal Data, the Company evaluated and defined the individual purposes for the processing of Personal Data. Individual specific purposes, as well as their name, their specific definition, designation of Subjects, reason for processing, including specific Personal Data, are clearly processed and published at the Company's headquarters or place of business and on the Company's website with the designation "Purpose Table ".

3.2. Purposes are always categorized into the following basic groups:

- i. **" employees "** - purposes have been identified in this group that are based on the employment relationship or are directly related to it. Personal data are processed mainly for the purposes of fulfilling obligations from employment contracts, as part of the fulfillment of legal obligations (from the relevant legal regulations governing the tax obligations of employees , their social and health insurance), and due to a legitimate interest, e.g. protection of the Company;
- ii. **" job applicants "** - Personal data of job applicants are processed on the basis of a legitimate interest or their express consent, for the purpose of deciding whether or not to accept a job applicant into an employment relationship, or its records in case of future interest of the Company;
- iii. **" suppliers "** - this group mainly includes Personal data relating to suppliers of external services, or accountants, legal or tax advisors, these Personal Data are processed primarily for the purposes of fulfilling obligations under the contract with the supplier and for the purposes of fulfilling legal obligations (from the relevant legal regulations governing the Company's tax obligations);
- iv. **" subscribers "** - this group mainly includes customers, or other customers of the Company, the main reason for processing Personal Data in this group is the fulfillment of contractual obligations, or the legitimate interest of the Company;
- v. **"loyalty program"** – this includes special services provided by the Company to customers on the basis of the loyalty program application completed by them, and thus the Personal Data that the customer provides for this purpose;
- vi. **" marketing "**
 - a. **Customer** - this group contains Personal Data obtained from customers and potential customers of the Company, for the purpose of promoting the Company and its products through electronic, printed and telephone marketing campaigns, the reason for the processing is the consent to the

processing of Personal Data for the purposes of the Company's marketing from the Subjects, but also legitimate interest in the case of existing customers,

- b. Employee - this group includes the Personal data of the Company's employees, including the representation of their appearance in the form of photographs or videos, which were obtained for the purposes of promoting the Company and its products through electronic or printed promotional materials, the reason for processing is consent to the processing of Personal data for the purposes promotion of the Company by its employees.
- vii. " *cookies* " - a separate group consists of Personal data obtained from visitors to the Company's website in the form of so-called cookie files, these data serve primarily to personalize and simplify the use of the website by a specific user (previously filled-in data, automatic login, etc.), the reason for their processing is consent Subject; cookies are divided into functional (mediating the basic functionality of the site), analytical (by collecting anonymous statistics, enabling the Company to better understand its (potential) customers and thus constantly improve the site) and marketing (collecting information for better adaptation of advertising to the interests of customers),
- viii. " *data archiving* " – this group contains Personal Data that the Company is obliged to archive on the basis of legal obligations arising from specific legal regulations,
- ix. " *enforcement of claims* " - this group includes Personal Data of Subjects to whom the Company has a claim or against whom the Company may assert a claim in the future (especially on the basis of law, contracts, illegal actions), the reason for processing is the legitimate interest of the Company,
- x. " *processing of requests* " - when, based on a legitimate claim, Personal Data is processed for the purpose of keeping records of data subjects' requests and processing them mainly through e-mail communication or a form on the Company's website.

3.3. In connection with the services provided to the Subjects, we process the following Personal Data within the above-mentioned categories of purposes:

- i. **identification data** – name, surname, date of birth, residence address;
- ii. **electronic contact data** – telephone number, e-mail address, other address used by the Subject for electronic communication (profile on social networks, etc.);
- iii. **other electronic data** – IP address, cookies, authentication certificates;
- iv. **other personal data associated with the contractual relationship** – bank account number, customer account number;

when individual summaries of Personal Data processed for individual purposes are defined and listed in the " **Purpose Table** ".

