

1. Identity and contact details of the Controller

The personal data are collected and processed by the controller:

Beauty Ball, s. r. o.

Mladoboleslavská 1/4880

902 01 Pezinok

Company	ID:	57 257	477
Tax	ID:		2122644018
VAT ID: SK2122644018			

company registered in the Commercial Register of the District Court Bratislava I, Section: Sro, File No.: 192763/B

e-mail: info@beautyball.sk

web: beautyball.sk

2. Legal basis and purpose of personal data processing

The controller processes personal data in accordance with 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, repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter the **“Regulation”**), and with Act No. 18/2018 Coll. on the Protection of Personal Data and on Amendments and Supplements to Certain Acts (hereinafter the **“Personal Data Protection Act”**), as well as other generally binding legal regulations.

All personal data of data subjects are processed in accordance with Article 5(1) of the Regulation, meaning that they are:

- processed lawfully, fairly and in a transparent manner in relation to the data subject (**“lawfulness, fairness and transparency”**);
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes (**“purpose limitation”**);
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed (**“data minimisation”**);
- accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data which are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay (**“accuracy”**);
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed (**“storage limitation”**);
- processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures (**“integrity and confidentiality”**).

The personal data are processed by the controller to the necessary extent and for the following purposes:

1/ Enabling ticket purchase and fulfilment of contractual obligations – for the purpose of recording event participants and enabling them to purchase tickets for the event, to make ticket reservations, distribution or sale, and to perform related activities such as processing orders, payments, delivery, and exercising liability for defects.

The legal basis for processing for this purpose is the **data subject's consent** and the **performance of a contract** – Article 6(1)(a) and (b) of the Regulation.

2/ Marketing purposes – providing comprehensive information about events organised by the controller and contacting individuals with additional marketing offers from the controller, such as sending newsletters and updates by electronic means (email).

The legal basis for processing for this purpose is the **legitimate interest of the controller** – Article 6(1)(f) of the Regulation – or the **data subject's consent** – Article 6(1)(a) of the Regulation.

3/ Cookies – ensuring the functionality of the website, analysing customer and visitor behaviour, and adapting marketing offers accordingly.

The legal basis for processing for this purpose is the **data subject's consent** – Article 6(1)(a) of the Regulation.

4/ Contact form – responding to questions and resolving issues.

The legal basis for processing for this purpose is the **legitimate interest of the controller** – Article 6(1)(f) of the Regulation (the legitimate interest of both the controller and the contacting individual arises from the goal of responding to their enquiries or resolving issues, thereby maintaining and enhancing user satisfaction with the controller's website).

3. Recipients or categories of recipients of personal data

Personal data may be disclosed to third parties if such disclosure is permitted by generally binding legal regulations, specifically to the controller's suppliers or business partners such as providers of server, programming, accounting, and legal services.

The controller's suppliers and business partners include, but are not limited to:

INŠTITÚT ESTETICKEJ MEDICÍNY, s. r. o., registered office: Mladoboleslavská 1/4880, 902 01 Pezinok, Company ID: 44 383 975, registered with the Business Register of the Bratislava III District Court, Section Sro, Insert No. 55050/B

Rucolabs, s.r.o., registered office: Nad plážou 4489/18, 974 01 Banská Bystrica, registered with the Business Register of the Banská Bystrica District Court, Section Sro, Insert No. 46806/S – website administrator

MailChimp c/o The Rocket Science Group, LLC, registered office: 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA, MOSS No. EU 826 477 914 (hereinafter referred to as "MailChimp") – newsletter distribution

Providers of applications used in connection with cookies (see below).

4. Transfer of data to a third country

MailChimp transfers personal data to third countries, specifically to the **United States of America**.

MailChimp maintains its own certification under the **EU-U.S. Privacy Shield** and **Swiss-U.S. Privacy Shield**

frameworks in order to uphold security and data protection standards and lawfully transfers personal data from the EU/EEA to the United States in compliance with its Privacy Shield certification.

MailChimp also undergoes an annual **SOC II Type 2 audit**, covering the principles of **Security, Processing Integrity, Confidentiality, and Availability**.

