

PRIVACY POLICY

We want to inform you about processing of personal data when you are browsing our website www.b-treeconsulting.com or using our forms on this website. We are B-Tree Consulting contact e-mail: info@b-treeconsulting.com and we will process your personal information as data controller. There is 1 form on our website where we may collect your personal data and we also collect basic information from cookies.

HUBSPOT SUBSCRIPTION FORM

To get to some of our content you have to fill in our subscription form on the Hubspot service. In the form, you have to insert your name, surname, e-mail, phone and company name. We obtain all this data in order to be able to contact you if we have services relevant to your needs. The legal basis for processing is giving consent according to Article 6 paragraph 1 a) GDPR. At the same time, the processing may be based on our legitimate interest pursuant to Article 6 paragraph 1 f) GDPR, which consists in tracking the popularity and relevance of our content and ensuring the functioning of the company. You may withdraw your consent any time. You will be obtaining newsletters until you withdraw your consent by sending us information that you do now want to obtain newsletters anymore on e-mail: gdpr@b-treeconsulting.com. You may also withdraw your consent by clicking on withdrawal in every newsletter we send you.

We will store personal data for the duration of mutual communication. If we subsequently start cooperating, it may happen that we keep the data and communication for the period of mutual cooperation. We save the data from the form in CRM System provided by HubSpot, Inc. and HubSpot Ireland Limited. You may find more information here: <https://legal.hubspot.com/dpa>. All personal data are stored solely in EU.

WHAT RIGHTS DO YOU HAVE?

You have the following rights in relation to our processing of your personal data:

- a) right of access to personal data;
- b) right to rectification;
- c) right to erasure ('right to be forgotten');
- d) right to restriction of data processing;
- e) right to data portability;
- f) right to object to processing; and
- g) right to file a complaint with respect to personal data processing.

Your rights are explained below so that you can get a better idea of their contents. You can exercise all your rights by contacting us at the following e-mail address: gdpr@b-treeconsulting.com. You can file a complaint with the supervisory authority, i.e. the Office for Personal Data Protection (www.uoou.cz).

The right of access means that you can ask us at any time to confirm whether or not personal data concerning you are being processed and, if they are, you have the right to access the data

and to information for what purposes, to what extent and to whom they are disclosed, for how long we will process them, whether you have the right to rectification, erasure, restriction of processing or to object; from which source we obtained the personal data, and whether automated decision-making, including any profiling, occurs on the basis of processing of your personal data.

The right to rectification means that you may request us at any time to rectify or supplement your personal data if they are inaccurate or incomplete.

The right to erasure means that we must erase your personal data if (i) they are no longer necessary for the purposes for which they were collected or otherwise processed; (ii) the processing is unlawful; (iii) you object to the processing and there exist no overriding legitimate grounds for processing; or (iv) this is required of us based on a legal duty.

The right to restriction of processing means that until any disputable issues concerning the processing of your personal data are resolved, we must restrict the processing of your personal data.

The right to data portability means that you have the right to obtain personal data that concern you and which you have provided to us and which are processed in an automated manner and on the basis of consent or contract, in a structured, commonly used and machine-readable format, and the right to have these personal data transferred directly to another controller.

The right to object means that you may object to the processing of your personal data that we process for the purposes of our legitimate interests, especially for the purposes of direct marketing. If you object to processing for the purposes of direct marketing, we will no longer process your personal data for those purposes.

This Privacy Policy is effective from 1st of May, 2024