

**Principles Relating to Personal Data Processing for
Ji.hlava International Documentary Film Festival
organised by DOC.DREAM services s.r.o.**

The aim of this document is to inform the Data Subject about the processing of his or her Personal Data for the purposes of the Ji.hlava International Documentary Film Festival, organised by the Controller specified below.

Data Subjects are obliged to fully acquaint themselves with the document in its entirety and in case they do not comprehend any of the information contained herein, they shall consult the Controller.

This document comes into force on May 1, 2018 and the Controller is authorised to amend the document if required.

1. Definitions

- 1.1. Personal Data** means any information relating to an identified or identifiable individual (hereinafter the “Data Subject” or simply as “natural person”); identifiable natural person is an individual who can be directly or indirectly identified, namely with reference to a certain identifier, such as name, ID number, location data, online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; Personal Data may include an e-mail address, mobile phone number, as well as information relating to shopping preferences in connection with a surname.
- 1.2. Data Subject** is an individual whose Personal Data are processed in compliance with this document.
- 1.3. Special Category of Personal Data** means data relating to racial or ethnic origin, political views, trade-union membership, religious or philosophical beliefs, health condition, sexual life or orientation of the Data Subject and processing of genetic data, biometric data for the purposes of unique identification of the natural person. The Controller never requires data falling within the Special Category of Personal Data except for a photograph taken which can be considered biometric data.
- 1.4. Processing** of Personal Data means any operation or a series of operations involving personal data or sets of personal data performed using or without the use of automated procedures, such as collection, recording, organising, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- 1.5. Controller** is a legal person that specifies the purposes and means used in the Processing of Personal Data, conducts Processing for which the Controller also stands responsible. The Controller may authorise or order the Processor to process Personal Data.
- 1.6. Processor** is a natural or legal person, public authority, agency or any other entity that processes Personal Data for the Controller.

- 1.7. Purpose of Processing** is the Controller's reason to process Personal Data. The purpose is always specific, expressly stated and legitimate.
- 1.8. Scope of Processing** is the specification of the particular type of Personal Data to be processed such as name and surname.
- 1.9. Principles** refer to this document entitled "Principles Relating to Personal Data Processing for Ji.hlava International Documentary Film Festival".
- 1.10. Ji.hlava International Documentary Film Festival** is a film festival organised annually in the last week of October in Jihlava. The festival also includes an accompanying programme related and unrelated to filmmaking, an industry programme and other activities aimed at supporting documentary and experimental cinema that might take place throughout the year (hereinafter also the "festival").
- 1.11. Legitimate Interest of the Controller** means especially the presentation of the festival, maintaining good reputation and promotion of the festival and its filmmaking database, ensuring the operation and function of the festival, including its financing related to which is the necessity to keep records of the basic documentation for the purposes of grant accounting, financial statements, etc.

2. Controller

- 2.1.** The Controller of Personal Data is DOC.DREAM services s.r.o., ID number: 05386551, with registered office at Masarykovo náměstí 636/21, 586 01 Jihlava, entered in the Commercial Register of the District Court in Brno, Section C, Insert 95060.
- 2.2.** The Controller's address is: Karlovo náměstí 285/19, 120 00 Praha and e-mail: info@ji-hlava.cz.
- 2.3.** The Controller, i.e. DOC.DREAM services s.r.o. shall be deemed responsible for the purposes of distribution of newsletters as per 4.2. of these Principles

3. Purposes of Personal Data Processing

3.1. User Account Registration

- 3.1.1.** If the Data Subject registers into his or her user account, his or her Personal Data will be processed by the Controller for the purposes of management of their user account including the creation of a user profile, which includes:
- 3.1.1.1.** storage of data for the simplification of the accreditation process,
 - 3.1.1.2.** tracking the user accreditation history and activities,

3.1.1.3. distribution of information about festival news, new films and information from the world of cinema, including distribution of commercial communications by electronic means, including profiling as per 3.1.3. below.

