

COOKIES NOTIFICATION

The company Harley-Davidson Club Moravia, z.s., with registered office at Zdarec 65, Zdarec 594 56, ID No.: 27053075 (hereinafter referred to as "**we**" or "**Company**"), as the operator of the website h-dcm.cz (hereinafter referred to as "**Website**"), hereby issues the following notice to the users of the Website (hereinafter referred to as "**Users**" or "**you**") about cookies and other network identifiers used on the Website (hereinafter referred to as "**Notification**").

The Company receives and records information from your browser, which may include personal data. We use various methods to collect this information, such as cookies and pixel tags.

The Company collects information about visitors to the Website to monitor how customers use the Website, to better understand customer preferences (such as country and language choices), to further improve our services and our online offers. We also use cookies to obtain aggregate data about Website traffic and communications, to identify trends, and to obtain statistical data to further improve our Website.

Third parties may also collect information through the Website using cookies, plug-ins and third-party widgets. These third parties collect data directly from your browser and their processing is subject to the third parties' own privacy policies.

WHAT ARE COOKIES

Cookies are text/data files containing small amounts of information (data) that are stored on the user's computer, mobile phone or other device when visiting a website. Subsequently, each time the user visits the website, the cookies are sent back to the website (or other website) that recognises the cookies, allowing the website to recognise the user's computer, mobile phone or other device.

Cookies are used for a variety of purposes, ranging from ensuring the functionality of the website, enabling the individualisation and personalisation of the website or statistical analysis of user behaviour on the website, to targeting advertising to website users.

CATEGORIES OF COOKIES

We use the following categories of cookies on our Website:

- Strictly necessary cookies, which are necessary for the functioning of the website. The use of strictly necessary cookies does not result in the processing of personal data. If you refuse these cookies, you will not be able to use the Website.

These cookies are only stored for the duration of your visit to the Website.

- Functionality cookies are cookies that "remember" information about the user's choices and preferences (such as the user's name, language choice or the contents of the shopping cart) thus enhancing the user experience on the Website. Rejecting these cookies may impair the user experience when browsing the Website.

These cookies are only stored for the duration of the visit to the Website.

- Performance cookies, which collect anonymous information about how users use the Website, such as which subpages users visit most often or what content users are most interested in. This information then enables us to improve the attractiveness and optimise the content of the Website.

These cookies are stored for 13 months after the last visit to the Website.

- Targeting cookies, which track the interests and preferences of the Website user. These cookies allow us to offer users more relevant, preferred content in a targeted manner based on their specific interests. These cookies are used for advertising and marketing purposes (for example, to display targeted advertising to users). The use of these cookies involves the processing of personal data and requires the consent of the user (consent is presumed by the settings on your PC itself, if you do not wish to have your personal data processed for this purpose, please change the settings on your PC). Rejecting these cookies may result in the display of advertisements that are less relevant to you.

These cookies are stored for 12 months after your last visit to the Website, or for the period of time granted in your consent.

PERSONAL DATA COLLECTED BY COOKIES

The Company collects the following personal data through the use of cookies: (i) IP address; (ii) unique identifier using cookies, information about cookies and information regarding whether your device has the software necessary to access certain features; (iii) unique identifier of the device and device type; (iv) domain, browser type and language; (v) operating system type and settings; (vi) country and time zone; (vii) previously visited websites; (viii) information about your actions on our Website, such as clicks, purchases and marked preferences; and (ix) access time and referring URLs.

PROCESSING METHOD

The collection of personal data through cookies occurs automatically when you visit our Website.

SOURCES OF PERSONAL DATA

The source of your personal data is the cookies themselves, obtained by the Company in connection with your activity on our Website. We do not collect personal data from any third parties.

GOOGLE ANALYTICS

The Company uses Google Analytics to collect statistical data about website users (e.g. measuring web traffic, user behaviour, etc.). Google Analytics is a service of Google Inc. ("Google") that measures and analyses data about website visitors. This service also uses cookies and programs that are part of the Websites and collects data on our behalf regarding visitors to the Websites.

