

PRIVACY POLICY AND TERMS OF USE

Last updated 01.03.2023

FLO Group s.r.o. (maintains this website (located at weareflo.com) and any media form, media channel, mobile website, or mobile application included, related or connected thereto (collectively, the "**Site**") for personal entertainment, information, education, and communication of our users ("**user**" or "**you**" or "**your**").

This Privacy Policy and Terms of Use explains how you can use the Site and its contents and how do we collect, use, disclose, and safeguard your information when you visit our Site. Please read this document carefully. If you do not agree with the terms of this Privacy Policy and Terms of Use, please do not access the Site. Otherwise, please feel free to browse the Site.

You may download material displayed on the Site for non-commercial, personal use only provided you also retain all copyright and other proprietary notices contained on the materials. You may not, however, distribute, modify, transmit, reuse, re-post, or use the content of the Site for commercial purposes, including the text, images, audio and video without our prior written permission.

We reserve the right to make changes to this Privacy Policy and Terms of Use at any time, for any reason and without any prior notice. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy and Terms of Use on the Site. You are encouraged to periodically review this document to stay informed of updates.

1. NO WARRANTIES; LIMITATION OF LIABILITY

This site is provided "*as is*" without warranties of any kind, either expressed or implied, including but not limited to the implied warranties of flawlessness, merchantability, fitness for a particular purpose, or non-infringement. All liability with respect to actions taken or not taken based on the contents of the Site are hereby expressly disclaimed.

We assume no responsibility and shall not be liable for any damages to or viruses that may infect, your computer equipment, software, data, or other property on account of your access to, use of, or browsing in the Site or your downloading of any materials, data, text, images, video or audio from the Site or any linked websites.

In no event shall we or any other party, involved in creating, producing, maintaining or delivering the Site, or any of their affiliates, or the officers, directors, employees, shareholders, or agents of each of them, be liable for any damages of any kind, including without limitation any direct, special, incidental, indirect, exemplary, punitive or consequential damages, whether or not advised of the possibility of such damages, and on any theory of liability whatsoever, arising out of or in connection with the use or performance of, or your browsing in, or your links to other sites from this Site.

By using the Site, you expressly relieve us from all liability arising from your use of the Site and any third-party website or digital service.

2. INTELLECTUAL PROPERTY AND THIRD-PARTY CONTENT

Unless otherwise noted, product names, designs, logos, titles, text, images, audio, and video within this Site are the trademarks, service marks, trade names, copyrights or other property of us. All other trademarks are the property of their respective owners.

All proprietary information, software, graphics, files, logos and trademarks received or transmitted electronically are the property of us and further distribution or downloading of such information does not confer any rights on any other person or company.

The Site contains links to other third-party websites, digital services and service providers that are not owned or controlled by us. Such links are only for the convenience of the user or browse.

We do not recommend or endorse the contents of the third-party websites, we have no control over, and assume no responsibility for the content, privacy policies, practices, act or omissions of any third-party websites or other entities providing services to you. Accordingly, we encourage you to be aware when you leave the Site and to read the terms and conditions and privacy policy of each third-party website that you visit or digital service you use.

3. OPINIONS, VIEWS, DISCLOSED INFORMATION AND THEIR ACCURACY

The views expressed at, or through, the Site are those of the individual authors or speakers in their individual capacities only – not those of their respective employers or us.

The information provided on the Site does not, and is not intended to, constitute business, management, marketing or legal advice. Instead, all information, content, and materials available on the Site are for general informational purposes only. Information on the Site may not constitute the most up-to-date information. Therefore, we disclaim any responsibility or liability for any errors, omissions or inaccuracies in the material on this site, and is not responsible for any uses or decisions made by third parties based on this information.

4. COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

- 4.1 Personal Data** Personally identifiable information, such as your name, email address, and company name, that you voluntarily give to us when you register with the Site such as email sign up. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.
- 4.2 Derivative Data** Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site. If you are using our mobile application, this information may also include your device name and type, your operating system, your phone number, your country, your likes and replies to a post, and other interactions with the application and other users via server log files, as well as any other information you choose to provide.

5. USE OF YOUR INFORMATION

We may use information collected about you via the Site to:

- Compile anonymous statistical data and analysis for use internally or with third parties;
- Deliver targeted advertising, newsletters, and other information regarding promotions and the Site to you;
- Email you regarding your account;
- Increase the efficiency and operation of the Site;
- Monitor and analyze usage and trends to improve your experience with the Site;

- Notify you of updates to the Site;
- Send you a newsletter.

6. DISCLOSURE OF YOUR INFORMATION

Generally, we do not share information we have collected about you but in certain situations:

- 6.1 By Law or to Protect Rights.** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.
- 6.2 Third-Party Service Providers.** As part of our operations and functioning, we use the services of service providers, suppliers, and external co-workers who may also obtain access to personal data as part of providing these services. We try to select only such processors who provide sufficient guarantees of personal data protection, for which we thoroughly bind them contractually.

7. COOKIES AND OTHER TRACKING TECHNOLOGIES

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience.

- 7.1 Internet-Based Advertising** Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about opting-out of interest-based ads, visit the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.
- 7.2 Website Analytics** We may also partner with selected third-party vendors, such as Google Analytics, to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By accessing the Site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

8. SECURITY OF YOUR INFORMATION

We have taken reasonable steps to secure the personal information you provide to us by implementing administrative, technical, and physical security measures to help protect your personal information.

Please be aware that despite all our efforts, any information disclosed online is vulnerable to interception and misuse by unauthorized parties.

9. YOUR OPTIONS REGARDING EMAIL NOTIFICATIONS, NEWSLETTERS AND OTHER COMMUNICATIONS

If you no longer wish to receive emails or other communications from us, you may opt-out by:

1. Contacting us using the contact information provided below;
2. Withdraw your consent to receive commercial correspondence, e-mails, or other communication by clicking on the active element (link) that is part of each such communication.

10. YOUR RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)

If you are a resident of the European Economic Area (EEA), please be advised that:

1. We (FLO Group s.r.o.) have a legal basis for collecting and using the personal data described in this document which depends on the specific context in which we collect it. We may process your personal data because either you have given us permission to do (by submitting your personal data with us) so or we need to comply with the law.
2. We aim to take reasonable steps to allow you to correct, amend, delete or limit the use of your personal data.
3. You have certain data protection rights, in particular the right to access, update or delete the information we have on you, right to object to our processing of your personal data, and right to demand the deletion of personal data (right to be forgotten).
4. You have the right to complain to a Data Protection Authority about our collection and use of your personal data. For more information, please contact either your local data protection authority in the European Economic Area (EEA) or our Data Protection Authority (The Office for Personal Data Protection, seated at Pplk. Sochora 27, 170 00 Praha 7, Czech Republic, W: <https://www.uoou.cz>, E: posta@uoou.cz).

11. CONTACT US

If you wish to be informed in detail about what personal data we hold about you, if you want it to be removed from our systems, or if you have questions or comments about this Privacy Policy and Terms of Use, please contact us at:

–FLO Group s.r.o.

Evropská 866/63
160 00 Prague
Czech Republic

W: <https://weareflo.com>

E: maria.makarenko@mind2flo.com