

# Film festival AGROFILM

## Privacy Policy

### I.

#### Introductory provisions

National Agricultural and Food Centre, Hlohovecká 2, 951 41 Lužianky (hereafter "**NPPC**" or "**Operator**") is the organizer of festival AGROFILM, which is an international festival of films, video programmes and media campaigns (hereafter "**films**") with the focal topic of agriculture and rural development (hereafter also "**AGROFILM festival**"). The aim of the festival is to acquaint, in an audiovisual form, the general professional and lay public with the latest scientific findings, research, innovations and practice in the sphere of agriculture, food production and forestry, human nutrition, rural life, preservation of natural resources and bioeconomy as well as improvements to quality of life. AGROFILM festival aims to discuss and present "examples of good practice," create a platform for discussion among researchers, experts and the general public. Within the AGROFILM festival, the films can be entered in the competition screening and thus participate in the international competition AGROFILM of the given year (hereafter "**film competition**").

Due to the fact that during the organization of the AGROFILM festival and the film competition, there may be processed personal data of natural persons, which are mainly applicants for competition films (producers, owners, distributors, authors, etc.), other natural persons named in the application (directors, camera operators, etc.), festival ambassadors, members of the international jury, invited guests of the festival, as well as other natural persons whose data may be processed in connection with the festival AGROFILM (hereafter "**Data Subjects**"), pays close attention to the protection of the personal data of Data Subjects and processes the personal data of Data Subjects in accordance with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data , and repealing Directive 95/46/EC (General Data Protection Regulation) (hereafter "**Regulation GDPR**"), and Section 12 of the Act 40/1964 of the Civil Code as amended.

### II.

#### Purposes of personal data processing and legal bases of processing

The Operator processes personal data in order to achieve the purposes described below and on the basis of the following legal bases:

#### 1) **Film competition**

The purpose of personal data processing is to organize a film competition, participation and submission of films to the film competition, publication / screening of competing films, selection of winning films, registration and archiving of competing films, their entrants and other natural persons whose personal data is stated in the film application.

The Data Subjects are, in particular, applicants of competing films and other natural persons whose personal data are given in the film application.

The legal basis for the processing of personal data is

- the legitimate interest of the Operator in ensuring the proper conduct of the film competition as well as in maintaining effective communication with the applicants of the competing films and other natural persons involved in their production,
- fulfilment of related legal obligations (e.g. tax obligations),

Personal data of the persons concerned may be provided in particular to the following recipients: media and other contractual partners of the AGROFILM festival, collaborators, co-organizers, sponsors, partner universities of the festival, entities providing management and support of information technology operator, consulting companies, and public authorities.

The Operator does not intend to transfer personal data to a third country or international organization. The Operator also does not perform automated decision-making, including profiling.

## **2) Contractual relations**

The purpose of personal data processing is the conclusion and fulfilment of the subject of the contract to which the person concerned is a party, as well as the fulfilment of other contracts / agreements concluded with the operator in connection with the organization of the AGROFILM festival.

Data Subjects are primarily the members of the international jury and the ambassadors of the AGROFILM festival, with whom the Operator enters into a contractual relationship. Data Subjects are also persons authorized to act on behalf of / for the contracting parties (e.g. members of the statutory bodies of festival sponsors / partners, their authorized representatives, authorized persons, etc.) with whom the Operator has entered into a contract (e.g. sponsorship agreements, cooperation agreements, etc.).

The legal basis for the processing of personal data is

- realization of the subject of the contract to which the Data Subject is a party and implementation of measures prior to the conclusion of the contract at the request of the Data Subject (e.g. in the case of contracts with members of the international jury and festival ambassadors),
- the legitimate interest of the Operator in ensuring the proper conduct of the AGROFILM festival, as well as maintaining effective communication with persons authorized to act on behalf of the parties (eg members of the statutory bodies of festival sponsors / partners, their authorized representatives and authorized persons),
- fulfilment of legal obligations related to concluded contractual relations (e.g. tax obligations).