3.1.1.4. possibility to register films for competitions,

3.1.1.5. possibility to register for specialised industry programmes,

3.1.1.6. and the possibility to apply for accommodation,

3.1.1.7. evidence in the database of user profiles for management of user accounts.

3.1.2. The legal title for this purpose (these purposes) is the consent of the user, i.e. the Subject. The Data Subject may at any time withdraw his or her consent as per Section 6 below.

3.1.3. The purpose of the project includes profiling, or simple segmentation based on the interests and activities of the Data Subject, for the selection of programmes to be recommended to the particular Data Subject.

3.2. Newsletter Subscription

3.2.1. If the Data Subject grants to the Controller his or her consent with the newsletter subscription, his or her Personal Data are processed upon the request of the Data Subject, that is on basis of a voluntary indication by ticking the consent field thus granting consent with direct marketing, including profiling as per 3.2.4., on the basis of which the Data Subject is included in the direct marketing database. The Controller may also use direct marketing, including profiling as per 3.2.4. below, for the purposes of its legitimate interest.

3.2.2. These purposes consist in the distribution of newsletters including information from the world of cinema, information related to festivals, DVDs and film news. Commercial communications are distributed by all various means, including electronically, by the Controller.

3.2.3. The legal title for these purposes is either the Data Subject's consent that can at any time be withdrawn, or legitimate interest of the Controller, and the Subject can at any time object to such processing, as per Section 6 below.

3.2.4. The purpose of the project includes profiling, or simple segmentation based on the interests and activities of the Data Subject, for the selection of programmes to be recommended to the particular Data Subject.

3.3. Accreditation

3.3.1. The Data Subject's Personal Data is processed for the purpose of performance of the agreement, or for the issue of accreditation that enables the Data Subject to visit the festival. The accreditation is paid and its conditions follow the general conditions available [here](#).

3.3.2.The legal title for this purpose is the performance of the agreement.

3.3.3.The Subject who did not decline this subscription, will also receive information from the Controller about updates and news, or commercial communications will be sent thereto using all various means offering own similar products and services from the title of the legitimate interest of the Controller including the possibility to send commercial communications by electronic means from the title of Section 7 (3) of Act No. 480/2004 Coll.

3.4. Registration of Films for the Festival

3.4.1. The Subject's Personal Data is processed for this particular purpose if the Subject approves the registration of the film for the festival.

3.4.2.The purpose of processing is the inclusion of the subject and the registered film into the database from which expert jury will select films for their inclusion into the respective programme section of the selected edition of the Ji.hlava IDFF.

3.4.3. The legal title for this purpose is the consent. The Data Subject may at any time withdraw his or her consent as per Section 6 below.

3.4.4.If the film is selected and an agreement between the Subject and the Controller is entered into, the legal title for the Processing of Personal Data is the performance under the relevant agreement. For the purposes of archiving also the legitimate interest of the Controller is deemed to be the legitimate interest, unless this purpose is covered by the agreement.

3.5. Public Film Database

3.5.1. The Controller maintains a public database of films the purpose of which is to collect the most relevant information about documentary films, used by the Controller to disseminate information among expert and lay public, and for the expert jury selecting films for Ji.hlava IDFF's programme sections to have an overview of the documentary production. Within the framework of this purpose, Personal Data of the Data Subject who substantially contributed to the creation of the film concerned could be processed - specifically the name and surname, and scope of participation (position).

3.5.2. The legal title for this purpose is the Controller's legitimate interest unless this purpose is covered under the agreement as per 3.4.4. above.

3.5.3.The source are legitimately published information and each Data Subject is informed about his or her inclusion in the database who can object against the publication of his or her name and surname, participation in the film creation (position).

3.6. Accompanying Programme

3.6.1. Personal Data of the Data Subject are processed for the purpose of performance under the agreement, or ensuring the participation in an accompanying programme of the festival.

3.6.2.The legal title for this purpose is the performance of the agreement.

3.7. Photography and Audiovisual Recordings

3.7.1. During the Festival, photographs, video recordings and other audiovisual materials may be created capturing the Festival, its participants, guests, performers and visitors.

