

Consent to the processing of personal data for marketing purposes and enhanced conversions

I hereby grant my consent to **PPL CZ s.r.o.**, ID No. 251 94 798, with its registered office at K Borovému 99, 251 01 Říčany, registered in the Commercial Register maintained by the Municipal Court in Prague, file number C 105858, as the personal data controller, to process my personal data in the extent of:

- first and last name
- e-mail address
- telephone number
- address

for the purpose of:

- sending commercial communications (e.g., newsletters, information about products, services, campaigns, and news),
- personalizing product and service offers,
- participating in marketing surveys and competitions,
- measuring the effectiveness of marketing campaigns through so-called enhanced conversions, which includes the transfer of personal data (in hashed form) to advertising platform providers (e.g., Google Ads, Sklik, Meta) for the purpose of optimizing advertising campaigns.

I grant my consent for a period of 5 years or until it is withdrawn, whichever occurs first. I acknowledge that I can withdraw my consent at any time, for example via a link in a commercial communication or by contacting the controller at osobni.udaje@ppl.cz.

Information on data transfer:

Personal data may be transferred to third countries (e.g., the US) to advertising service providers. The transfer is based on standard contractual clauses approved by the European Commission and using technical measures (e.g., hashing and data encryption).

I have been informed of my rights under Regulation (EU) 2016/679 (GDPR), especially the right of access to my data, the rights to rectification, to erasure, to restriction of processing, to data portability, and the right to object to a supervisory authority.