The transfer of personal data to a third country or an international organisation may take place if the European Commission has decided that the third country, a territory or one or more specified sectors within that third country, or the international organisation in question, ensures an adequate level of protection. For such transfers, **no specific authorisation is required** (Article 45(1) of the Regulation).

According to information available on the website of the **Office for Personal Data Protection of the Slovak Republic**

(<https://dataprotection.gov.sk/uouu/sk/content/prenos-do-krajiny-zarucujucich-primeranu-uroven-ochrany>), entities certified under the Privacy Shield framework and based in the United States are included among those which, according to the relevant decision of the European Commission, guarantee an adequate level of personal data protection under the Regulation.

The European Commission's adequacy decisions, including the list of countries, are available at the following link:

http://ec.europa.eu/justice/data-protection/internationaltransfers/adequacy/index_en.htm

5. Retention period of personal data

Personal data will be retained for the following periods:

- (i) for the duration prescribed by generally binding legal regulations during which the controller is obliged to retain the personal data;
- (ii) for the period for which consent has been granted;
- (iii) until the purpose for which the data were collected ceases to exist;
- (iv) for the duration of the newsletter subscription (until the data subject unsubscribes);
- (v) until the enquiry or request has been processed; or
- (vi) until the withdrawal of consent – but no longer than the period for which there exists a legal basis for processing under the Regulation and the Personal Data Protection Act.

After the expiry of this period or upon withdrawal of consent, the personal data will be deleted.

The established retention period is based on the **principle of storage limitation** of personal data.

6. Information on the rights of data subjects

The data subject (the person whose personal data are processed) has the following rights:

- **Right of access** (Article 15 of the Regulation):

The data subject has the right (i) to obtain confirmation as to whether or not personal data concerning them are being processed, and, if so, to access such personal data; and (ii) to receive information about the purpose of the processing, the categories of personal data concerned, the recipients or categories of recipients to whom the personal data have been or will be disclosed (including recipients in third countries or international organisations), where possible, the envisaged period for which the personal data will be stored or, if not possible, the criteria used to determine that period, the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing or to object to such processing, and the right to lodge a complaint with a supervisory authority.

If the personal data are not collected from the data subject, the data subject has the right to any available information about their source, and to information about the existence of automated decision-making,

including profiling, referred to in Article 22(1) and (4) of the Regulation, and, at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject.

The data subject also has the right to be informed about appropriate safeguards pursuant to Article 46 of the Regulation in relation to the transfer of data to a third country or an international organisation, and to obtain a **free copy** of the personal data being processed (a reasonable fee may be charged for any further copies requested, based on administrative costs). Where the data subject makes the request by electronic means, the information shall be provided in a commonly used electronic format unless otherwise requested. The right to obtain a copy must not adversely affect the rights and freedoms of others.

- **Right to rectification** (Article 16 of the Regulation):

The data subject has the right to obtain the rectification of inaccurate personal data concerning them without undue delay and to have incomplete personal data completed, including by providing a supplementary statement.

- **Right to erasure (“right to be forgotten”)** (Article 17 of the Regulation):

The data subject has the right to obtain the erasure of personal data concerning them without undue delay where:

- (i) the personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- (ii) the data subject withdraws consent on which the processing is based under Article 6(1)(a) or Article 9(2)(a) of the Regulation, and there is no other legal ground for the processing;
- (iii) the data subject objects to processing pursuant to Article 21(1) of the Regulation and there are no overriding legitimate grounds for processing, or objects pursuant to Article 21(2) of the Regulation;
- (iv) the personal data have been unlawfully processed;
- (v) the personal data must be erased to comply with a legal obligation under Union or Member State law to which the controller is subject; or
- (vi) the personal data have been collected in relation to the offer of information society services referred to in Article 8(1) of the Regulation.

This right does not apply where processing is necessary for reasons set out in Article 17(3) of the Regulation.

- **Right to restriction of processing** (Article 18 of the Regulation):

The data subject has the right to obtain restriction of processing where:

- (i) they contest the accuracy of the personal data (for a period enabling the controller to verify the accuracy);
- (ii) the processing is unlawful and the data subject opposes erasure and requests restriction instead;
- (iii) the controller no longer needs the personal data for the purposes of processing but they are required by the data subject for the establishment, exercise or defence of legal claims; or
- (iv) the data subject has objected to processing under Article 21(1) pending the verification of whether the legitimate grounds of the controller override those of the data subject.