The provision of personal data of the Data Subject, who is a contracting party, is a contractual requirement and in the event of non-provision, the relevant contractual relationship cannot be established and the related legal obligations cannot be fulfilled.

The personal data of the Data Subject may be provided in particular to the following recipients: entities providing management and support of the Operator's information technology, companies providing legal, accounting and tax advice to the Operator, public authorities (e.g. financial authorities), Social Insurance Agency, and health insurance companies.

The Operator does not intend to transfer the personal data of the Data Subjects to a Third Country or an international organization. The Operator also does not perform automated decision-making, including profiling.

### **3) Promotion of AGROFILM festival**

The purpose of personal data processing is to promote the AGROFILM festival, in particular, but not only:

- sending invitations to the AGROFILM festival especially to permanent partners, selected guests and sponsors and former participants of the festival
- promotion of the AGROFILM festival and competition films on the festival's website and Facebook page, within the festival's media space on television, radio, in the print media, as well as on the web portals of the festival's partners.

The legal bases for the processing are

- the legitimate interests of the Operator in informing the permanent partners / guests / sponsors / former participants of the festival about the AGROFILM festival by sending invitations to the festival,
- consent of the Data Subject (e.g. applicants of winning films and their creators, festival ambassadors, members of the international jury) to publish personal data in connection with the promotion of the AGROFILM festival on the festival website and Facebook, within the festival space on television, radio, print media as well as on the web portals of the festival partners.

If the legal basis for the processing is the free consent of the Data Subject to the processing of personal data, the consent given shall be entitled to be revoked by the Data Subject at any time; the provision of personal data is voluntary; the period of retention of the personal data of the Data Subjects is specified in the consent given.

The personal data of the Data Subject may be provided in particular to the following recipients: advertising and marketing agencies, entities providing management and support of the Operator's information technology, courier and delivery companies

The Operator does not intend to transfer personal data to a third country or international organization, but in the case of photos and videos capturing the image of the person on the accounts of social networks (Facebook, Instagram) of the Operator these are transferred to the US (Facebook, Microsoft Corporation). The Operator also does not perform automated decision-making, including profiling.

## **III.**

### **Retention period of personal data**

The Operator keeps the personal data of the Data Subjects for various lengths of time, depending on the reason and purpose of their processing. In general, the Operator processes personal data:

- for the period required by the relevant generally binding legal regulations, if it processes personal data for the purpose of fulfilling its legal obligations;

- for the duration of the contractual relationship established by the contract, resp. duration of pre-contractual relations if the processing of personal data is necessary for the realization of the contract;
- for the duration of the legitimate interest pursued by the Operator, if the processing of personal data is necessary for this purpose;
- for the period explicitly stated in the consent or until its revocation, if it processes personal data on the basis of consent.

After the expiration of the above retention period, the Operator is entitled to process the personal data of the Data Subject only for the so-called privileged purposes which the GDPR Regulation automatically considers to be compatible with the original purposes. These are archiving purposes in the public interest, scientific or historical research purposes and statistical purposes.

#### **IV. Rights of the Data Subject**

The Data Subject has the right to request from the Operator access to personal data concerning the Data Subject. The Data Subject also has the right to rectify, erase or restrict the processing of personal data, as well as the right to object to the processing of personal data and the right to their transfer. The Data Subject also has the right to withdraw his consent to the processing of personal data, as well as the right to lodge a complaint with the supervisory authority.

##### **1. Right to access (Article 15 Regulation GDPR)**

The Data Subject shall have the right to obtain confirmation from the Operator as to whether his personal data are being processed and, if so, shall have the right to obtain access to such personal data. The Data Subject shall also have the right to obtain a copy of the personal data processed and additional information resulting from Article 15 of the GDPR Regulation, in particular the purposes of the processing, the categories of personal data concerned, the retention period of personal data, etc.