3.7.2. The purpose of such processing is to document the Festival, preserve its history, inform the public about Festival activities, and promote the Festival and its future editions.

3.7.3. The legal basis for this processing is the Controller's legitimate interest in documenting and promoting the Festival.

3.7.4. Photographs and audiovisual recordings may be published, in particular, on the Festival's websites, social media channels, printed and promotional materials, annual reports and other informational or promotional outputs related to the Festival's activities.

3.7.5. Data subjects have the right to object to such processing in accordance with Article 6 of these Principles.

3.8. Provision of Personal Data as Legal or Contractual Requirement

3.8.1. In the case that the Data Subject is obliged to provide Personal Data to be processed by the Controller for the purposes of performance of the agreement; the agreement cannot be entered into and fulfilled without their provision. Other provided data are a requirement under the agreement and their provision is voluntary; the Data Subject is not obliged to provide such data. A failure to provide data that are not required by the agreement shall not have any consequences. In case data is provided that is required by the agreement and the consent is subsequently withdrawn, the Controller shall discontinue all processing activities.

4. Scope of Processing of Personal Data

4.1. User Account Registration

4.1.1. The scope for the purpose of registration into the user account depends on the category of the Data Subject.

4.1.2.The scope for the category of visitors is as follows: [name, surname, e-mail, address, photo].

4.1.3. The scope for the category of professionals is as follows: [name, surname, e-mail, profession, job function, address, phone, photo].

4.1.4. Scope for the category of businesses is as follows: [name of company, ID number, contact address, phone, contact person's e-mail].

4.2. Newsletter Subscription

4.2.1. For the purposes of newsletter distribution, Personal Data is processed in the following extent: name, surname, e-mail

4.3. Accreditation

4.3.1. For the purposes of accreditation, Personal Data is processed in the following extent: name, surname, e-mail, photo, date of birth

4.4. Registration of Films for the Festival

4.4.1. For the purposes of registration of a film for the festival programme, Personal Data is processed in the following extent: name, surname, e-mail

4.5. Public Film Database

4.5.1. For the purposes of accreditation, the following types of Personal Data are processed: name, surname, e-mail, filmography data, director bio, name of producer, address of production company, e-mail, phone number of production

4.6. Photography and Audiovisual Recordings

4.6.1. For this purpose, the Controller processes photographs, video recordings and other visual or audio recordings that may contain the image or likeness of the Data Subject.

5. Time of Processing of Personal Data

5.1. User Account Registration

5.1.1. For the purposes of user account registration, Personal Data is processed for an unspecified period; however, in the case the Data Subject's withdraws his or her consent, only until that withdrawal.

5.1.2. The Data Subject may at any time withdraw his or her consent, if granted, as per Section 6 below. The Data Subject shall have the right to object to Processing of Personal Data for marketing purposes, if the legal title is the legitimate interest of the Controller.

5.2. Newsletter Subscription

5.2.1. For the purposes of newsletter subscription, Personal Data is processed for an unspecified period, however, in cases where the Data Subject withdraws his or her consent, only until the consent withdrawal.

5.2.2. The Data Subject may at any time withdraw his or her consent, if granted, as per Section 6 below. The Data Subject shall have the right to object to processing of personal data for marketing purposes, if the legal title is the legitimate interest of the Controller.

5.3. Accreditation

5.3.1. For the purposes of accreditation, Personal Data is stored only for the duration of the event for which the accreditation has been issued and for the period of the following six months for the purposes of evaluation and summarising of the event.

5.3.2. To the limited and strictly necessary extent, Personal Data shall be stored for three years following the expiry of the specified purpose on the grounds of legitimate interest of the Controller for the protection of its rights (protection against Data Subject's or third person's claims, in case of control by supervisory authorities or recovery of the Controller's own claims). The Data Subject may object to storage of his or her personal data on the grounds of Controller's legitimate interest.

5.3.3. If the Controller sends communications to the Data Subject on the basis of its legitimate interest, the Controller shall also keep a document of the relationship between the Data Subject and the Controller for the duration of the communication.

