

Communication of product and service offers of third parties

Purpose of the processing:

Communication of product and service offers of third parties, including information about events, competitions and news.

Description of the purpose of the processing:

Your personal data is shared with third parties provided below that may contact you directly or via Škoda Auto a.s. with information about products and services of those third parties, events, competitions, subscription to news, advertisements, catalogues distribution or festive greetings. They may also use some of shared personal data to create your customer profile and segmentation for better targeting and personalization of the above-mentioned communications in particular by offering you services based on information about your use of our products and services.

Legal basis of the processing:

We are authorised to share your personal data with third parties that may contact you directly or indirectly via Škoda Auto a.s. based on the consent granted by you. You can withdraw your consent any time. If you did not give your consent to us, we will not share your personal data with third parties.

Categories of personal data we process:

Identification data such as name and surname.

Contact information such as a phone number or email address.

Product and service usage data that includes:

- Descriptive data about your preferred dealer and your preferences such as lifestyle, habits, leisure time and travelling
- Technical information on the product and preferred such as VIN, license plate number, information about how the item (e.g. vehicle) is used, information about maintenance and service visits

- Trading history such as information about contracts, offers and other related information
- Localisation data such as localisation data based on GPS data

Processing and archiving period:

We will process your personal data for this purpose for 5 years after granting the consent; subsequently we will archive your consent for 5 more years.

Categories of recipients to whom we may provide personal data:

Third parties that may process personal data under their separate responsibility include:

- Preferred dealer and preferred service partner you selected in “MyŠkoda” application or other Škoda touchpoints,
- Importer responsible for the market that is specified in the consent and included in the [Importers list](#),
- Volkswagen Financial Services AG and its companies operating in the market that are included in [this list](#),
- Digital service and technology hub [Škoda X s.r.o.](#),
- Elli Mobility GmbH.

We may engage the following processors that will process your personal data on our behalf and based on our instruction:

- Marketing agencies
- Event organisers
- Media
- Importer responsible for the market of the customer
- Members of the distribution network
- Server operators
- Guest management agencies

Upon request, your personal data can be provided to public authorities, in particular to courts, the Police of the Czech Republic and other law enforcement agencies to the necessary extent and within the boundaries of law.

Source of the personal data:

We receive personal data directly from you.

Transfers of personal data to third countries or supranational organisations:

Your personal data may be transferred outside of the European Union (“EU”) and European Economic Area (“EEA”), if you grant us your explicit consent to do so or if we ensure adequate safeguards for the data protection of the transferred data.

In connection with the use of third party services your personal data may be transferred to USA-based companies and stored on servers located in the United States of America ("USA"). Please be aware that such transmission may pose a risk to your data processing due to the absence of an adequacy decision and appropriate safeguards. In particular, data transmission and data processing by our partners in the USA may be subject to surveillance programmes by US public authorities and your data may be then accessed by US intelligence agencies or federal investigators. Furthermore, non-United States persons do not have the same possibilities to counter surveillance performed by the National Security Agency or the Director of National Intelligence. Lastly, USA do not provide a single authority responsible for supervisory activities. Particular states in the USA have different points of contact regarding supervisory powers related to data protection with a special court, which deals with Foreign Intelligence Surveillance issues.

If we transfer your information to other countries outside the EU and EEA, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. These steps include:

- ensuring the non-EU or non-EEA countries to which transfers are made have been deemed adequately protective of your personal data for the purposes of data protection law by the relevant bodies; or
- imposing contractual obligations on the recipient of your personal data using provisions formally issued by the European Commission and available at https://eur-lex.europa.eu/eli/dec_impl/2021/914. We use these provisions to ensure that your information is protected when transferred your personal data to third party providers outside the EU and EEA.

Automated decision-making based on the personal data:

During this personal data processing, automated decision-making based on the personal data does not occur.

Other information:

Personal data may be archived in the public interest and used for scientific, historical or statistical research purposes. In well-founded cases the personal data can also be the subject of the processing for the purposes of legal matters resolution, including the performance of obligations towards the public administration bodies and monitoring and ongoing evaluation of legal risks.