PRIVACY POLICY

Změna k lepšímu, z. s. · Version of August 2025 · English translation

1. BASIC INFORMATION

The controller of your personal data is us, the association Změna k lepšímu, z. s., Company ID (IČO): 09764313, registered office at Kaprova 42/14, Staré Město, 110 00 Praha 1. We are responsible for processing your personal data in connection with your supporting of, or active involvement in, the Change for the Better (Změna k lepšímu) initiative, or your membership of the association Změna k lepšímu, z. s., whether as individuals or as representatives of companies.

In this document we inform you of the purposes for which and the extent to which we process your personal data, what entitles us to do so, and for how long we are entitled to retain your data. You will also learn here what rights you have in relation to the processing of personal data and how you can exercise them with us.

2. WHAT PERSONAL DATA ABOUT YOU MAY WE PROCESS?

We process various categories of personal data about you for various purposes. The specific scope depends on how and why we obtained the data from you. Specifically, these are the following categories:

- identification data (e.g. first name, surname, billing details);
- information about a project (e.g. project description, website, project stage);
- contact details (e.g. email address, telephone number);
- content of communications;
- professional affiliation (e.g. details of the company and your job position in it);
- login data (e.g. username and password for a user account);
- information about membership of the association (e.g. information on the type of membership, i.e. whether it is full or associate membership, the date on which membership began and ended, the date and amount of payment of membership fees);
- information about a contract and its performance (e.g. when purchasing a paid course, information about the order, the date of payment of the price and the date on which the course was made available);
- payment data (e.g. payment card number, bank account number, promo code);
- photographs, audio and video recordings (e.g. if you give us consent to film a video featuring your identification data);
- other data provided to the association by a member during their membership (e.g. information on membership of a body of the association)

3. PROCESSING OF YOUR PERSONAL DATA ON THE WEBSITE WWW.KLEPSIMU.CZ

3.1. Signing the Manifesto

Together, we want to build a self-confident, free, healthy and sustainable economy built on new digital technologies, a feel for the landscape, quality of life, first-class science and innovation that will take us to the world's leading edge. You can join our initiative and sign the manifesto on your own behalf or on behalf of your company. In that case, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Public support for the Change for the Better initiative, including related communication, sending commercial communications and newsletters, informing about the association's activities and offers, targeting advertising on third-party platforms, inclusion in anonymised analyses and segmentation to improve communication.	Identification data, contact details, professional affiliation (for company representatives)	Consent to the processing of personal data	Until consent is withdrawn

If you decide to publicly support the Change for the Better initiative, we will, with your consent, process your personal data so that we can publish your first name and surname in the list of signatories, or publish on the website the logo of the company you represent. Your contact details will be used for any communication with you.

You may withdraw your consent to the processing of personal data at any time, and we will stop processing your personal data for the purpose of public support for the initiative. This means that we will also delete your name from the list of signatories.

3.2. Submitting a Project

We are looking for innovative projects that can help us with our initiative. You can submit your project and we will help you present it. In that case, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Presentation of the project to the public, including related communication with the organisers of Change for the Better	Identification data, contact details, professional affiliation (for company representatives), information about the project	Consent to the processing of personal data	Until consent is withdrawn

We will register and publish your project only with your consent. You may, however, withdraw your consent at any time, and we will stop processing your personal data for the purpose of presenting the project to the public.

4. PROCESSING OF PERSONAL DATA OF MEMBERS OF THE ASSOCIATION

4.1. Membership of the Association, Running of the Association

You can get involved in the initiative as a member of the association Změna k lepšímu, z. s., and thus participate directly in putting it into practice. In that case, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Enabling the exercise of members' rights and the fulfilment of their obligations (in particular enabling participation in the work of the association and its bodies and in the association's activities), including related communication	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association, information about a project, other data provided to the association by a member during their membership	Necessity for the performance of a contract	Up to 5 years from the end of membership; basic data on the legal relationship (member's name, start and end of membership, payments of membership fees) up to 10 years from the end of membership (for the purposes of any court proceedings)
Keeping the list of members	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association	Compliance with legal obligations	Up to 1 month from the end of membership, or for the period laid down by law; data also kept in the register books (*matriční knihy*) indefinitely for archiving purposes
Administration of membership fees	Identification data, contact details, information about membership of the association	Compliance with legal obligations	Until 5 years have elapsed from the end of membership, or for the period laid down by law
Keeping accounts and tax records	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association	Compliance with legal obligations	For the period laid down by law
Keeping statistics on the running and activities of the association	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association, information about a project	Legitimate interest in involving members in the running of the association	Until 5 years have elapsed from the end of membership

If you become a member of the association Změna k lepšímu, z. s., we will process your personal data in order to fulfil our contractual obligations, comply with our legal obligations, and be able to coordinate the work of the association effectively and enable you to participate in it fully.

