

## Cookie Policy and Data Processing from the Use of Our Services

Effective Date: 01.01.2025

Last Updated: 01.05.2025

These Privacy Policy guidelines explain the principles of Kiteseason s.r.o. regarding the collection and use of information obtained when accessing [www.kiteseason.cz](http://www.kiteseason.cz), [www.kite-season.com](http://www.kite-season.com) (hereinafter referred to as the "Service"). This Privacy Policy describes your rights to privacy and how your personal data is protected in accordance with applicable data protection laws.

By using our Service, you agree to the collection and use of your information in accordance with this Privacy Policy. If you do not agree with the collection and use of your data as described herein, please do not access or use our Service.

Kiteseason s.r.o. reserves the right to modify this Privacy Policy at any time. Changes may be made without prior notice.

The updated Privacy Policy will be published on the website

<https://www.kite-season.com/files/cookies-privacy-aj.pdf>

### Data Controller Identification

Kiteseason s.r.o., registered at Mlýnská 326/13, Brno 602 00, IC: 01397982 Czech Republic, listed with the Regional Court in Brno, Section C, File 77903.

### Collection and Use of Your Personal Data

When using our services, you may be asked to provide personal data that can be used to contact or identify you. Kiteseason s.r.o. collects the following information:

#### Personal information collected:

- Name
- Email address
- Phone number
- Social media profile
- Date of birth
- Work address
- Home address
- Payment information
- Usage data collected includes:
  - IP addresses of devices accessing the website
  - Web page requests
  - Referring websites
  - Browser used to access the site
  - Access time and date

## **How We Collect Information**

**Kiteseason s.r.o. collects and obtains your information in the following ways:**

- When you fill out a registration form or otherwise submit your personal data
- When you interact with our Service
- During your use of our services
- From external, public sources

Your information will be stored for up to 1,095 days after it is no longer necessary for providing the Service. Your data may be retained for a longer period for reporting or record-keeping purposes in accordance with applicable laws. Non-personally identifiable information may be stored indefinitely.

## **How We Use Your Information**

Kiteseason s.r.o. may use your information for the following purposes:

- To provide and maintain our Service, including monitoring its usage
- For analytical and improvement purposes, such as evaluating trends or the effectiveness of marketing campaigns
- Account management, enabling access to features available to registered users
- To fulfill contracts, including the preparation, execution, and enforcement of purchase agreements for products or services ordered via our Service
- To contact you, via email, phone, SMS, or other forms of electronic communication, regarding features, products, services, or security updates as necessary or appropriate
- To inform you about news, general information, special offers, new services, and events
- For marketing and promotional initiatives, using non-specific information to enhance our marketing efforts
- For targeted advertising, using your personal data to tailor advertising to your specific interests

## **Collection of References and Customer Feedback**

- If you choose to share a testimonial or review about your experience with our services, it may be published or otherwise used on our website.

## **Customer Order Management**

- Your email address, phone number, social media profiles, and other account-related information may be used to manage orders placed through our Service.

## **Administrative Information**

- Your personal data will be used for the operation of our website's administrative procedures.

## **Dispute Resolution and Website Protection**

- Your information may be used in the event of a legal dispute to resolve issues related to our Service.

## **User-to-User Comments**

- Your data, such as your screen name, profile image, or email address, may be publicly visible when posting comments visible to other users.

## How We Share Your Information

Kiteseason s.r.o. may share your information under the following circumstances, where applicable:

- **With your consent:** We will share your information for any purpose with your explicit permission.
- **For business transfers:** Your information may be shared in connection with a merger, negotiation, acquisition, sale of business assets, financing, or transfer of all or part of our business to another company.
- **With affiliates:** Your information may be shared with our affiliated entities. These may include our parent company, subsidiaries, business partners, or any companies we control.
- **With other users:** Information you provide may be visible to other users of our Service. If you interact with other users or register via a third-party service (e.g., social media), your contacts from that third-party service may see your information and activity.

## Sharing with Third Parties

Your personal data may be shared with third-party service providers. These parties are required to disclose the purpose for which they intend to use your data and may only retain it for the period specified at the time of collection.

A full list of our data-sharing partners can be found in the cookie settings banner or directly in this document under the list of cookies in use.

Here you can read how specific partners will use your personal data when you give consent through the cookie banner on our website or in our app, and how they will process data from the use of our services (e.g., website, mobile app):

- **Google LLC** – [Privacy Policy](#)
- **Meta Platforms, Inc.** – [Privacy Policy](#)
- **Seznam.cz, a.s.** – [Privacy Policy](#)
- **Microsoft Corporation** – [Privacy Policy](#)

## Your Data May Be Shared with Third Parties for the Following Reasons:

- **Analytics:** Your data may be shared with online analytics tools to monitor and analyze website traffic.
- **Improving our services:** Your data may be shared with third-party service providers to improve our Service and interactions.
- **Payment processing and enforcement:** Your data will be used to process payments, refunds, or other similar requests.
- **Marketing initiatives:** Your data may be used to generate and send newsletters, perform email marketing campaigns, advertisements, and more.

- **Enhancing targeted advertising campaigns:** We may work with third-party service providers to improve targeted advertising efforts.

By choosing to provide such information during registration or in any other way, you grant Kitesaison s.r.o. permission to use, share, and store this information in accordance with this Privacy Policy.

