

PRIVACY POLICY OF ELLA-CS, s. r. o.

Through this Privacy Policy (hereinafter referred to as the "Policy"), we provide you with information about how ELLA – CS, s. r. o. obtains and processes your personal data in connection with orders and deliveries of medical devices, in the course of its normal business activities, in the event of complaints, and in the operation of its website. We also inform you about your rights in relation to the processing of personal data.

When processing personal data, we comply with applicable legal regulations, effective from 25 May 2018, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 of the European Parliament and of the Council of 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/EC (General Data Protection Regulation) (hereinafter referred to as the "EU Regulation").

The processing of personal data always takes place in connection with our business activities (primarily in connection with enquiries, orders and deliveries of our goods, custom-made products) and in accordance with the defined purpose of processing.

This document will be updated regularly as needed. The updated version of the Policy shall become effective upon publication on the website www.ellacs.cz.

We protect your personal data to the maximum extent possible, corresponding to the technical level of available resources. ELLA – CS, s. r. o. has strict internal rules determining which employees may access your personal data and to what extent they may process it.

We recommend that you read this information carefully. We have done our best to make it as clear as possible. If anything is still unclear, we will be happy to explain any term or passage to you. Please direct any questions to the contact email address at point 1 below.

1. ADMINISTRATOR OF YOUR DATA

ELLA-CS, s. r. o., Milady Horakove 504/45, Trebes, 500 06 Hradec Kralove, ID No.: 275 077 85, VAT number: CZ27507785, registered by the Regional Court in Hradec Králové, Section C, File 23050 (hereinafter referred to as **“the company”**).

Contact e-mail: gdpr@ellacs.eu , tel.: +420495279125

The Company is not obliged to appoint a Data Protection Officer and has not voluntarily appointed one. The Controller collects and disposes of your data and is responsible for its proper and lawful processing. You may exercise your rights against the Controller in the manner described below.

2. THE DATA WE PROCESS, THE PURPOSE AND THE REASON FOR THEIR PROCESSING

We only process data that is strictly necessary for us to provide you with high-quality services within the scope of our business activities. If our business involves the manufacture of custom-made devices (hereinafter referred to as "CMDs"), we also process the necessary data on the patient's medical diagnosis in this context. We process your personal data in the following ways and for the purposes listed below:

2.1 Conclusion and performance of contracts for the purchase of offered products

2.1.1 *Information in connection with the conclusion of a contract*

The basic identification data that we process about you in connection with the conclusion of a contractual relationship and which you provide to us yourself includes the following types of personal data:

- name and surname (of the requesting doctor and patient);
- patient's date of birth;
- The patient's medical diagnosis is necessary for the design and manufacture of the PZ.

This data is part of (attached to) every request for the manufacture of a product we offer (request form), and its acceptance by our company results in the conclusion of a purchase contract. Without this data, we would not be able to enter into a contractual relationship with you and sell you the requested product or design a custom-made PZ.

Reason (legal basis) for processing the data:

- provision of information prior to the conclusion of a contract (pre-contractual phase) (we use this reason in accordance with Article 6(1)(b) of the EU Regulation).

2.1.2 *Information in connection with the performance of the contract*

Other types of personal data that we usually process about you in connection with the performance of the contract include the following:

- delivery and billing address;
- details of the purchase and payments made.

We require this information to fulfil the contract, including communication with you during the actual production and delivery of the product.

Reason (legal basis) for processing the data:

- performance of the contract (we use this reason in accordance with Article 6(1)(b) of the EU Regulation).

2.1.3 *Data from mutual communication*

We process data from our mutual communication related to the purchase of a product, such as additional product requirements, determining the patient's response to the implanted PZ,

etc. During this communication, we process the following personal data that you provide to us:

- first and last name;
- e-mail and/or telephone number;
- information about any health complications/health consequences after the introduction of the PZ.

Reason (legal basis) for processing the data:

- tasks related to the performance of a concluded purchase contract (we use this reason in accordance with Article 6(1)(b) of the EU Regulation).