We also have an interest in keeping statistics on the running and activities of the association. We may carry out such activities on the basis of our legitimate interest in involving members in the running of the association. You may object to this processing. If your objections are justified, we will stop processing your personal data for this purpose.

4.2. Publication in the List of Members of the Association

The association is proud of its members, who are its calling card. For the same reasons, members may wish to be publicly associated with the association. In that case, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Publication in the list of members of the association	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association (type of membership)	Consent to the processing of personal data	Until consent is withdrawn, but no later than the termination of membership

We will publish information about your membership only with your consent. You may, however, withdraw your consent at any time, and we will stop processing your personal data for the purpose of presenting information about your membership to the public.

4.3. Sending Offers of the Association's Products and Services (Commercial Communications)

The association may create products and services for its members, about which members will be informed if they so wish. In that case, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Sending offers of the association's products and services	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association, information about a project	Consent to the processing of personal data	Until consent is withdrawn, but no later than the termination of membership

We will send you the association's commercial communications only with your consent. You may, however, withdraw your consent at any time, and we will stop processing your personal data for the purpose of sending commercial communications.

4.4. Participation in Surveys

Our initiative may conduct various surveys, whether to improve its projects or for other reasons that help it better fulfil its purpose. If you have decided to take part in a survey, we process your personal data to the extent, for the purpose, on the legal basis and for the period stated here:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Participation in a survey, sending of any gift and of the anonymous survey results	Contact details, survey responses	Consent to the processing of personal data	Until consent is withdrawn

If you decide to take part in a survey, we will, with your consent, process the personal data that you enter in your survey responses and, where applicable, send a gift or the anonymous survey results to the email address you have provided.

If you wish to receive the survey results or a reward that our initiative may offer for completing the survey, we must also process your email address for this purpose. We will carry out such processing only with your consent.

You may, however, withdraw your consent to the processing of the data you have entered at any time, and we will stop processing your personal data for the purpose of conducting the survey.

4.5. Registration and Management of a User Account

You can set up a user account on the Change for the Better website, through which you can use our services (e.g. subscribe to the blog, watch free courses or pay for paid courses). In this case, we may process your personal data as follows:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Registration and management of the user account, including related communication (e.g. sending notifications of changes to the account)	Identification data, professional data, login data, contact details, promo code (if you provide it to us)	Necessity for the performance of a contract	Up to 1 month from the cancellation of the user account
Sending posts from our blog, news about us and offers of our services (commercial communications)	Identification data, contact details	Legitimate interest in sending commercial communications to our customers in accordance with Section 7(3) of Act No. 480/2004 Coll.	Until the cancellation of the user account, but no later than unsubscribing from commercial communications

Upon registration, a contractual relationship is established between us, on the basis of which you can use the user account. To set up the account, you share with us only the data necessary for the performance of the contract. You provide the data to us voluntarily, but without them we are unable to set up and manage the account for you.

We may send posts from our blog, news about us and our work, and offers of our services (e.g. paid courses) to the email address provided at registration. You can unsubscribe from these commercial communications at any time in the account settings or by clicking the link in each commercial communication.

4.6. Paid Courses

Within your user account, you can pay for any of the courses we offer. In this case, we may process your personal data as follows:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Enrolment in the course and making it available	Identification data, contact details, payment data, information about the contract and its performance	Necessity for the performance of a contract	Until the cancellation of the user account; we may, however, retain the data for further purposes
Compliance with obligations laid down by law	Identification data, contact details, payment data, information about the contract and its performance	Necessity for compliance with legal obligations	For the period laid down by law (e.g. we must retain tax documents for 10 years from the end of the tax period)
Protection of our rights and interests, including verifying entitlement to use a promo code	Identification data, contact details, payment data, information about the contract and its performance	Legitimate interest in protecting our rights and interests	10 years from the course order, or longer until a dispute is resolved

You may voluntarily order access to a paid course from us (including, for example, a video course and written materials). We then need the data you shared with us when registering your account and in the order in order to make the course available to you. We must also fulfil obligations imposed by law.

