



COOKIES POLICY

We use cookies and other similar technologies (hereinafter referred to as "cookies") on our websites and applications (hereinafter referred to as "site"). The data from cookies helps us to ensure that our site works properly and enables us to know how our site is visited and our services and products are used. This enables us to improve our existing services, develop new services and improve your overall user experience. We may also show you content and advertising based on your preferences.

You can modify or review your preferences or withdraw your consent to processing through the cookie management platform (hereinafter referred to as "cookie banner"). If you click on the Cookie settings link in the footer of the site, the cookie banner will re-open and appear again so you can manage and you modify your previous choice, even if only for a certain purpose of processing, which is always duly described and explained in the cookie banner.

WHAT ARE COOKIES AND HOW THEY WORK?

Cookies are very small text files that are stored in the browser of your terminal device (computer, tablet, smartphone, etc.). Temporary (so called session) cookies are only stored for the duration of your visit to our website. Permanent cookies remain stored longer, depending on their function. Cookies allow the identification of individual computers and the storage of data about your web browser and its settings. Some are necessary for the proper functioning of the service, others allow us to obtain statistics regarding site traffic, to adapt the content of the site or the advertising displayed on it according to your preferences.

WHAT IS THE PURPOSE OF THIS DOCUMENT?

The purpose of this document is to provide you with information about the conditions under which the processing of personal data based on cookies will be carried out. However, cookies do not collect information that contains your direct identification data. In particular, we identify you by your IP address, a randomly generated ID (e.g. 1234). If "us" or "our company" is referred to in the remainder of this document, this refers to AC Sparta Praha fotbal, a.s.

WHO WILL PROCESS MY DATA?

The controller of personal data (in case of our cookies – first party cookies) is AC Sparta Praha fotbal, a.s., ID No.: 46356801, with registered office at Milady Horákové 1066/98, 170 82, Prague 7, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert 2276. Contact details: ochrana-soukromi@sparta.cz, +420 296 111 400, <http://www.sparta.cz/ochrana-soukromi>.

WHAT PERSONAL DATA WILL BE PROCESSED AND WHAT IS THE PURPOSE AND LEGAL BASIS FOR THIS PROCESSING?

We process the cookies listed in the cookie banner or the personal data processed on the basis of them (network identifiers, anonymised identifiers, IP

address, consent string - i.e. a string of characters recording the user's choice (granted/rejected consent) made within the cookie banner, device/browser data, non-specific/approximate geographical location, behaviour on the site data and data derived from them) for the following purposes:

- the operation of the site, its proper functioning and the proper functioning of the service you have requested (functional cookies that are necessary for the operation of the site)
- measuring site traffic, analysing user behaviour, generating statistics (analytical cookies)
- improving our services, customising the content and services displayed (preference cookies)
- personalisation of advertising, targeting of advertising based on user segmentation, retargeting (advertising cookies)

The names of individual purposes listed within cookie banner of our application may differ due to the use of different cookie banner technology provider for the given application. This type of cookie banner is operated according to uniform rules and standards of the European federation for digital advertising (iAB Europe) and therefore requires compliance with uniform purpose names and their greater granularity. A detailed description of these processing purposes on the website and in the application, which is also more user friendly, can be found in the Annex to this document.

The legal basis for the above processing is your consent given within the cookie banner, with the exception of functional cookies that are necessary for the technical operation of the site (including to ensure security, prevent and detect fraud and fix errors, simple provision and display of advertising and content, and to save and communicate your privacy choices). We can therefore only process your data for the purposes for which you have given your consent within the cookie banner. The legal basis for functional cookies, or the personal data we process on the basis of these cookies, is our company's legitimate interest in the proper operation of our website and services. This legitimate interest is also expressly permitted by Section 89(3) of Act No. 127/2005 Coll., on Electronic Communications.

In order to support one or more purposes - with the exception of the technical operation of the site based on functional cookies - we may also carry out the following processing operations, in particular using the probabilistic method, if you consent to the purpose in question:

- matching and combining data collected data form different source (even offline) with data collected online
- determine that two or more devices belong to the same user and thus match these data
- identifying devices based on automatically transmitted information

We allow certain entities to place cookies on our site. You can read detailed information about the third party's cookies on the respective third party's website, which is always listed in the cookie banner related to the respective cookie.

