

Personal Data Protection

The website www.escapia.cz (the "Website") is administered by the company ESCAPIA WORLD, s.r.o. with the registered office at Rybná 716/24, Prague 1, 110 00, Czech Republic, Tax ID No.: CZ08419621, ID No.: 08419621, registered in the Commercial Register administered by the Municipal Court in Prague, under file no. C 318749, ("ESCAPIA WORLD" or "we" and all grammar forms of this word). The word "you" designates the user or visitor of our Website, as well as all customers to whom we provide our services, including in particular escape games.

1. Our undertaking to protect personal data

Protection of your personal data is important for us. In order to ensure better protection of your personal data, we hereby present this policy explaining our rules of handling personal data and the choices you may have in relation to the manner in which your personal data is collected and used. We process personal data in compliance with the Regulation of the European Parliament and Council (EU) No. 2016/679 dated 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EU (General Data Protection Regulation) ("GDPR").

2. What personal data we collect

2.a) Upon booking of the game, we collect the following personal data

- Name
- Surname
- Address

E-mail address Telephone / GSM number

As well as billing details:

- Billing name
- Billing address
- Billing city/town
- Billing ZIP-code
- Tax ID No. and/or ID No.

Pursuant to the GDPR, personal data means any information relating to an identified or identifiable natural person (the "Personal Data").

The Personal Data specified above may be processed by us even without your consent:

- for the purpose of performing an agreement (confirmation of your booking of the game) of which you are a party or for the purpose of taking steps upon your request before the conclusion of such agreement;
- for the purpose of compliance with a statutory obligation by which we are bound;
- if such processing is necessary for the purpose of our legitimate interests or legitimate interests of a third party;
- if such processing is necessary for carrying out activities in the public interest.

We can process the Personal Data specified above also for marketing purposes, but only with your consent. With your consent, we can also process your photo taken after the completion of the escape game (see also below).

E-mail address

We use e-mail address exclusively for the following purposes:

- sending of important information relating to your bookings of escape games, such as booking notifications, updated status of your booking and reminder of the date, time and place of your booking;
- in order to contact you after the game in relation to any unresolved issues relating to the quality of our services or in relation to any outstanding issues contrary to our terms and conditions;
- possible sending of an e-mail after the game containing your photograph taken after the game and a request for a customer review on a specific website, such as our sites on TripAdvisor, Google, Instagram or Facebook;
 - sending of a request to fill a questionnaire regarding the game(s) you played in order to improve our services. We can also send you a reminder relating to this request to fill a questionnaire.

Telephone / GSM number

We can use your GSM / telephone number to send you SMS messages or to call you in relation to information or possible changes of your bookings of escape games.

Marketing Purposes

When making a booking of an escape game, you can grant us your consent with the subscription for our newsletter. You can unsubscribe at any time by clicking on the “Unsubscribe” button included in our newsletters.

If you subscribe for our newsletters, you will be receiving commercial e-mails from us in future (e.g. about new games, special offers, etc.).

You can withdraw your consent at any time, without any impact on the lawfulness of the processing based upon your consent performed prior to the withdrawal.

Billing

We will use Personal Data (billing details) for billing purposes to issue an invoice for our services.

Photograph

Subject to your consent, we can process your photo from your participation in the escape game for the purposes of our further promotion in social media. You can withdraw your consent at any time, without any impact on the lawfulness of the processing based upon your consent performed prior to the withdrawal.

2.b) If you contact us through our online contact form, we collect the following Personal Data:

- Name
- E-mail address

We use this data to respond to your questions when you contact us online.

2.c) If you visit our websites, we collect the following Personal Data

- IP address
- Viewed websites
- Date and time of viewing
- URL from which our website was visited (so-called referer).

Upon each visit of our website, the usage data is transferred via the relevant browser and stored in protocol files.

Your Personal Data will be stored in anonymized form for statistical purposes with the aim to improve our websites and to protect servers against abuse by third parties, which is our legitimate interest in the sense of Art. 6 (1) f) of the GDPR, as well as an instrument to protect your interests.

We also process your Personal Data for the purpose of performing our obligations resulting from Act No. 127/2005 Coll., on Electronic Communications, as amended.

We process Personal Data from our website by automated means and we do not use profiling.

Automated processing means processing of Personal Data through exclusive use of automated information systems, such as IT applications, software, etc.

We can use non-identification and aggregated information to improve the design and support of our website, but we would never publish anything that could be used to identify you as a person.

3. Who can process your Personal Data

The only entities that have access to our customers' personal data are the following:

the company ESCAPIA WORLD, s.r.o., as the personal data controller, and its employees or other persons with whom ESCAPIA WORLD, s.r.o. co-operates. The company ESCAPIA WORLD, s.r.o. guarantees that persons authorized to process Personal Data have undertaken to keep confidentiality or are bound by the applicable statutory confidentiality obligations and that they use Personal Data for clearly defined purposes. Our contact details are the following: Rybná 716/24, Praha 1, 110 00, Czech Republic, info@escapia.cz, 732 905 000

These authorized persons (data recipients) who are allowed to process your Personal Data are listed below:

Jiří Valoušek (ID No. 75078121) and through him the companies Amazon EC2 (Europe - central region, Frankfurt), Amazon SES (Europe - western region, Ireland)

The company Alphabet Inc. (creator and operator of Google Analytics, administering aggregated statistics of access to the systems of ESCAPIA WORLD, s.r.o.), with the registered office at: 1600 Amphitheater Parkway, Mountain View, CA 94043, USA

4. Our undertaking to ensure personal data security

We have introduced appropriate technical and organizational measures with the aim to prevent unauthorized or accidental access, to preserve data accuracy and to ensure correct handling with Personal Data. We have in place appropriate physical, electronic and management procedures to protect and secure the Personal Data we collect.

