

Information on the Processing of Personal Data

This information is intended for you as a user of the MYHAIRCLOUD portal operated by our company MY HAIRCLOUD s.r.o., Company ID No.: 17806691, registered office at Na Skalce 941/13, Prague 5, registered in the Commercial Register maintained by the Municipal Court in Prague under file no. C 376075/MSPH (“we” or “our company”). When using our portal, we process your personal data. The purpose of this document is to explain how we, as the controller of personal data, process your personal data when you use the MYHAIRCLOUD portal. Through this document, we fulfil our information obligation pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council (“GDPR”).

Why do we process your personal data?

We process your personal data primarily in connection with your user registration on the MYHAIRCLOUD portal. More detailed information on the purposes of processing and the corresponding legal bases is set out below:

Purpose / Reason for Processing	Legal Basis
✓ Registration of a user account on the MYHAIRCLOUD portal and provision of portal services	✓ Performance of the contract concluded with you by accepting our terms and conditions during registration
✓ In the event of activation of a paid premium account, compliance with our legal obligations (e.g. accounting records, tax obligations)	✓ Compliance with legal obligations applicable to our company, (e.g. pursuant to the Accounting Act and the Tax Code)
✓ Sending commercial communications to your contact details	✓ Our legitimate interest in marketing
✓ If you voluntarily provide us with information about your business (e.g. salon, registered office, etc.), we may take such information into account when creating content offers on our platform	✓ Our legitimate interest in improving our services and marketing
✓ Certain data are stored in the event of an ongoing or reasonably anticipated court or other dispute for the purpose of establishing, exercising, or defending legal claims	✓ Legitimate interest of our company, our customers, and our employees in the protection of rights in the event of disputes

Are you required to provide your personal data?

Yes, some personal data are marked as mandatory for registration on the MYHAIRCLOUD portal. Without providing them, we would not be able to identify you and provide our services.

Other data in the registration form are marked as optional. If you choose to provide them, we may use them to improve our services and create tailored offers.

If we ask for your consent to process your personal data, providing such consent is entirely voluntary. You may withdraw your consent at any time by contacting us at our registered office address or at

info@myhaircloud.com. Withdrawal of consent does not affect the lawfulness of processing carried out prior to its withdrawal.

How do we obtain your personal data?

We usually obtain your personal data directly from you.

In exceptional cases, we may also obtain your data from third parties, for example if provided by a public authority or another institution. Depending on the situation, this may include identification, address, descriptive or other data, and exceptionally special categories of personal data.

How long do we retain your personal data?

We process your personal data only for the necessary period:

- Data processed due to legal obligations are retained for the period required by applicable legal regulations;
- Data processed due to ongoing or realistically threatened disputes are retained for no longer than the duration of statutory limitation or preclusive periods, taking into account that a lawsuit may be delivered by a court several months after filing;
- Data processed on the basis of your consent are retained for the period for which the consent was granted;
- In other cases, data are retained for the duration of your registration on the MYHAIRCLOUD portal; exceptionally, some personal data may be processed even after the termination of registration in order to settle mutual rights and obligations, but for no longer than one year.

Who are the recipients of your personal data?

The following external entities may have access to your personal data:

- Our service providers bound by confidentiality obligations (legal, financial or tax advisors, auditors, IT service providers – web hosting, cloud services, etc.);
- Law enforcement authorities, insurance companies or other public authorities as required by law (e.g. in the event of incidents or insurance claims).

What rights do you have?

Under the GDPR, you have the right to:

- Request access to your personal data, i.e. obtain information on whether we process your personal data and, if so, what data are processed and how;
- Request correction of inaccurate personal data and completion of incomplete data at any time;
- In certain cases, request restriction of processing, erasure of your personal data or object to processing (Articles 17, 18 and 21 GDPR);

- In certain cases, obtain the personal data you have provided to us in a structured, commonly used and machine-readable format (Article 20 GDPR). You may subsequently transfer these data to another controller or, where technically feasible, request that the controllers transmit the data directly to each other.

You may exercise these rights by sending your request or objection to our registered office address or by email at info@myhaircloud.com. You also have the right to lodge a complaint with the Office for Personal Data Protection, especially if we fail to comply with your request.

Please note that we regularly review and update this information.

In Prague on 21 May 2023

MY HAIRCLOUD s.r.o.