4. **Method of processing Personal Data**

All your Personal Data are processed manually or automatically, based on one of the reasons (titles) given by the GDPR, which can be:

- i. **fulfillment of the contract** – in connection with the conclusion of a contract for the provision of goods and services, for the purpose of properly fulfilling the obligations from this contract to the extent corresponding to the relevant Personal Data provided;
- ii. **fulfillment of a legal obligation** - in the case of legitimate requests by public authorities, we are obliged to provide Personal Data to public authorities such as: the Office for the Protection of Personal Data, authorities in criminal, misdemeanor or administrative proceedings and other authorized entities acting within the framework of the rights established by law and duties;

- iii. **legitimate interest** - in the case where, taking into account the nature of the legal relationship between the administrator and the Subject, the legitimate interests/rights of the Administrator prevail over the interests/rights of the Subject, the Administrator is entitled to process even without consent to the processing of Personal Data or a contract, for example, it may be for protection the Company's rights resulting from generally binding legal regulations and contracts in connection with disputes, inspections and similar proceedings;
- iv. **consent to the processing of Personal Data** – in any other case of the collection and processing of Personal Data than those listed above, a clear and free consent of the Subject concerned is required, in which case consent is granted for processing for a specific purpose and specified in the relevant printed or electronic form;

while the Company does not process any Personal Data from titles other than those mentioned above.

5. Recipients of Personal Data

- 5.1. Personal data processed by the Company may be made available and further transferred for the purpose of fulfilling contractual obligations to third parties, usually an external accountant, or to another person providing the Company with external services (providing IT security, etc.) for purposes other than those transferred to them by the Company, all in accordance with the GDPR, especially with regard to the principles of data minimization and storage limitations mentioned above.
- 5.2. The list of persons (processors) having even temporary or partial access to Personal Data processed by the Company is contained in the Personal Data Processing Record and the Processor Record, publicly available at the Authorized Person.

6. Time of processing of Personal Data

- 6.1. In accordance with the principle of limiting the storage and retention of Personal Data, the Company processes Personal Data only for the period necessary to fulfill the purpose and reason (title) of their processing, i.e. usually for the period of fulfillment of obligations from the contract for the provision of services, for the period specified by legal regulations or for the period agreed upon Subject. Specific deadlines are listed in the Table of Purposes.

7. Rights of the Subject

- 7.1. Anyone who has provided Personal Data to the Company has the right to request information from the Company in accordance with the GDPR:
 - i. about the handling of the Subject's Personal Data, including information on what specific Subject's Personal Data is being processed;
 - ii. on the purposes of processing, on the categories of Personal Data concerned;
 - iii. about all Subjects to whom his Personal Data will be or have been made available, i.e. processors, and for what reason;
 - iv. about the period for which the Company will process his Personal Data and according to which criteria this period is determined;
 - v. where his Personal Data was obtained (agreement, consent granted, public source, etc.).
- 7.2. In addition to the right to information about the processing of his Personal Data, anyone who has provided Personal Data to the Company has the right to request, in connection with the processing of Personal Data:
 - i. access to all Personal Data that the Company processes about him and request changes / updates, restrictions / expansion of the processing of his Personal Data or their deletion (the Company is obliged to immediately change the processed Personal Data, modify the method of processing or delete them, if the Company does not have such an obligation to record personal data for another purpose, especially as part of a legal obligation);

- ii. raise objections to the method of processing his Personal Data, the method of their protection by the Company or by other processors;
- iii. file a complaint with the supervisory authority (Office for the Protection of Personal Data - ÚOOÚ);
- iv. revoke the consent to the processing of Personal Data granted by the Company Entity;
- v. obtain confirmation from the Company as to whether or not the personal data provided by him are being processed;
- vi. immediate deletion of all processed Personal Data of the Subject, in the following cases (according to GDPR):
 - a. Personal data are no longer needed for the purposes for which they were collected or otherwise processed;
 - b. the consent to the processing of Personal Data is revoked and there is no further legal title for its processing;
 - c. processing is objected to and there are no overriding legitimate reasons for further processing;
 - d. Personal data has been processed unlawfully;
 - e. Personal data must be deleted in order to comply with a legal obligation established by EU or national legislation that applies to the Company.