5.4. Registration of Films for the Festival

5.4.1. For these purposes, Personal Data is stored only for the duration of the event for which the accreditation has been issued and for the period of the following six months for the purposes of evaluation and summarising of the event.

5.4.2. To the limited and strictly necessary extent, Personal Data shall be stored for three years following the expiry of the specified purpose on the grounds of legitimate interest of the Controller for the protection of its rights (protection against data subjects or third person's claims, in case of control by supervisory authorities or recovery of the Controller's own claims). The data subject may object to storage of his or her personal data on the grounds of Controller's legitimate interest.

5.4.3. If the Controller sends communications to the Data Subject on the basis of its legitimate interest, the Controller shall also keep a document of the relationship between the Data Subject and the Controller for the duration of the communication.

5.5. Public Film Database

5.5.1. For the purposes of public film database, Personal Data is processed for an unspecified period; however, in the case that the Data Subject withdraws his or her consent, only until that withdrawal.

5.6. Photography and Audiovisual Recordings

5.6.1. Photographs and audiovisual recordings shall be retained for as long as necessary to fulfil the purposes of documentation, promotion and archiving of the Festival's activities.

5.6.2. Selected photographs and audiovisual recordings may be retained on a long-term basis as part of the historical archive of the Festival.

5.6.3. The Data Subject has the right to object to processing based on the Controller's legitimate interest in accordance with Article 6 of these Principles.

6. Consent Withdrawal, Objections

- 6.1.** The consent given by the Data Subject to the Controller may at any time be withdrawn by email sent to: info@ji-hlava.cz or in a letter addressed to: Karlovo náměstí 285/19, 120 00 Praha.
- 6.2.** If the data subject seeks to object to processing of his or her Personal Data for the purposes of direct marketing, he or she can do so via e-mail sent to: info@ji-hlava.cz or via letter addressed to: Karlovo náměstí 285/19, 120 00 Praha.
- 6.3.** If the Data Subject seeks to object to processing of his or her Personal Data on the grounds of legitimate interest, he or she can do so via e-mail sent to: info@ji-hlava.cz or via letter addressed to: Karlovo náměstí 285/19, 120 00 Praha.
- 6.4.** The Controller shall respond to any such request without delay, and no later than within two weeks.

7. Processors

- 7.1.** The Data Subject acknowledges that the Controller uses the services of a Processor for the performance of the purpose, which have access to his or her Personal Data to the extent necessary to perform the requested activities. The Processors fall within the following categories: persons providing transportation services; persons providing accounting, auditing, and legal services; persons providing HR and educational services; persons providing IT services; persons engaged with online marketing; persons engaged in the development, sale and servicing of pharmacy systems; persons engaged in the development and implementation of business systems; persons engaged in the development of web and mobile applications; persons providing software licences for online communication.

8. Complaints and Requests Related to Personal Data Processing

- 8.1.** The Data Subject may address his or her questions, complaints and other communications related to the processing of his or her Personal Data via e-mail to: info@ji-hlava.cz.
- 8.2.** The Controller shall respond to any such request without delay, and no later than within two weeks.
- 8.3.** The Data Subject is also entitled to file complaints to the supervisory authority for Personal Data processing, namely the Office for Personal Data Protection, with its registered office at Pplk. Sochora 727/27, 170 00 Praha 7 - Holešovice, www.uoou.cz.

9. Information on Rights of the Data Subject

The Data Subject is entitled to be informed about processing of his or her Personal Data, meaning namely information about the purpose of processing, identity of the Controller, its legitimate interests, the recipients of Personal Data, etc.

Other rights of Data Subjects include the right to access personal data, right to rectification or completion, right to erasure, right to restriction of processing, right to data portability, right to object and right not to be subject to a decision based solely on automated processing, including profiling.

9.1. Right to Access

9.1.1. You have the right to know which of your data is processed by the Controller, for what purposes, for how long, where does the Controller collect your data, who receives the data from the Controller, who apart from the Controller processes the data and what other rights are related to processing of your Personal Data.