2.2 Organizing workshops, professional conferences and similar educational activities for doctors

If you are interested in participating in workshops, professional conferences and educational activities organized by us, we process data about your name and surname, e-mail contact and affiliation with a specific healthcare organization (if you provide us with this information yourself) in connection with their organization. This data is used exclusively for communication with you regarding your participation in the requested event.

Reason (legal basis) for processing the data:

- actions related to the performance of a contractual relationship – provision of services (we use this reason in accordance with Article 6(1)(b) of the EU Regulation).

2.3 Sending information by e-mail about planned events, in particular to contracted doctors.

If we have obtained your contact details for the delivery of electronic mail (e-mail) when you purchased our products (or in connection with your participation in a conference, workshop or other educational event organized by us), we are entitled, in accordance with Article 6(1)(f) of the EU Regulation (i.e. our company's legitimate interest in the possibility of using direct marketing) and in accordance with Section 7(3) of Act No. 480/2004 Coll., on certain information society services, to send you commercial communications concerning our own identical or similar products or services to the email address you have provided, even without your prior consent. By commercial communications, we mean, in particular, information about new products or services we offer (currently planned workshops, professional conferences, etc.).

We are entitled to send you these commercial communications in the following period:

- **so that no more than two years have elapsed since the last commercial communication was sent.**

However, we will not send you these commercial communications at all if you indicate when purchasing a product or participating in an educational event that you are not interested in receiving commercial communications at your email address.

You will also have the option to object to the further sending of these commercial offers in every email you receive, where we will always expressly notify you of this fact. At the same time, you will have a clear and obvious option to easily and free of charge refuse to receive further offers (any form of reply to the email sent, e.g. in the form of the text "DO NOT SEND", is sufficient). Furthermore, we expressly draw your attention to your right to raise an OBJECTION to the

processing of your personal data on the grounds of our Company's legitimate interest in accordance with Article 21 of the EU Regulation. If you raise this objection to the processing of your personal data for direct marketing purposes (i.e. sending marketing communications without your consent), this is also a reason for us to stop sending you marketing offers.

Reason (legal basis) for processing data:

- the legitimate interest of our Company (we use this reason in accordance with Article 6(1)(f) of the EU Regulation).

2.4 Contact form

If you use the option to contact us via the web contact form located at www.ellacs.cz (in the "Contacts" section), we will obtain the following data:

- first name and surname;
- e-mail address;
- residential address (city and country only);
- telephone number.

We will use this personal data only for the purpose of processing your request/demand, and it will be deleted no later than 6 months thereafter (unless we have another legal reason for retaining it, e.g. if you become our customer).

The reason (legal basis) for this processing is usually:

- processing your request as communication related to an enquiry about goods we offer (we use this reason in accordance with Article 6(1)(b) of the EU Regulation).

2.5 Conclusion and fulfilment of customer-supplier relationships

For the proper functioning of our Company, we need to conclude customer-supplier relationships related to our business activities (e.g. purchase contracts for the supply of materials, lease agreements, contracts with external IT service providers, tax advisors, legal advisors, etc.).

For these purposes, we process only a minimum amount of personal data (usually only identification and contact details, such as name and surname, address, e-mail or telephone number, or VAT number of a natural person engaged in business), which is directly related to the concluded contractual relationship and its fulfilment.

In this context, we only store personal data for the duration of the contractual relationship (or for the fulfilment of legal obligations arising in particular from tax or accounting regulations).

The reason (legal basis) for this processing is:

- performance of a contract concluded (we use this reason in accordance with Article 6(1)(b) of the Regulation EU).

2.6 Accounting and taxes

We collect your identification and transaction data (in particular, data on payments made for the purchase of our products) for the purpose of fulfilling our accounting and tax obligations imposed on us by applicable legislation (in particular, the Accounting Act and the Value Added Tax Act). This is data that is included on invoices, delivery notes, payment receipts and other accounting documents.

