

Terms of use of the website www.greatbratislava.sk and principles of personal data protection

1. General provisions

The company Hudobný klub METRO, spol. s ro, with its registered office at Podchod na Suchom mýte, 811 03 Bratislava, as the operator (hereinafter referred to as the "operator") guarantees the security and protection of entrusted personal data in accordance with Regulation of the European Parliament and of the Council no. (EU) 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter "GDPR") and Act no. 18/2018 Coll. On Personal Data Protection and on Amendments to Certain Acts, as amended.

2. User data about the visit to our website

We use the information we collect during your use of our website exclusively for statistical evaluation. This helps us to tailor our website to your needs while optimizing it. We do not use them to create personal user profiles.

Tools used to analyze and evaluate traffic to our site:

- Google Analytics

Data that Google Analytics collects: <https://support.google.com/analytics/answer/6004245>. Personal data collected by Analytics is automatically deleted 26 months after your last interaction with our website.

3. COOKIES

When using the greatbratislava.sk website, cookies (identification files that ensure the monitoring of the user's activity on the website) are stored on an electronic device with which the user accesses these pages.

Tools that store cookies in your device on the basis of our authorization, valid brokerage agreement and effective cooperation with them:

- Google Analytics (<https://policies.google.com/technologies/ads?hl=en>)
- Google Adwords (<https://policies.google.com/technologies/ads?hl=en>)
- Facebook Pixel (<https://www.facebook.com/business/gdpr>)

If consent is granted (cookies are allowed), the following can be stored on the user's electronic device:

- Temporary cookies, which are automatically deleted when the user's Internet browser is turned off.
- long-term cookies, which remain in the user's internet browser even after the device is turned off, with which the user accesses the greatbratislava.sk website (these cookies can

the user can be deleted at any time and after a few weeks or months they will also be deleted automatically).

In case of refusal of consent (rejection of cookies in the web browser), the operator cannot guarantee the full functionality of the greatbratislava.sk website, in particular it does not guarantee the possibility to contribute to the discussion in the blog and magazine sections.

You can read more about the use of cookies **here**.

How to Delete or Block Cookies

You can control the display, modification and setting of cookies stored by Google by installing an extension for your browser: https://support.google.com/ads/answer/7395996?hl=en_US. You can opt out of Google's storage of cookies completely by installing an extension for your browser: <https://support.google.com/ads/answer/7395996>.

To block cookies from other providers, adjust your internet browser settings or disable the use of cookies in your browser.

Through the security settings of your browser, you can choose whether cookies are stored, for example, by not accepting any cookies from the beginning or accepting them only on request, or by choosing that cookies will be stored each time you browse the website. deleted.

Instructions for managing cookies according to your browser:

- Google Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Internet Explorer / Edge: <https://support.microsoft.com/en-us/help/4027947/windows-delete-cookies>

4. Advertising services related to the use of the website

We use Google Conversion Tracking and Google Remarketing on our website. Google Conversion Tracking is an analytics service provided by Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; "Google") to measure the success of our Google (AdWords) ads. If you access our website through an advertisement on Google, a cookie will be created in your browser. These cookies are not used for personal identification.

With Google Conversion Tracking, we and Google can recognize that someone clicked on our ad placed on Google and was redirected to our site. We do not see what other pages the user has opened. The information obtained through Google Conversion Tracking is used solely to compile statistics on the success and performance of our AdWords campaigns. However, we do not obtain or receive any information that could be used to personally identify the user.

In addition, we use remarketing technologies from Google, Netsuccess (Inres advertising system) or AdForm on our website. With these technologies, users who have already visited our site may be re-targeted by targeted advertising on other Google, Inres, or Adform partner sites. Google, Inres and Adform remarketing technologies also use cookies.

We also use Facebook Conversion Pixel and Facebook Remarketing on our website. With Facebook Conversion Pixel, we and Facebook can recognize that someone clicked on our Facebook ad and was redirected to our site. We do not see what other pages the user has opened. The information obtained through Facebook Conversion Pixel is used to compile statistics on the success and use of our Facebook campaigns. However, we do not obtain or receive any information that could be used to personally identify the user. With the help of Facebook Remarketing technology, users who have already visited our website can be re-addressed by targeted advertising on other Facebook pages as well. However, we do not collect or collect any information about which Facebook users are targeting the ad. Identification of individual users is not possible. For more information on the purpose and volume of information obtained and the processing of your personal data by Facebook, as well as the setting options for the protection of your privacy on Facebook, please refer to the Facebook Data Use Policy.