9.1.2. If you are uncertain as to which type of your Personal Data is processed by the Controller, you may ask the Controller to confirm whether the Personal Data that relate to your person, are or are not processed by the Controller and if so, you have the right to gain access to such Personal Data.

9.2. Right to Rectification

9.2.1. If you find that your Personal Data processed by the Controller is inaccurate or incomplete, you have the right to have the Controller rectify, or complete, such data without undue delay.

9.3. Right to Erasure (“right to be forgotten”)

9.3.1. You have the right to obtain erasure of your Personal Data by the Controller, for any of the following reasons: the Controller no longer needs your Personal Data for the purposes for which it was processed, you withdraw the consent with processing Personal Data, for the processing of which your consent is necessary and the Controller has no other reason to continue processing this data; use your right to object to processing of your Personal Data processed by the Controller on the grounds of

Controller’s legitimate interest and the Controller finds that it has no longer any such legitimate interest that would entitle the Controller to the processing, or you believe that the processing of your Personal Data is no longer in compliance with generally binding regulations. This right shall not be applicable in case that the processing of your Personal Data continues to be necessary for the Controller’s fulfilment of the Controller’s legal obligation or the determination and the exercise of legal claims of the Controller or their defence.

9.4. Right to Restriction of Processing

9.4.1. You may also exercise your right to restriction of processing. This right enables you in certain cases to request that your Personal Data is marked and not subject to any other processing operations, for a limited time period. The Processing of Personal Data has to be restricted by the Controller when you disclaim the accuracy of Personal Data (before their rectification), of your Personal Data is processed without sufficient legal grounds (for example beyond the framework of what has to be processed), but you prefer restriction to the erasure of such data (for example if you expect that you would provide such data to the Controller in any case in the future), the Controller no longer needs your Personal Data for the aforementioned purposes of processing, but it is required by you to determine, exercise or defend your legal claims, or you object to their processing. For the period of time for which the Controller examines whether your objection is justified, it is required to restrict the processing of your Personal Data.

9.5. Right to Data Portability

9.5.1. In case that processing is based on your consent or an agreement and it is conducted automatically, you have the right to the so-called data portability. This consists in the obligation of the Controller to provide the Data Subject with all information that is processed about the subject in a structured, commonly used, machine-readable format.

9.6. Right to Objection

9.6.1. You have the right to objection against the processing of Personal Data for the purposes of the legitimate interest of the Controller. In the case of marketing activities, the Controller will stop to process your Personal Data without any other conditions; in other cases, the Controller shall do so unless there are serious legitimate reasons for continuing such processing activities or for the determination, exercise or defence of legal claims.

9.7. Right to Lodge Complaint

9.7.1. The aforementioned exercise of rights in no way affects your right to lodge a complaint to the competent supervisory authority. This right may be applied especially in the case that you believe that the Controller processes your Personal Data unlawfully or in contradiction with generally binding legal regulations. Complaint against the processing of Personal Data by the Controller can be lodged to the Office for Protection of Personal Data with its registered office at Pplk.Sochora 27, 170 00 Praha 7. If you

believe that the processing of your Personal Data by the Controller is unlawful or otherwise objectionable, please do not hesitate to contact the Controller.

9.8. Right not to be Subject to Automated Individual Decision-making with Legal or Similar Effects, Including Profiling

9.8.1. This right ensures that you will not be subject to automated individual decisionmaking, including profiling, that will have legal effects concerning you or similarly significantly affect you. It is a safeguard ensuring that decisions on legal effects are not made by

automated procedures without human involvement, apart from possible exceptions. Automated decision-making is only allowed in the case when it is necessary for the conclusion or performance of an agreement between the Data Subject and the Controller, if allowed by EU legislation or the legislation of a member state or if based on an express consent of the Data Subject.

9.9. The Controller shall inform the individual recipients to whom your Personal Data were disclosed about any rectifications or erasures of your Personal Data or restrictions to processing made in compliance with the exercise of your aforementioned rights except for cases when it proves impossible or when disproportionate effort is required. The Controller shall inform you about these recipients upon your request.