Privacy Policy

Marketing Festival s.r.o. · effective from 4 November 2026

1. Who processes your data

The controller is Marketing Festival s.r.o., Company ID 23416416, Renneská třída 393/12, Štýřice, 639 00 Brno, Czech Republic, registered with the Regional Court in Brno, file no. C 145834. For anything concerning personal data contact us at info@marketingfestival.cz. We have not appointed a data protection officer.

2. Who this Policy applies to

Customers and participants of Marketing Festival, workshops and the online stream, users of the account and the Video Library at marketingfestival.cz/video, newsletter subscribers and visitors to our websites. If you order a ticket for someone else, you must make this Policy known to them.

3. What we process, why and for how long

Data	Purpose	Legal basis	Retention
Name, e-mail, phone, billing details, order and payment details	Processing the order, ticket, access to content, tax documents	Performance of contract; legal obligation (accounting, VAT)	For the life of the account; tax documents 10 years
Participant's name and e-mail	Registration and organisation of the event, event information	Performance of contract	Until the event ends and recordings are released
Sign-in records (time, IP address), linked e-mail addresses, account merge history	Account security, prevention of misuse	Legitimate interest	12 months; merge history for the life of the account
Viewing progress ("continue where you left off", "Watch later")	Operation of the Video Library	Performance of contract	For the life of the account
Feedback including screenshots, video error reports	Improving the service, fixing errors	Legitimate interest	12 months
E-mail for the newsletter	News about Marketing Festival, partner events and	Consent; for customers legitimate interest	Until consent is withdrawn or you unsubscribe

Data	Purpose	Legal basis	Retention
	marketing education (e.g. Digisemestr)	(similar services) with the option to unsubscribe at any time	
Photographs and audio-visual recordings at the venue	Documentation and promotion of the event, sharing with participants, recordings of talks	Legitimate interest; permission to use likeness under Section 84 et seq. of the Civil Code	For the duration of promotion and operation of the video portal
Website usage data (cookies, IP address, on-site behaviour)	Audience measurement, personalisation, advertising	Consent (except essential cookies)	According to cookie settings, at most 13 months

Recordings from the venue are not linked to other participant data. If you do not wish to appear in photographs or recordings, tell the organising team on site or write to info@marketingfestival.cz within 30 days after the event; we will then not use, and in particular not publish, footage showing you.

4. Who we share data with

Our suppliers process data only for the purposes above and on our instructions: Supabase (database and sign-in), Vercel (hosting), Mux (video playback), Stripe (payments), iDoklad (invoicing), Resend (transactional e-mail), Mailchimp (newsletter), Google Workspace (office tools), Google Analytics (audience measurement), OpenAI (determining the form of your name used to address you; only your name is shared), Mapy.com / Seznam.cz (address suggestions in the order form) and Meta, LinkedIn and Seznam (Sklik) (advertising measurement and targeting). Some suppliers are based in the USA; transfers rely on the European Commission's adequacy decision for the EU–US Data Privacy Framework or on standard contractual clauses. We do not pass data to other recipients unless required by law.

5. Cookies

Essential cookies are used without consent. Analytics and marketing cookies (Google, Seznam, Meta) are stored only with your consent, which you can change at any time in the cookie settings on the website.

6. Your rights

You have the right to access your data, to have it corrected or erased, to restrict processing, to data portability, to object to processing based on legitimate interest and to withdraw consent at any time. We handle requests at info@marketingfestival.cz, usually within 30 days. You may lodge a complaint with the Czech Office for Personal Data Protection (Úřad

pro ochranu osobních údajů), Pplk. Sochora 27, 170 00 Prague 7, www.uoou.gov.cz. We do not carry out automated decision-making with legal effects.

7. Changes

We may update this Policy. We notify account users of material changes by e-mail at least 30 days before they take effect. The Policy is issued in Czech and English; in case of discrepancy the Czech version prevails.