We also need to keep your personal data collected for course enrolment so that we can protect our rights and interests in certain disputed situations (e.g. if we are dealing with a breach of the terms of use or verifying whether you obtained a promo code legitimately). You may object to this processing of personal data. If your objection is justified, we will stop processing your personal data to the extent objected to.

4.7. Events

We organise various meetings and events, including in-person ones. On the Change for the Better website you can find the upcoming events we are preparing (such as Rok Změny). You can register for the events. With your consent, we will also use this data to invite you to our other events. This consent may be revoked at any time. In this case, we may process your personal data as follows:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Organisation and evaluation of social events	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association, other data necessary for organising events	Consent to the processing of personal data for the purpose of performing the contract concluded by registration	Up to 1 month after the end of the event
Regular overview of events	Identification data, contact details, professional affiliation (for company representatives), information about membership of the association, data for invitations to future events	Legitimate interest in protecting our rights and interests	10 years after consent is given or until it is withdrawn

You may object to this processing of personal data. If your objection is justified, we will stop processing your personal data to the extent objected to.

4.8. Taking Photographs, Videos and Audio Recordings

We may agree with you that we will photograph you, film you or record you, e.g. for a podcast. Where the photographs, videos or audio recordings are accompanied by your identification data, we process your personal data as follows:

PURPOSE	SCOPE OF INFORMATION PROCESSED	LEGAL BASIS	PROCESSING PERIOD
Promotion of Change for the Better and its activities	Photographs, videos, audio recordings, identification data, other data accompanying these recordings	Consent to the processing of personal data, unless the making and dissemination of the recordings forms part of a contract we conclude for this purpose (in which case the basis is necessity for the performance of a contract)	Until consent is withdrawn, or for 20 years from the making of the recording; we may agree otherwise in the contract
Protection of our rights and interests, including verifying entitlement to use a promo code	The data stated above	Legitimate interest in protecting our rights and interests	For the period necessary to fulfil the purpose (e.g. to resolve a dispute concerning a photograph of you)

If we use your photographs, videos or audio recordings on the basis of your consent to the processing of personal data, you may withdraw your consent at any time and we will remove your identification data from the recordings.

If we use the recordings because we agreed to do so in a contract, you can only revoke your consent to the capture and dissemination of your likeness under the Civil Code. You may have committed to allowing us to use the recordings for a certain period (e.g. 10 years from when they were made). If you revoke your consent to the capture and dissemination of your likeness before that period expires, we may require you to pay the costs we incur, e.g. because a photograph has to be removed from the website or social media.

In some cases we have a photograph or video of you, but we do not identify you in the recording in any way (we do not give your name or any other identifier). In that case we do not process your personal data. Even so, you may revoke your consent to the capture and dissemination of your likeness under the Civil Code. If you gave us consent for a certain period, we may, in the event of early revocation, require you to pay the costs we incur, e.g. because a photograph has to be removed from the website or social media.

5. TO WHOM DO WE DISCLOSE YOUR DATA?

We do not know exactly to whom we will provide your personal data. We therefore list here the categories of possible recipients, together with the reason why your personal data might be transferred to them:

RECIPIENT	REASON FOR DISCLOSURE
Persons conducting surveys, e.g. Omnicom Media Group s.r.o.	Processors may process your personal data for the purpose of evaluating a survey.
Persons ensuring the operation of the website and software (computer systems), including communication software (Slack)	We need the software provider, acting as a processor of personal data, to service our website and the operation of our information systems.
The public, in particular readers of the website	You give consent for us to publish some of your personal data. It can therefore be assumed that anyone from the public may read it.

RECIPIENT	REASON FOR DISCLOSURE
Persons ensuring the sending of emails	We may use the services of companies specialising in sending emails, including bulk emails.
Professional advisers (e.g. accountants, tax advisers or legal advisers)	We may use the services of professional advisers in particular for handling the accounting, tax or legal matters of the association Změna k lepšímu, z. s.
Persons taking photographs, videos and audio recordings, and editing them	These persons may help us promote Change for the Better.
Persons who, in cooperation with us, have provided you with a promo code for our paid services	We may provide a promo code to certain persons, in particular members of Change for the Better, who will then send it to you. So that these persons can keep track of whether the promo code is being redeemed with us only by the users for whom it was intended, we may share the data you provided at registration with that person.
Cooperating partners	Partner companies cooperating with Change for the Better on joint projects relating primarily to the education of members, but also to other activities. These partners are provided with contact and other data about participating members and with data relating to the partner activity in question.