7.3. The company is aware of the importance of protecting Personal Data and for this reason will limit their processing in the following cases:

- i. The Data Subject denies the accuracy of the Personal Data for the time required for the Company to verify the accuracy of the Personal Data;
- ii. the processing is unlawful and the Data Subject refuses the deletion of the Personal Data and requests instead the restriction of its use;
- iii. The Company no longer needs the Personal Data for processing purposes, but the Data Subject requires it for the determination, exercise or defense of legal claims;
- iv. The Data Subject has objected to the processing until it is verified whether the legitimate reasons of the Company prevail over the legitimate reasons of the Data Subject;
- v. obtaining your own Personal Data provided by the Company, in a structured, commonly used machine-readable format, and the right to transfer this data to another administrator, if the processing is based on consent;
- vi. excluding the possibility of a decision by the processor that would have legal consequences for the Subject and would flow only from the results of the automated processing of Personal Data.

7.4. In the event that the Subject discovers or suspects that the Company or one of the processors is handling Personal Data in violation of their legal protection, or if it stores incorrect data, it is entitled to demand an explanation and that the objectionable state be removed. If such a request is presented to the Company, it will conduct an investigation without undue delay, inform the Subject of the result and, if the request is found to be justified, immediately rectify the situation.

8. Exercising the Subject's rights

8.1. Due to the Personal Data protection standard applied by the Company, specific ways have been established in which Entities can exercise their rights regarding their Personal Data. For this purpose, the Company has designated the following means of contact for exercising individual rights, if no other options are provided in specific cases.

8.2. The right to (i) information about Personal Data processed by the Company, (ii) access, (iii) correction / updating of inaccurate or incorrect Personal Data, (iv) to raise an objection, (v)

restriction of Personal Data processing, (vi) portability of Personal Data, (vii) erasure of Personal Data, and (viii) withdrawal of consent can be applied:

- i. in person at the Company's registered office or place of business after prior agreement or at a specified time, after prior verification of whether the person concerned is authorized to exercise such a right;
- ii. by mail (the Subject's signature must be officially verified for the sake of greater protection of personal data);
- iii. by e-mail to info@mjakes.com (the e-mail must include an electronic signature with a qualified certificate, otherwise the identity of such a person will first be verified before processing the request);

8.3. The registered office and place of business of the Company can be found at the address Radimova 2342/36, Břevnov, Prague 6, ZIP code 169 00. Please also send all postal items to this address.

9. Cookies

9.1. When visiting the website <https://www.mjakes.com/>, it may happen that the internet browser will store data, so-called " Cookies ", on the computer owned by the Subject. Cookies are used for automatic recognition of website visitors on their next visit, which simplifies the work of both visitors (saved login username from the past for easier login, etc.) and website operators. The website <https://www.mjakes.com/> will automatically notify each visitor that they use Cookies, and each visitor will automatically be asked to confirm their consent to the use of Cookies technology for the purposes of the website <https://www.mjakes.com/>. If he does not give such consent, Cookies technology will not be used in his case.

10. Security

10.1. The company ensures the protection of Personal Data by implementing the following protective measures:

- i. the Company uses a lockable cabinet or space to store physical documentation containing processed Personal Data;
- ii. an authorized person in possession of the keys is responsible for this lockable space, whose presence is required during any manipulation of the stored documentation;
- iii. The company uses an information system that meets the requirements of the GDPR, consisting in particular of individual access accounts for each user of the system, the impossibility of copying or otherwise reproducing data stored in the system, regular changes of access passwords, etc.

11. Conclusion

11.1. This Information Memorandum is issued on 24/09/2024, when it is also valid and effective upon its issuance.

11.2. The company reserves the right to change and update the Information Memorandum in the event of a change in the relevant legal regulations, as a result of increasing the protection of Personal Data or as part of its legitimate interest.

11.3. The information memorandum is permanently published on the Company's website, namely: <https://mjakes.com/terms-of-service/>.

11.4. The Information Memorandum also includes its annexes, i.e. the Table of Purposes and the Record of Personal Data Processing.