Your consent to the storage of cookies is not mandatory (your consent is not required to store functional cookies). However, failure to give consent may affect the proper functioning of our site and the services provided through it,

the higher frequency of advertising displayed, its relevance to you or the content displayed without reflecting your interests and preferences. You can withdraw your consent at any time via the cookie banner (except for functional cookies). The way in which the cookie banner can be re-displayed is set out at the beginning of this document. Given the technological differences between cookies used in the application and on websites, this step can be performed in the application, in particular by uninstalling and reinstalling the application.

If you wish to delete cookies that have already been stored, you can do so via your web browser settings, usually a section named privacy or security, where you can delete your browsing history and cookies. We will process the data contained in the cookies for the duration of the respective cookie (see cookie overview in the cookie banner).

Your personal data will primarily be stored electronically on servers located in member states of the European Union. However, some of the external processors used by our company or independent controllers which set their own cookies on our sites (third party cookies) may also be located outside the European Union or have remote access to your data from such a territory. These processors only have access to the data necessary for their activities and primarily to data that does not directly identify you (most often a randomly generated ID, e.g. 1234). Such transfer of personal data to a third country is only possible if there is a decision of the European Commission on adequate data protection or suitable guarantees of personal data protection when transferring personal data to a third country, e.g. in the form of standardized contractual clauses adopted by the European Commission.

WHAT ARE MY RIGHTS IN RELATION TO THE PROCESSING OF PERSONAL DATA?

You have the right to request access to your data at any time - this means that we will provide you, upon your request, with information about what personal data we process, for what purpose, from what source the personal data was obtained and for how long it will be processed. You have the right at any time to request the rectification of inaccurate personal data or to have it completed if it is incomplete.

You also have the right to request the erasure of personal data that are no longer necessary for the purpose for which they were originally collected or that the controller is no longer entitled to use for other reasons (e.g. they have been processed unlawfully, their erasure is required by law, etc.).

You have the right to request a restriction of the processing of your personal data - this means that you can ask us not to delete your data where we would otherwise be obliged to do so, and you can also ask us not to process your personal data any further until it is clear whether the data processed is accurate or whether your objection to the processing of your personal data has been raised on reasonable grounds (see right to object below).

You have the right to the portability of your personal data - this means that you can request that we provide you with the personal data processed by us (if

it is processed by automated means) in electronic form so that it is easily transferable to another controller (service provider). This right only applies to personal data that we have obtained in electronic form, either on the basis of your consent or on the basis of a contract.

You have the right to withdraw the given consent and to object to the processing of your personal data based on our legitimate interest - in which case we will only continue to process your data if it is demonstrated that there are compelling legitimate grounds for doing so.

HOW CAN I EXERCISE MY RIGHTS?

You exercise your rights (including the right to object or to withdraw the consent) with the data controller, which is our company. In the case of cookies, you primarily exercise your rights through the cookie banner where you can adjust and modify your preferences (see the description in the introduction of this document). You can contact us in writing, by telephone or by e-mail (contact details are given below). Our company has also established a data protection officer whose contact details are AC Sparta Praha fotbal, a.s., data protection officer, with registered office at Milady Horákové 1066/98, 170 82, Prague 7 or email ruzickova@sparta.cz.

HOW TO PROCEED IF I BELIEVE THAT THE PROCESSING OF MY PERSONAL DATA HAS VIOLATED THE LAW OR THE EUROPEAN DATA PROTECTION REGULATION?

In such case, you have the right to file a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, phone +420 234 665 111, e-mail: posta@uouu.cz, website: <https://www.uouu.cz>.

Attachment: Detailed description of the purposes of the processing on the website

Functional - These cookies are essential, without them our site or the services you request would not function properly. For this reason, these cookies are set as always active and cannot be disabled. In addition to displaying the site correctly, they mainly help us to ensure the security of the site, to ensure that forms are filled in and submitted correctly, to display the site in your chosen language setting, and to remember your decision to accept/not accept cookies.

Preference - These cookies allow our site to remember information that changes how our site behaves or looks. For example, they allow us to show you content and offer you our services that you find interesting.

Analytical - These cookies help us measure traffic to our site, keep track of our users' behaviour and improve our site and services as a result. They inform us how our sites are visited, how many unique users visit our sites, and the length and details about their visit.

Advertising - These cookies allow us to serve you advertising based on your interests and preferences, such as what content you read, what service you have used. We may segment you into people interested in certain types of content, products or services, estimated age range. If you disable these cookies, it will not affect the number of ads you see, but rather their relevance. This consent also includes retargeting techniques. This allows us to show

you advertisements for our products on third party's websites following your previous visit to our site.