- **Right to data portability** (Article 20 of the Regulation):

The data subject has the right to receive personal data concerning them, which they have provided to the controller, in a structured, commonly used and machine-readable format, and to transmit those data to another controller without hindrance, where:

- (i) the processing is based on consent under Article 6(1)(a) or Article 9(2)(a), or on a contract under Article 6(1)(b) of the Regulation; and
- (ii) the processing is carried out by automated means.

- **Right to object** (Article 21 of the Regulation):

The data subject has the right to object, on grounds relating to their particular situation, at any time to

the processing of personal data concerning them which is based on Article 6(1)(e) or (f) of the Regulation, including profiling based on those provisions.

The controller shall no longer process the personal data unless it demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims.

Where personal data are processed for **direct marketing purposes**, the data subject has the right to object at any time to such processing, including profiling related to direct marketing.

- **Automated individual decision-making, including profiling** (Article 22 of the Regulation):

The data subject has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

This right does not apply if the decision:

- (a) is necessary for entering into or performance of a contract between the data subject and the controller;
- (b) is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests; or
- (c) is based on the data subject's explicit consent.

- **Right to withdraw consent:**

The data subject has the right to withdraw their consent at any time if processing is based on Article 6(1)(a) or Article 9(2)(a) of the Regulation. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

- **Right to lodge a complaint:**

The data subject has the right to lodge a complaint with the **Office for Personal Data Protection of the Slovak Republic**,

Námestie 1. mája 18, 811 06 Bratislava, Slovak Republic

Tel.: +421 2 3231 3214

E-mail: statny.dozor@pdp.gov.sk

Web: <https://dataprotection.gov.sk/uouu/sk>

How to exercise your rights:

Data subjects may exercise their rights by:

- email: info@alapalla.com
- post.

7. Cookies

Cookies enable the controller to remember your actions and preferences (such as login details or items in your shopping basket) over a certain period of time, so you do not have to re-enter them each time you return to the website or navigate from one page to another.

Cookies also help the controller understand what interests you on the website, whether the site is sufficiently user-friendly, and whether you can easily find what you are looking for.

Cookies may also record other information, such as the number of visitors to our website and which subpages are most frequently viewed. They are also used to display advertisements and content that are relevant to your interests and needs.

The controller uses the following types of cookies:

Functional and technical cookies – These are essential for the proper functioning and display of our website. Therefore (and given their technical nature), your consent is **not required** for their storage and processing.

Analytical cookies – These cookies collect data on website traffic, searches conducted on our website, and how users navigate it (to help us improve user experience). We use third-party solutions for these cookies:

- **Google Analytics** – Address: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
More information on privacy protection can be found [here](#); to opt out of cookies, you can install the browser add-on available [here](#).
- **Hotjar** – Address: Hotjar Ltd., Level 2, St Julian's Business Centre, 3 Elia Zammit Street, St Julian's STJ 1000, Malta.
More information on privacy protection can be found [here](#); to opt out of cookies, you can install the browser add-on available [here](#).

Marketing and advertising cookies – These cookies are used to display content (including advertisements) on our website that reflects your previous preferences. We use third-party solutions for these cookies:

- **Facebook Pixel** – Address: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.
More information on privacy protection can be found [here](#); you can manage or refuse cookies [here](#).
- **Google Tag Manager** – Address: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
More information on privacy protection can be found [here](#); to opt out of cookies, you can install the browser add-on available [here](#).

You can also adjust your cookie preferences (including refusing or limiting their processing) directly in your **web browser settings**. Information about browsers and how to manage cookie preferences can be found on the following websites or in your browser's documentation:

- Chrome
- [Firefox](#)
- [Internet Explorer](#)
- Android

Please note that changing your cookie settings may limit the functionality of the website and reduce your overall user experience.

8. Notice

You may withdraw your consent to receive newsletters at any time by unsubscribing on our website. The unsubscribe link can be found [here](#) or at the **bottom of every newsletter**. Once you unsubscribe, your personal data will be deleted.