However, this data is anonymous. The cookies and embedded programs only provide us with non-personal statistical information about visits to the Websites, the duration of each page view, and which pages the users visit, information about visitors' screen settings and other general data. The Company uses this type of information, which is primarily statistical in nature, to improve the services provided to its customers.

The information about the use of the Website generated by Google using cookies will be transmitted to and stored by Google on servers in the United States. Google will use this information to evaluate your use of the Website, to compile reports on website activity for website operators and to provide other services relating to website activity and internet usage.

THIRD PARTY COOKIES

Third party cookies are cookies that are placed on the user's device by websites (domain) other than the Website. Third party cookies are stored on many websites across the Internet and the third parties (domains) that have created these cookies are thus able to track users across all websites where these cookies are stored. This enables third parties (persons) to track, analyse and evaluate user behaviour

and thus provide various services to website operators (e.g. measuring website traffic or placing targeted advertising).

Commercial use of third-party cookies

The Company does not in any way collect or link your personal data obtained by visiting the Website together with data obtained through third party cookies.

Connection to social networks

If you are logged into a social network during your visit to the Website, the data transmitted will be associated with your user account on the social network. If you do not wish to link your social network account to your visit to our Website, please log out of your social network account before visiting the Website.

In addition, the Company's Website uses plug-ins from various social networks to link your visit to the Website to social networks. These plug-ins of other platforms can be identified by the logo and the respective text styling of the platform (e.g. the "Facebook" button). If you use one of these plug-ins to select a Website, it can create a direct link between the browser you are using and the relevant social network. If you were logged in to one of these platforms at the same time, or if you later log in to that social network, the plug-ins will be able to automatically associate information with your account. The same process applies to using plug-ins (for example, the Like button) or adding comments.

If you choose to link your social network account to a third-party device or account, your privacy rights on third-party platforms will be governed by the applicable policies of those third parties. We encourage you to familiarize yourself with your personal rights and responsibilities as well as the rights and responsibilities of the respective social networking platforms.

We use plug-ins of these social networks on our website.

Facebook

- a) This plug-in is operated by Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. Facebook.com is managed by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland . These plug-ins are marked with the Facebook logo. Information about Facebook's privacy policy can be found on facebook.com.

YouTube

- b) This plug-in is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. The plug-in is marked with the YouTube logo. Information about YouTube's privacy policy can be found at youtube.com.

Instagram

- c) This plug-in is operated by Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. The plug-in is marked with the Instagram logo. Information about Facebook's privacy policy can be found at instagram.com.

Links to other websites

In the event that the Company's Website contains only links to websites operated by third parties, the third-party websites are completely independent and are completely outside of any control of the Company. As such, the Company is in no way responsible for the content of any third-party websites

that you may access through links contained on the Company's website and the Company is therefore not responsible for their content, compliance with their privacy policies or their use.

TRANSMITTAL OF PERSONAL DATA TO THIRD COUNTRIES

The Company as an administrator does not transfer personal data to third countries. Only anonymised data that cannot identify you as a specific user of a given IP address may be transferred.

Google may also transfer anonymised information to third parties in the context of your use of Google Analytics, if required to do so by law or if these third parties process the information on Google's behalf.

The operators of social networks and other websites may transfer your personal data to third parties. However, these companies are directly responsible for the transfer of this data.

MANAGING AND DEACTIVATING COOKIES

You can manage the use of cookies or deactivate the storage of cookies within the settings of your web browser. However, please note that deactivating cookies may lead to limitations in the functionality of our Website or may cause some parts of the Website to be completely non-functional.

For a complete and up-to-date overview of any third-party access to your web browser, we recommend that you install a web browser with a plugin for this purpose. You can also choose to have your computer warn you each time a cookie is sent, or you can disable all cookies - this is done in your browser settings on each browser and device you use. Every browser is a little different, so please check the Help menu in your browser to find out how to set your cookies correctly.

CONTACT DETAILS

If you have any questions about the operation of cookies and the processing of your personal data, you can contact the Company through the following communication channels:

- at the e-mail address **info@h-dcm.cz**

PERSONAL DATA PROTECTION

As the data collected through cookies may in certain cases be considered your personal data, please also read our Personal Data Processing Policy, which can be found on our website www.super-rally.cz.