Therefore, if we are required by law to archive these documents, we also store your personal data, which must be included on the documents. This purpose applies to all contractual relationships referred to in this Policy.

Reason (legal basis) for processing data:

- fulfilment of legal obligations (we use this reason in accordance with Article 6(1)(c) of the EU Regulation).

2.7 Exercise (or defense) of rights

If a dispute arises between our Company and you, we will process your personal data necessary for the defense of our legal claims in connection with the dispute until the dispute is resolved. As a rule, in this context, we process basic identification data, data on disputed contractual relationships, data on payments made, data from mutual communication, data on legal steps taken and their results.

Furthermore, we expressly draw your attention to your right to raise an OBJECTION to the processing of your personal data on the grounds of our Company's legitimate interest in accordance with Article 21 of the EU Regulation. If you raise such an objection to the processing of your personal data (you can use the form provided HERE), we will deal with it in accordance with the EU Regulation.

Reason (legal basis) for processing data:

- processing is necessary for the legitimate interests of our company in defending our claims (we use this reason in accordance with Article 6(1)(f) of the EU Regulation).

2.8 CCTV recordings

If you visit us at our headquarters, please note that selected areas of our Company are monitored and recorded by a camera system for security reasons. These areas are clearly marked with a camera pictogram and supplemented with the information required by the EU Regulation.

Access to these CCTV recordings is strictly restricted internally and governed by internal regulations on the operation of the CCTV system and the protection of personal data in connection with the CCTV system – see www.ellacs.cz (section "Personal Data Protection"), which contains other relevant information.

Furthermore, we expressly draw your attention to your right to raise an OBJECTION to the processing of your personal data on the grounds of our Company's legitimate interest in accordance with Article 21 of the EU Regulation. If you raise such an objection to the processing of your personal data (you can use the form provided HERE), we will deal with it in accordance

with the EU Regulation.

Reason (legal basis) for processing data:

- to protect our legitimate rights and interests (we use this reason in accordance with Article 6(1)(f) of the EU Regulation).

3. How long we retain your data

We process personal data for the minimum period for which we are required to process personal data. Specifically, in relation to the activities defined above (see point 2 of the Principles), these periods are as follows:

A) Conclusion and performance of contracts for the purchase of PZ

We process personal data related to your request for PZ for a period of 6 months from the time when no agreement on the production of PZ is reached on the basis of the request.

We process personal data related to the conclusion of the contract, the performance of the contract, and mutual communication related to the provision and delivery of PZ for the duration of the contractual relationship and subsequently for a period of 15 years, which is required by law.

B) Organizing workshops, professional conferences and similar educational activities for doctors

We process personal data related to these activities for a period of 2 years from the date of the educational/professional event. We retain your email address if you participate in events organized by us regularly or repeatedly. If, on the other hand, you do not participate in any events for a period of 2 years, we will delete your email address.

C) Sending information by email about planned events, especially to contracted doctors

We will use the email address you provide when contacting us to send you information about other professional/educational events we organize and in which you have participated, unless you have previously refused to allow your email address to be used for this purpose. If, on the other hand, you do not participate in any events for a period of two years, we will delete your email address. As soon as you express your interest in no longer receiving this information, we will delete your email contact for these purposes without undue delay.

D) Contact form

We process personal data for a period of 6 months from the processing of your request (unless there is another legal reason for longer processing, i.e. in particular if you do not become our customer).

E) Conclusion and fulfilment of supplier-customer relationships

We process personal data for the duration of the contractual relationship, which is the reason for processing personal data, and for any period necessary to exercise rights arising from defects in the services provided. Such data is archived for the period specified in the archiving and disposal rules.

F) Accounting and taxes

We process personal data for a period of usually 10 years from the date of the taxable supply,

unless a longer period is required by law in certain cases.

G) Exercise (or defense) of rights

We process personal data until the dispute is resolved and for one year thereafter.

H) CCTV recordings

We process personal data for the period specified in the regulation on the operation of a CCTV system with recording and the protection of personal data in relation to the CCTV system, which is published on the company's website.