Detailed description of the purposes of the processing in the application

Purposes

Store and/or access information on a device

Cookies, device or similar online identifiers (e.g. login-based identifiers, randomly assigned identifiers, network based identifiers) together with other information (e.g. browser type and information, language, screen size, supported technologies etc.) can be stored or read on your device to recognise it each time it connects to an app or to a website, for one or several of the purposes presented here.

Use limited data to select advertising

Advertising presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type or which content you are (or have been) interacting with (for example, to limit the number of times an ad is presented to you).

Create profiles for personalised advertising

Information about your activity on this service (such as forms you submit, content you look at) can be stored and combined with other information about you (for example, information from your previous activity on this service and other websites or apps) or similar users. This is then used to build or improve a profile about you (that might include possible interests and personal aspects). Your profile can be used (also later) to present advertising that appears more relevant based on your possible interests by this and other entities.

Use profiles to select personalised advertising

Advertising presented to you on this service can be based on your advertising profiles, which can reflect your activity on this service or other websites or apps (like the forms you submit, content you look at), possible interests and personal aspects.

Create profiles for personalised content

Information about your activity on this service (for instance, forms you submit, non-advertising content you look at) can be stored and combined with other information about you (such as your previous activity on this service or other websites or apps) or similar users. This is then used to build or improve a profile about you (which might for example include possible interests and personal aspects). Your profile can be used (also later) to present content that appears more relevant based on your possible interests, such as by adapting the order in which content is shown to you, so that it is even easier for you to find content that matches your interests.

Use profiles to select personalised content

Content presented to you on this service can be based on your content personalisation profiles, which can reflect your activity on this or other services (for instance, the forms you submit, content you look at), possible interests and personal aspects. This can for example be used to adapt the order in which content is shown to you, so that it is even easier for you to find (non-advertising) content that matches your interests.

Measure advertising performance

Information regarding which advertising is presented to you and how you interact with it can be used to determine how well an advert has worked for you or other users and whether the goals of the advertising were reached. For instance, whether you saw an ad, whether you clicked on it, whether it led you to buy a product or visit a website, etc. This is very helpful to understand the relevance of advertising campaigns.

Measure content performance

Information regarding which content is presented to you and how you interact with it can be used to determine whether the (non-advertising) content e.g. reached its intended audience and matched your interests. For instance, whether you read an article, watch a video, listen to a podcast or look at a product description, how long you spent on this service and the web pages you visit etc. This is very helpful to understand the relevance of (non-advertising) content that is shown to you.

Understand audiences through statistics or combination of data from different sources

Reports can be generated based on the combination of data sets (like user profiles, statistics, market research, analytics data) regarding your interactions and those of other users with advertising or (non-advertising) content to identify common characteristics (for instance, to determine which target audiences are more receptive to an ad campaign or to certain contents).

Develop and improve services

Information about your activity on this service, such as your interaction with ads or content, can be very helpful to improve products and services and to build new products and services based on user interactions, the type of audience, etc. This specific purpose does not include the development or improvement of user profiles and identifiers.

Use limited data to select content

Content presented to you on this service can be based on limited data, such as the website or app you are using, your non-precise location, your device type, or which content you are (or have been) interacting with (for example, to limit the number of times a video or an article is presented to you).

Special purposes (purposes processed based on necessary technical cookies)

Ensure security, prevent and detect fraud, and fix errors

Your data can be used to monitor for and prevent unusual and possibly fraudulent activity (for example, regarding advertising, ad clicks by bots), and ensure systems and processes work properly and securely. It can also be used to correct any problems you, the publisher or the advertiser may encounter in the delivery of content and ads and in your interaction with them.

Deliver and present advertising and content

Certain information (like an IP address or device capabilities) is used to ensure the technical compatibility of the content or advertising, and to facilitate the transmission of the content or ad to your device.

Save and communicate privacy choices

The choices you make regarding the purposes and entities listed in this notice are saved and made available to those entities in the form of digital signals (such as a string of characters). This is necessary in order to enable both this service and those entities to respect such choices.

Features

Match and combine data from other data sources

Information about your activity on this service may be matched and combined with other information relating to you and originating from various sources (for instance your activity on a separate online service, your use of a loyalty card in-store, or your answers to a survey), in support of the purposes explained in this notice.

Link different devices

In support of the purposes explained in this notice, your device might be considered as likely linked to other devices that belong to you or your household (for instance because

you are logged in to the same service on both your phone and your computer, or because you may use the same Internet connection on both devices).

Identify devices based on information transmitted automatically

Your device might be distinguished from other devices based on information it automatically sends when accessing the Internet (for instance, the IP address of your Internet connection or the type of browser you are using) in support of the purposes exposed in this notice.