

Privacy and Personal Data Processing Policy

These Personal Data Processing Principles explain what we do to ensure the confidentiality and security of your personal data provided in connection with your participation in the Into Games conference (the “**Conference**”). The purpose of this document is to inform you about what personal data we collect, why we collect it, how we handle it, from which sources we obtain it, for what purposes we use it, to whom we may provide it, where you can obtain information about the personal data we process, and how it is secured.

Data Controller

Into Games s.r.o., Company ID No. 23670053, registered office Kosmonautů 2135/23, Zábřeh, 700 30 Ostrava, registered with the Regional Court in Ostrava, Section C, Insert 100681 (“**Into Games**”, “**we**”, “**our**”, or “**us**”), is the controller of your personal data. Official website: <https://intogames.eu/>, official e-mail: petr@intogames.eu.

As the data controller, we comply with personal data processing principles, determine the purposes and means of processing your personal data, and ensure its proper security. Your data is protected using state-of-the-art technologies.

What Personal Data Do We Process?

By registering for and participating in the Conference or other educational or leisure activities we organize (“**Activities**”), and through related communication, you provide us with personal data that we process in accordance with applicable legislation for the purposes described in this Policy.

We process personal data you provide in registration forms, attendance sheets or by other means connected with the Activity. These may include (but are not limited to):

- first and last name
- e-mail address
- phone number
- billing address
- cookies used to measure website traffic and evaluate advertising

In line with the principle of data minimisation, we only process personal data that is necessary for the given purpose.

What Is the Legal Basis for Processing Your Personal Data?

We process personal data only if:

- processing is necessary for the performance of a contract or to take steps prior to entering into a contract,
- processing is necessary to comply with legal obligations,
- processing is necessary for legitimate interests pursued by us or a third party,
- you have given your consent to processing.

For What Purposes Do We Process Your Data?

We process your personal data for: proper registration and verification of your participation in an Activity, providing related information and instructions, maintaining attendance records, organising and running the Activity, contacting you regarding questions or sudden changes.

We also process your personal data to maintain a database of potential future participants interested in our services. Based on legitimate interest, we may contact you with information and commercial communications related to our own similar services such as conferences, lectures, competitions, educational events, and other Activities. You can unsubscribe at any time via the link in each email or by notifying us directly. You may object to such processing at any time.

If you choose to join our community through the Eventee networking application, we will store the personal data you provide in order to enable the use of the app's features, including connection with other community members. In this case, your personal data will be made accessible within the application.

If you grant us consent, we may use your personal data to generate attendance lists for sponsors and partners of the Activities. With your consent, your personal data may also be made accessible to other participants. Consent may be withdrawn at any time.

From Whom Do We Obtain Your Personal Data?

We obtain personal data mainly: directly from you through registration or order forms, attendance sheets, or other communications, from third parties who have registered you for an Activity.

How Long Do We Store Your Personal Data?

We process personal data only for the period necessary to fulfil the purposes for which it was collected. Typically, this is three years from the end of the Activity. This does not apply if legal regulations (e.g., accounting laws) require a longer retention period.

If data is no longer needed for any of the purposes, or the retention period expires, we delete it from all databases—unless you have given consent for longer processing, in which case data is stored until your consent is withdrawn.

To Whom Do We Transfer Your Personal Data?

Your personal data is used primarily within our organization and accessed by our authorised employees or cooperating persons involved in the organisation of Activities. For specific processing tasks that we cannot perform internally, we use external processors who also comply with GDPR. With your consent, your personal data may also be shared with other participants and Activity partners.

Upon request, we will provide an up-to-date list of recipients who have received your personal data. Personal data is never transferred outside the European Union.

Photography and Audiovisual Recording of Activities

We take photographs and audiovisual recordings at Activities for the purpose of documenting and publishing selected photos and videos on our website, social media profiles, or in materials used by us, partners, sponsors, or media for presentation and

promotional purposes. Visitors may appear in these materials, as our legitimate interest is to capture and present the overall atmosphere of the Activities.

You will be informed about recording in advance via a camera pictogram or notice at the entrance. For any questions, you may contact Petr Slaný, +420 724 338 724, petr@intogames.eu.

Your Rights

You have the right to: request information and access to your personal data, request correction or deletion of your data, request restriction of processing, object to processing, request data portability. Please note that we may not always be obliged to comply, depending on our legal obligations and applicable exemptions. You may also contact the Czech Data Protection Authority: Úřad pro ochranu osobních údajů, Pplk. Sochora 27, 170 00 Praha 7, phone: +420 234 665 111, e-mail: posta@uouu.cz.

Contact Details of the Data Controller's Representative

If you have questions regarding the processing of your personal data, contact our Data Protection Officer: Petr Slaný, phone: +420 724 338 724, e-mail: petr@intogames.eu