

Personal data protection

1. Who is the controller of personal data

The controller of the personal data provided by you is PETROLmedia, s.r.o., Na Dlouhém lánu 508/41, 160 00 Prague 6, Company ID: 25586831. This company is engaged in the organization of professional business conference events and other meetings of representatives of companies from various fields (hereinafter referred to as Events), publishing a professional magazine, operating an information web portal, sending news newsletters and other B2B marketing activities.

2. What personal data do we process

Our mission is to assist in the development of business and professional discussions in the fields we cover. In our case, this is B2B communication. The personal data processed are therefore in the nature of contacts at companies operating in the given fields or having some current or potential relationship with them. However, since this data includes names, e-mails and telephone numbers, it is considered personal data from the point of view of legislation and we are obliged to handle it as stipulated by the currently valid legislation.

2.1. Event registration

If you register for our event, you provide us with some personal data as part of the registration, or directly at the event. This includes basic contact information: your name and surname, your work phone number, e-mail address and job position in connection with the company you represent at the event and under whose name you registered. In addition, we record which of our events you have visited. We also take pictures and videos at the event, and it is possible that you may appear in one of the shots.

2.2. Magazines

If you register for magazines, we process data that is necessary for the addressed sending of printed materials and any communication regarding the sending. These are: your name and surname, your work phone number, email address.

2.3. Information newsletters

For the purpose of sending information newsletters, we collect and process only the email address from which the registration was made. In addition, the system used to prepare and send e-mails automatically monitors the level of activity of individual subscribers, especially deliverability.

2.4. Web portal

Our web portal serves to inform about events in the fields related to gas stations and related fields. The site is intended for both experts and the public. In many ways, it is a tool to help experts in their work.

3. What do we need the data for and what do we do with it

3.1. Registration for the event

We need your data so that we can communicate with you about your participation in the event and so that we can create the best possible conditions for you to make the event as successful as possible for you, both in terms of information and business.

We inform the professional public about the event itself with reports, so we take photos and possibly also short reportage videos. Those that best illustrate what the event really was like are published in our professional magazine, on our information portal, on the website of the event for which you are registering. And of course, we issue an official press release about the event, which we send to selected media. We attach some photos to it. You are not entitled to a fee by publishing it.

We also store your data so that we can invite you to similarly focused events in the future. We send invitations by e-mail and/or by telephone. It is also possible that we will contact you with an offer to participate in one of our future projects, if we are convinced that this could have a commercial or informational benefit for you.

We may process personal data in this way because it is necessary for the purposes of our legitimate interests or the interests of event partners. Without the described processing, we would not be able

to organize our events and prepare a professional magazine in which we publish a number of professional articles.

3.2. Magazine

We process data for the addressed sending of printed mail because it is necessary for the performance of the magazine sending service. We always send magazines to the address of the company, establishment, institution or to a directly agreed name - a company representative. We need your email address and telephone number so that we can communicate with you regarding the subscription solution, or in case the distribution company informs us that it was not possible to deliver the shipment.

3.3. Information newsletters

Information newsletters are sent to you based on the consent you gave us when registering to receive a specific newsletter.

3.4. Invitations to events

We send email invitations to events based on your consent to those who have registered to receive them. Furthermore, we send them to participants of previous events in the given field on the basis of our legitimate interest.

3.5. Automated decision-making We do not use any automated decision-making and profiling systems.

4. Processing period of personal data

4.1. Data provided as part of event registration

We process the data provided for a period of five years after the end of the event. If you register for one of the other events, the five-year period for data processing will start again.

4.2. Magazine distribution

We store the data provided as part of the registration for the magazine subscription as long as sending magazines, which is until you unsubscribe or until you receive information that you no longer work for the company to which we sent the magazine.

4.3. Newsletters

We process e-mail addresses received as part of the registration for newsletters for one year.

4.4. Updates

We strive to keep the data we store up to date. Therefore, we ask you to inform us if any of the data you provided changes, or even if you no longer represent the company listed in the registration. Please contact us by e-mail at petrolmedia@petromedia.cz.

5. Where do we get personal data from and how do we update it

5.1. Data provided as part of event registration

We process personal data that we received from you when registering or that you provided to us at the event itself. It is also possible that your face was captured by the camera lens or cameras during the event itself. However, with the exception of the performers, we do not identify the images with names or other personal data.

5.2. Data for magazine distribution

We need the data for sending one of our professional magazines to deliver them to you. You provided it to us either as part of the event registration or when registering to subscribe to the magazine, either in the form of a completed paper form or on the website. It is also possible that you provided it to us during a personal meeting or by email with a request to send the magazine.

5.3. E-mail contacts for sending newsletters and invitations to the event

When registering to subscribe to the newsletter, you provided us with your e-mail. We only store this data in the database for sending newsletters and invitations, and we do not require any other data. If you were at our event, then you also provided us with your e-mail as part of the registration.

6. Who will have access to your personal data

We process the data exclusively within our company. We ensure that only those employees who have to work with personal data in the course of their work have access to personal data. We use access control to individual files, password-protected files and other technical and organizational measures for this. In the case of sending printed materials, we use specialized distribution companies to distribute them. To ensure the distribution itself, we must provide them with your name and surname, the name of the company and its address. All processors of personal data must ensure that they handle the data in accordance with applicable personal data protection legislation and only to the extent necessary to perform the activities they provide for us.

7. Recipients of personal data

7.1. Editors

Some of our newsletters are also created and mailings are carried out by editors. They only have access to email lists.

7.2. Event partners

None of your contact details will be passed on to event partners.

7.3. E-mailing system

We send news newsletters or invitations to events via the Umbraco and Capsa systems.

7.4. Distribution companies

The distribution of magazines for us is provided by Casus, Direct Mail. and Czech Post.

8. Contact details

Updating personal and company data and any requests to exercise your rights:
petrolmedia@petrolmedia.cz

In case of suspicion of leakage or misuse of personal data, call: +420 224 305 350.