In the course of Personal Data processing, your Personal Data will not be unlawfully transferred to any third countries or to international organizations (with the exceptions listed above).

5. Our undertaking to protect personal data of children

Protection of Personal Data of very young persons is extremely important. If we process any Personal Data in relation to the offer of our services of information nature (such as newsletters) directly to children younger than 16 years, such processing is only lawful with obtaining a consent of a person holding parental responsibility for the child and only to the extent of such consent.

6. Term of personal data processing

Your Personal Data is processed for a period absolutely necessary and archived in line with applicable statutory periods of time set forth by the law.

If we process Personal Data for marketing purposes, we keep your Personal Data until you withdraw your consent, unless the law prescribes a longer time period.

7. Rights associated with personal data processing

You are entitled to exercise the following rights: You have the right to:

- obtain information what Personal Data we process;
- obtain access to your Personal Data (you have the right to obtain a confirmation from us whether or not your Personal Data is being processed and, if it is, you have the right to obtain access to such Personal Data);
- correction of your Personal Data (you have the right to request that we correct, without undue delay, any inaccurate personal data relating to you or that we amend your personal data);
- deletion of your Personal Data (you have the right to request deletion of your Personal Data within the scope of our obligation to delete such Personal Data subject to the fulfilment of applicable statutory preconditions and unless there is a statutory obstacle/exemption preventing us from doing so);
- restriction of your Personal Data processing;
- transferability of your Personal Data (you have the right to obtain Personal Data relating to you in the cases presumed by the law);
- raise an objection against processing of your Personal Data;

file a complaint with a supervisory authority (Office for Personal Data Protection, email:

posta@uoou.cz, address: Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7) and obtain efficient court protection if you believe that the Personal Data relating to you is being processed contrary to the GDPR.

8. Cookies, analytics and operation data

Cookies are small text files that are transferred from our websites, applications or services and stored in your device. We use cookies in order to be able to provide you with tailored services and to be able to improve our websites, applications and services to suit your needs.

Our cookies may be session cookies (temporary cookies that identify and monitor users within the scope of our websites, applications or services and that are deleted after you close the browser or after you leave a session within an application or service) or permanent cookies (cookies allowing our websites, applications or services to “remember” who you are and what your preferences are within the scope of our websites, applications or services; these cookies will remain in your computer or another device after you close the browser or after you leave a session within an

application or service).

If you wish, you can set your computer or our websites, applications or services so as to restrict or block cookies; however, if you decide to block cookies, it may affect the possibility to use certain parts of our websites, applications or services. For more information about cookies and for instructions how to change the settings of your browser to accept, delete or block cookies, please refer to our website www.allaboutcookies.org.

9. Google Analytics

Our website uses Google Analytics, which is a web analysis service provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, www.google.com (“Google Analytics” or “Google”). Google Analytics uses cookies stored in your computer with the aim to analyze your use of our sites. The information generated through these cookies, such as the time, place and frequency of your visits to our sites, including your IP address, is transferred to a Google location in the USA and stored there.

When using G4, our website uses the function “anonymizelp”. Within the scope of this function, Google abbreviates and thus anonymizes your IP address before transferring it outside the territory of EU/EEA member states. Google uses this information to analyze your use of our website, to prepare reports for us regarding the internet activity and to provide other services relating to our website.

Google may further transfer this information to third parties if it is required to do so by the law or if such third parties process such data on behalf of Google. Google represents that it will never connect your IP address with any other data kept by it. You can prevent installation of cookies by changing the settings of your browser, as described at another place of this Personal Data Protection Policy. However, please note that if you do so, you may not be able to fully use all functions of our website.

Google Analytics also offers a deactivation supplement for most of the currently used browsers that gives you control over the data that Google can collect on the websites you visit. This supplement tells JavaScript (ga.js) language used by Google Analytics not to provide to Google Analytics any information on the visits of websites. However, the deactivation browser supplement offered by Google Analytics does not prevent the transfer of information to us or to any other web analysis services that we may use.

Google Analytics also uses electronic images, so-called beacons (sometimes also referred to as one-pixel gifs); these web beacons are used together with cookies for preparing aggregated statistics for the purpose of analyzing how our websites are being used.

For more information on the installation of the browser supplement described above, please see this link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

For the cases where Personal Data is being transferred to the USA, Google holds a certification under the EU-US Privacy Shield

<https://www.privacyshield.gov/EU-US-Framework>).

10. If you have any further queries regarding this Personal Data Protection Policy, please contact us via e-mail at info@escapia.cz or by mail:

ESCAPIA WORLD, s.r.o., with the registered office at Rybná 716/24, Prague 1, 110 00, Czech Republic

11. We are entitled to amend or supplement this Personal Data Protection Policy, with each change becoming effective upon its publication on our website.