**Your Information May Be Disclosed for Additional Reasons, Including:**

- Compliance with applicable laws, regulations, or court orders.
- Responding to claims that your use of our Service infringes the rights of third parties.
- Enforcing the agreements you have entered into with us, including this Privacy Policy.

**Transfer of Data Outside the European Economic Area (EEA)**

The data you provide may be transferred to and processed in countries outside the European Economic Area (EEA), where data protection laws may differ from those in your jurisdiction.

**Cookies**

Cookies are small text files that websites store on your computer. They help websites function properly and allow users to navigate efficiently and perform certain features. Cookies necessary for the operation of the website can be set without your consent. All other types of cookies require your approval before being set in your browser.

You can give your consent to all categories of cookies we use via the cookie banner on our website. By agreeing to specific categories, you also consent to the use and scope of processing of the data you provide. You may also reject all non-essential cookie categories by clicking the “Only Necessary” button. Alternatively, you can choose not to interact with the banner at all, in which case our services and data processing will default to treating all non-essential categories as declined.

**Google Signals**

When this feature is enabled, Google services collect information about visits and associate it with data from Google accounts of signed-in users who have agreed to ad personalization. This information may include, for example, the user's location, search history, YouTube history, and data from websites and services of Google and its partners. These data are used to create aggregated and anonymized statistics about user behavior across devices.

This feature allows us to gain insights into how visitors use our website and applications across multiple devices by utilizing data from Google accounts of users who have enabled ad personalization.

You can opt out of ad personalization in your Google Account at any time, which will prevent Google Signals data from being collected on our site. By default, data from signed-in users expire after 26 months, but a shorter retention period may also be configured.

Google Signals are only activated on our website if you provide consent by enabling the “Targeting” category, for example through the cookie banner as further explained in the “Data Processing Overview by Category.”

**User ID**

If you are logged in or have previously logged in to an account on our service, we may improve traffic measurement on our services using a User ID. This helps us understand how clients interact with our services. The User ID we use is a unique identifier generated through one-way encryption, for example, from a client ID maintained in our user account database. This one-way encryption ensures that the identity is protected, as the input data used to generate the User ID cannot be reverse-engineered.

We may also store the User ID on your device if you provide consent by enabling the “Targeting” category, for example through the cookie banner, as further explained in the “Data Processing Overview by Category.”

## Overview of Data Processing by Category

For clarity, we have divided the processing of your data and the use of stored data on your device into several categories, outlined below. A detailed overview of the specific cookies and their purposes can be found in the cookie settings banner or on this page.

You can change your consent regarding the use of your data on our website at any time.

- **Necessary:**  
The Necessary category enables basic website functionalities such as user login and account management. Without this category, the website cannot function properly. This category is always enabled and includes storage necessary for the secure operation of our services.
- **Performance:**  
The Performance category allows the storage and processing of data to understand how visitors use our services. This data is not used for targeting or tracking outside of our services.
- **Targeting:**  
The Targeting category allows storage and processing of data to identify visitors across different websites, e.g., with content partners or ad networks. The data stored on your device may be used by companies to create interest profiles or show relevant ads on other websites.  
By consenting to this category, you agree to personalized advertising and to the collection, use, and sharing of your personal and user data for evaluating ad performance and targeting.  
Consent to this category also enables **Google Signals**.  
It also allows us to use **User ID** (e.g., user\_id) for advertising purposes such as personalized advertising.
- **Functional:**  
The Functional category allows storage and processing of data to remember information about users of our services — such as language, time zone, preferred content, chat state, video playback status, etc. Enabling this category allows us to personalize content and settings to your preferences. Please note that disabling this category may result in limited functionality of our services.

If you allow the use of cookies and the processing of your data in any of the categories listed above — for example, through the cookie banner on our website — you also agree that this data may be transferred to and processed in countries outside the European Economic Area (EEA).

You can adjust your consent to cookies and data processing either directly on this page or via the cookie banner on our website.

## Security

The security of your information is important to us. Kiteseaon s.r.o. implements a variety of security measures to help protect against misuse, loss, or alteration of the information you provide. However, we cannot fully guarantee the security of your data. Accessing our services and sharing your data is at your own risk.

Kiteseason s.r.o. is not responsible for the functioning of third-party websites or your interactions with them. Once you leave our website, we recommend that you review the privacy policies of any other sites you visit to ensure their practices meet your expectations.

## Contact Us

If you have any questions, please contact us via the following channels:

**Company:** Kiteseason s.r.o.

**Address:** Mlýnská 326/13, Brno 602 00, Czech Republic, IC: 01397982

**Email:** [info.blazek@kiteseason.cz](mailto:info.blazek@kiteseason.cz)

**Phone:** +420 777 858 473

**Website:** [www.kiteseason.cz](http://www.kiteseason.cz), [www.kite-season.com](http://www.kite-season.com)

If you have any questions or concerns related to the processing of your personal data, you may also contact our Data Protection Officer at:

**Name:** Radek Blažek

**Address:** Mlýnská 326/13, Brno 602 00, Czech Republic

**Email:** [radek.blazek@kiteseason.cz](mailto:radek.blazek@kiteseason.cz)

**Phone:** +420 777 858 473