

LiveDiff Privacy Policy

This Privacy Policy is intended to inform you of LiveDiff Group a.s. (hereinafter referred to as "Company," "We," or "Us") practices regarding the collection and use of your data that you may submit to us through the website livediff.com or LiveDiff app (hereinafter referred to as "Platform" or "LiveDiff"). Privacy Policy was last amended on October 9, 2023. With respect to changes in legislation, we might change this Privacy Policy from time to time. Please, read the following paragraphs carefully. You should find all necessary information herein. If you have any further questions regarding privacy, collection, or processing of your personal data, you can always contact us at info@livediff.com.

1. Personal data

All personal data voluntarily provided to the Company by the user are collected, processed, and used in accordance with applicable privacy laws and regulations, especially General Data Protection Regulation (regulation in EU law on data protection and privacy in the European Union and the European Economic Area, hereinafter referred to as "GDPR"). Privacy Policy covers data collection and processing carried out by the Company. The Company is not responsible for the privacy practices of any other third parties. The Company does not knowingly ask for information or collect data from persons under the age of 16. The Website can be used by persons under the age of 16 with previous verified consent of their parent or legal guardian. If we learn that the information is collected without such consent, we delete that information.

2. Who processes your personal data?

Your personal data are processed by LiveDiff Group a.s., joint-stock company, business identification no. 041 33 684, registered seat at Pod Kotlářkou 151/3, Košíře, 150 00 Praha, the Czech Republic (data controller).

3. What personal data are processed, and who are the recipients of your personal data?

We collect personal data you provide us voluntarily while using LiveDiff, including your e-mail address, name and surname, date of birth, phone number, address, your location, social media profile information. If you provide us with personal data of third parties, it is your responsibility to inform the person concerned and secure their consent to this Privacy Policy. We also automatically collect technical data, such as IP address, the type of device accessing LiveDiff, time spent on the Platform, exact time you visited the Platform, your surfing habits, type of browser and operating system you use, Platform language preference, and similar information. That information helps us improve your browsing experience. In

certain cases, it is possible to use technical data and identify you by them as an individual, thus making them personal data according to applicable legal regulations. We also use 3rd party services provided by external suppliers. In some cases, these services also include partial processing of personal data. The Company shares personal data with its suppliers to the necessary extent only. These suppliers are contractually bound to keep the personal data in confidence and to protect the personal data the same way as the Company does.

These suppliers include, in particular, the following categories of trusted service providers:

- providers of technical services (e.g. hosting, data centre, IT support);
- banks, providers of payment services;
- legal counsels, tax, accounting services;
- marketing providers;
- communication providers;
- analytics providers.

4. Use of Cookies

A substantial part of the personal data processing and collecting is related to the Cookie Policy. Cookies are small text files that are stored on your device by the websites. Session-based cookies contain information stored into a temporary memory location and are deleted automatically as soon as you close your browser. Permanent cookies are data files capable of providing websites with user preferences, settings, and information for future visits – this type of cookies last until they expire or until you or your browser delete them. The Website uses its own functional cookies (1st party cookies) necessary for the efficient functionality of the Website. The Website informs you about the use of cookies on your device as soon as you enter the Website for the first time. In addition to that, the Website asks you for your consent with another 1st, as well as 3rd party cookies used for different purposes than the sole functionality of the Website. These cookies will be stored in your browser only with your previous consent. You are allowed to revoke your previous consent with cookie use in the Cookie Policy at any time in the footer of the LiveDiff website. 3rd party cookies also help us analyze and understand how you use the Website and improve your browsing experience. In addition to that, the browser allows you to set your preferences whether the cookies may or may not be stored on your device. Relevant developer's website provides information on how to set up your browser. The Company respects your browser settings.

5. What are the purposes and legal basis for processing of your personal data?

The purposes for which we use your personal data may differ based on the service we provide and the type of communication between you and us. We process your personal data especially for the following purposes:

- to provide service;
- to provide information and products you requested from us;
- to identify the contracting party before the conclusion of the contract;
- to carry out obligations arising from any contracts entered between you and us;
- to manage your LiveDiff account;
- to notify you of changes to our services;
- to process your payment transactions;
- to comply with applicable laws and regulatory obligations;
- to manage our business operations and IT infrastructure;
- to understand how you use our services to give you the best browsing experience;
- to improve and develop new services based on user behavior – using anonymized, aggregated data;
- to measure traffic on the Website;
- to keep our services secure and safe;
- to manage complaints, feedback, and queries, and handle requests for data access or rectification, or the exercise of other rights related to personal data;
- for direct marketing of our services. We process your personal data on the legal basis hereunder:
 - contractual obligations entered into by you and us;
 - your explicit consent given to specific purposes;
 - compliance with legal obligations;
 - legitimate interest of the Company or third parties.

6. Do we transfer your data to countries outside the EU/EEA?

The digital world has almost no boundaries and offers easier international collaboration than any other industry. We use solutions provided by EU/EEA based companies, as well as US based companies. US companies are required to provide equivalent level of protection for personal data of their EU based data subjects to the protection guaranteed by GDPR. If we are involved in a merger, acquisition or other similar type of restructuring, your information may be transferred as a part of the deal. We will notify you (e.g. via an e-mail associated with your account) of such a deal and outline your options.

7. How long do we store your personal data?

Personal data are stored as long as necessary for the purpose for which it was processed. The length of time that the Company holds your personal data depends on the legal basis of processing. Data processed based on the performance of a contract: the data are processed for the duration of the contractual relationship and for an applicable limitation period. Processing based on your consent: personal data are processed until you revoke your consent.

8. Data safety

The Company is obliged to protect the user's personal data against unauthorized interference. Personal data are protected against loss, theft, unauthorized access.