If you do not wish to receive advertising according to your interests, you can use the settings described in point 3 to deactivate cookies for this purpose.

5. Newsletter - "e-mail magazine"

If you want to subscribe to the free newsletter, we need your e-mail address. After sending the application form, you will receive a confirmation e-mail from us. The subscription is valid only at the moment of clicking on the link provided in the confirmation e-mails. The information provided by you is necessary and will be used exclusively for the purpose of sending the Newsletter. By confirming your login, you confirm your consent to the processing of your e-mail address and other data provided voluntarily for the purpose stated here. Contact details may be processed by third parties for the purpose of delivery and anonymous evaluation of e-mail readability statistics, namely:

- Mailchimp

You can unsubscribe from the Newsletter at any time, for example by using the unsubscribe link at the bottom of each email.

If you voluntarily provide additional information about your person (name, surname) when subscribing, we will use this information only for the purpose of attaching a personal address to your Newsletter. You can change or delete this information at any time, using the link provided at the bottom of the Newsletter. Subsequently, this voluntary additional data will be deleted or changed immediately according to your input.

6. Contact details and online forms

If you request feedback via e-mail or one of the contact forms on this website, your personal data will be processed as a legitimate interest of the operator to contact the user and provide a proposal for cooperation, answer to a question or advice. The provision of any personal data in the online contact forms is at the discretion and voluntary; however, the provision of some information is necessary in order for your request to have been processed.

Collected personal data that the user can provide to the operator:

- name and / or surname (required)
- email address (required)
- telephone number

Contact data is processed by the operator's internal CRM system and / or third-party tools with which the operator has duly concluded intermediary agreements on the use and processing of personal data. All personal data provided through online forms are processed for a period of 3 years and then are automatically removed from the relevant form databases.

7. Website security

All data located on greatbratislava.sk and its subdomains are protected by an encrypted SSL connection, which prevents their leakage during transmission or contact with our website.

8. Instruction of the affected person in accordance with the Act (§28):

- 1. As the person concerned, you have the right, upon written request, to require the operator to:
 - in a generally comprehensible form, information on the status of the processing of his personal data in the information system; when issuing a decision pursuant to point 2) in this paragraph, you are entitled to become acquainted with the procedure of processing and evaluation of operations,
 - accurate information in a generally comprehensible form about the source from which the controller obtained your personal data for processing,
 - in a generally comprehensible form, a transcript (list) of your personal data which are the subject of processing,
 - the correction or disposal of incorrect, incomplete or outdated personal data which are the subject of processing,
 - disposal of personal data, if the purpose of their processing has been fulfilled, if the subject of processing are official documents containing personal data, you can request their return,
 - liquidation of personal data that are subject to processing if the law has been violated;
 - confirmation of whether or not personal data about you are processed,

- blocking of your personal data due to the revocation of the consent before its expiration, if the controller processes personal data on the basis of the consent.

2. As the person concerned, you have the right, upon free written request or in person, if the matter is not delayed, to object at any time to the operator and not to comply with the operator's decision which would have legal effects or significant effect on you if operations of automated processing of your personal data. You have the right to request the operator to review the issued decision in a way different from the automated form of processing, where the operator is obliged to comply with the request of the person concerned, so that the authorized person will have a decisive role in reviewing the decision; you will be informed within 30 days of the method of examination and the result of the finding by the operator;

3. You can report to the Data Protection Authority if you suspect that your personal data is being processed illegally;

4. If the person concerned does not have full legal capacity, his rights may be exercised by a legal representative;

5. If the person concerned is not alive, his or her rights under this Act may be exercised by a close person.

6. Upon written request, the person concerned has the right to object to the operator

- processing its personal data which it expects to be or will be processed for direct marketing purposes without its consent and requesting their destruction,
- use of personal data specified in § 10 par. 3 letter d) of the Act (ie title, name, surname and address of the person concerned) for the purposes of direct marketing in the postal system, or
- provision of personal data specified in § 10 par. 3 letter d) of the Act (ie title, name, surname and address of the person concerned) for the purposes of direct marketing.