If you would like to know to whom, when and for what purpose your data have been disclosed, we will be happy to tell you.

Some of our partners (in particular suppliers) may be based outside the EU. Where anyone is to have access to your personal data, we have ensured that they provide appropriate safeguards that your personal data will be secure and that your rights will not be restricted in any way.

6. WHAT ARE YOUR RIGHTS?

As we process your personal data, you have rights, about which we wish to inform you here. You can exercise all your rights with us in any way that suits you. However, you must enable us to verify that the request really comes from you (verify your identity). For the simplest handling of your request, please exercise your rights by email at zmena@klepsimu.cz.

6.1. Right to Withdraw Consent

Where we process your personal data on the basis of your consent, you have the right to withdraw your consent to the processing of personal data. You can withdraw consent by sending a request to zmena@klepsimu.cz. In that case, we will stop processing personal data for the purposes for which you have withdrawn consent.

This also applies to consent to receiving commercial communications. You can also withdraw this consent simply by unsubscribing from commercial communications by clicking the link in the email.

6.2. Right of Access

You have the right of access to the personal data we process about you. You also have the right to information about what personal data we process about you, for how long, what the purposes of the processing are, to whom we disclose the data, and whether we use them for automated decision-making (and, if so, how that automated decision-making works).

We will provide you with a copy of your personal data free of charge. Only where more than one copy is requested will we charge a reasonable fee for providing them.

6.3. Right to Rectification

If you find that we are processing incomplete or inaccurate personal data about you, you have the right to have us rectify the personal data or, where required by the purpose of processing those personal data, complete them.

6.4. Right to Erasure

You also have the right to erasure of the personal data that we hold and process about you. To be able to request erasure, one of the following grounds must apply:

- your personal data are no longer necessary for the purpose for which they were collected or processed;
- we are processing your personal data unlawfully;
- you have withdrawn the consent on the basis of which your personal data were processed, and we have no other legal basis for further processing those personal data;
- you have objected to the processing of your personal data that we process on the basis of legitimate interest, and we are unable to demonstrate that our legitimate interest overrides your right to erasure;
- there is a legal ground requiring the erasure of those personal data.

A situation may arise in which your personal data cannot be erased on the basis of your withdrawal of consent to the processing of personal data or on the basis of your request for erasure of personal data. This is the case in particular where the law requires us to process your personal data. Should this situation arise, we will inform you of the reason why your personal data cannot be erased.

6.5. Right to Restriction of Processing

If you believe that the personal data we process about you are inaccurate, you have the right to request that we restrict the processing of your personal data for the period strictly necessary to verify their accuracy and rectify them where necessary.

You also have this right in the following cases:

- the processing of your personal data is unlawful, but you do not wish your personal data to be erased;
- we no longer need your personal data for the purpose for which we processed them, but you insist on their processing (in particular their retention) for the establishment, exercise or defence of your legal claims;
- you have objected to the processing of your personal data on the basis of our legitimate interest; in this case, the restriction of processing will apply for the period necessary to determine whether our legitimate interest overrides your right not to have your personal data processed any further.

6.6. Right to Object to the Processing of Your Personal Data on the Basis of Legitimate Interest

Where we process your personal data on the basis of legitimate interest, you have the right to object to this processing. On the basis of your objection, we will assess whether it is genuinely in our legitimate interest to process your personal data for the given purpose, or whether your right not to have your personal data processed any further prevails. If your objection is justified, we will stop processing your data.

6.7. Right to Data Portability

You also have the right to data portability. If you have provided us with your personal data on the basis of consent or of necessity for the conclusion and performance of a contract, and we process them by automated means, you may request that we provide you with the personal data that meet these conditions. We will provide them to you in a commonly used, structured and machine-readable format. Where technically feasible, we will, at your request, transmit them to another controller of your choice.

6.8. Right to Lodge a Complaint

If, in your view, all the rights listed above are insufficient, or if you believe that we are infringing your rights in any way, you have the option of lodging a complaint with the supervisory authority. You can lodge a complaint using the contact details of the Office for Personal Data Protection (Úřad pro ochranu osobních údajů, ÚOOÚ), which are available at https://www.uoou.cz/podatelna-uradu/os-1006.

Archive of previous versions of this policy: https://www.klepsimu.cz/zasady-a-podminky

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This is an English translation of the Czech original. In case of any discrepancy, the Czech version prevails.