After the expiry of the above-mentioned periods, personal data will be deleted/anonymized within 1 month at the latest; however, this does not apply if we need it after this period for other purposes, e.g. to defend our claims (i.e. to resolve a dispute) or for other legal reasons (e.g. to fulfil accounting and tax obligations).

4. SOURCES OF PERSONAL DATA

We only process personal data that we have received from you or obtained when communicating with you during our mutual contractual relations.

We do not search for or process your personal data from public sources.

5. RECIPIENTS OF PERSONAL DATA

We strictly manage your personal data within the Company and do not transfer it to third parties unless absolutely necessary. Such a need may arise in the case of external suppliers/service providers, such as IT service providers, legal service providers, and web service providers. In such cases, contractual relationships are established with these entities – personal data processors – which contractually ensure the security of the personal data transferred in accordance with the EU Regulation. The registered offices of IT service providers are located within the EU.

If certain personal data is transferred to processors outside the EU, this is done expressly on the basis of your request for services from our company in a situation where you are a person working outside the EU; in such a case, we transfer the necessary contact details relating to you to our contractual distributors in the relevant area (according to your place of work), provided that the relevant contractual clauses on personal data protection have been concluded with these distributors.

Certain state authorities are authorized to request information about you on an ad hoc basis in order to fulfil their legal obligations (e.g. the Czech Police, financial control authorities, the State Institute for Drug Control). We only provide data if the authorization to request such data is permitted by law.

6. WHAT ARE YOUR RIGHTS

Right of access to personal data

You have the right to access all personal data that is being processed. At your request, we will provide a copy of the personal data being processed in a machine-readable format, or we will allow you to view the concluded contract and other documents stored with it.

Right to rectify personal data

You have the right to correct changed personal data (or data found to be incorrectly stated for any other reason). We will make the correction after we are able to verify the changed data (e.g. from a new identity document).

Right to erasure personal data

You have the right to have your personal data deleted if we have processed it unlawfully.

Right to restrict the processing of personal data

You have the right to block your personal data under the conditions set out in Article 18 of the EU Regulation
(if an objection is raised or there is a dispute about the legitimacy of the data processing).

Right to data portability

You have the right to receive your personal data processed by automated means in a structured, commonly used and machine-readable format, or to have that data transferred to another controller, where technically feasible.

Right to withdraw consent

If you have given us your consent to process your personal data for specific purposes, you have the right to withdraw this consent at any time.

Right not to be subject to automated decision-making

You have the right not to be subject to any decision based solely on automated processing, including profiling, which would have legal effects on you or significantly affect you. Our Company does not perform any such automated decision-making or profiling.

Right to object

You have the right to object if the processing is based on our legitimate interest (defense of legal claims, CCTV system).

Right to lodge a complaint

You have the right to contact our Company with your complaint at any time, or to lodge a complaint with the Office for Personal Data Protection, address: Pplk. Sochora 27, 170 00 Prague 7, or to seek judicial protection.

How to exercise your rights

To exercise your rights listed above, please contact the authorized person at the following

e-mail address: gdpr@ellacs.eu, tel.: +420495279125, or you can exercise these rights in person when visiting the Company. To exercise your rights, you can use the forms we have prepared, which are available at www.ellacs.cz in the Personal Data Protection section – here you will find a more detailed explanation of the conditions for exercising each right.

We are obliged to inform you free of charge about the measures taken without undue delay and in any case within one month of receiving your request. This period may be extended by a further two months if necessary, considering the complexity and number of requests. If we do not comply with your request, we will inform you without delay (within one month at the latest) of the reasons for not complying.

In certain cases, defined by law, we are not obliged to comply with the request in whole or in part. This will be the case in particular if the request is manifestly unfounded or excessive, in particular because it is repetitive. In such cases, we may: (i) charge a reasonable fee taking into account the administrative costs, or (ii) refuse to comply with the request.

If we receive a request but have reasonable doubts about the identity of the sender of the request, we may ask you to provide additional information necessary to confirm your identity.