##### **2. Right to revision (Article 16 Regulation GDPR)**

The Data Subject has the right to request the correction of incorrect personal data concerning him or her and has the right to supplement incomplete personal data, including by providing a supplementary declaration.

##### **3. Right to erasure – the right “to be forgotten” (Article 17 Regulation GDPR)**

The Data Subject has the right to have the Operator delete, without undue delay, personal data concerning him or her if one of the grounds of Article 17 of the Regulation GDPR is met. The reason for erasure may be, for example, if the Data Subject revokes the processing consent, if personal data are no longer needed for the purposes for which they were obtained or otherwise processed, or if the Data Subject objects to the processing, if personal data have been processed illegally and the like.

#### **4. Right to restrict processing (Article 18 Regulation GDPR)**

The Data Subject has the right to have the Operator restrict the processing of personal data if one of the cases referred to in Article 18 of the Regulation GDPR occurs. The restriction will occur, for example, if the Data Subject challenges the accuracy of the personal data (during a period allowing the Operator to verify the accuracy of the personal data) or if the processing is unlawful and the Data Subject objects to the deletion of the personal data and requests restrictions on their use instead.

#### **5. Right to transferability of the data (Article 20 of Regulation GDPR)**

If the processing of personal data is carried out by automated means and the legal basis for the processing of personal data is the consent of the Data Subject or the performance of the contract, the Data Subject shall have the right to obtain personal data concerning him or her provided to the Operator in a structured, commonly used and machine readable format and the right to transfer this data to another Operator. In the interest of the Data Subject and as far as technically possible, the Operator shall transfer the relevant personal data directly to another Operator.

#### **6. The right to object and automated individual decision-making (Articles 21 and 22 Regulation GDPR)**

The Data Subject shall have the right at any time to object, for reasons relating to his or her specific situation, to the processing of personal data concerning him or her carried out for the purposes of legitimate interests pursued by the Operator, including any possible profiling. The Operator may not further process personal data unless it demonstrates the necessary legitimate reasons for the processing which outweigh the interests, rights and freedoms of the Data Subject, or the reasons for proving, asserting or defending legal claims.

Where the personal data of the Data Subject are processed for the purposes of direct marketing, the Data Subject shall have the right at any time to object to the processing of personal data concerning him or her for the purposes of such marketing, including profiling to the extent that they relate to such direct marketing. If the Data Subject objects to processing for direct marketing purposes, personal data may no longer be processed for such purposes.

The Data Subject shall have the right not to be subject to an Operator's decision which is based exclusively on automated processing, including profiling, and which has legal effects affecting or similarly significantly affecting him or her.

#### **7. The right to lodge a complaint (Article 77 Regulation GDPR)**

If the Data Subject suspects that the Operator is processing personal data in breach of the GDPR Regulation or illegally, he is entitled to lodge a complaint with the supervisory authority. For the territory of the Slovak Republic, the supervisory body is the Office for Personal Data Protection of the Slovak Republic, registered office: Hraničná 12, 820 07 Bratislava, Slovak Republic, tel .: +421 / 2/3231 3214, web: [www.dataprotection.gov.sk](http://www.dataprotection.gov.sk), e-mail : [statny.dozor@pdp.gov.sk](mailto:statny.dozor@pdp.gov.sk).

## **8. The right to withdraw consent (Article 7 Regulation GDPR)**

For the relevant purpose of personal data processing, the Operator requires the Data Subject to consent to the processing of his personal data, which is a clear expression of will and is a free, specific, informed and unambiguous expression of consent to the processing of personal data concerning him. If the Data Subject has consented to the processing of his or her personal data for a specific purpose, he or she has the right to withdraw his or her consent at any time. Withdrawal of consent shall not affect the lawfulness of processing based on consent given prior to its withdrawal.

If the person concerned wishes to exercise any of his or her rights, he or she may do so:

- electronically at the email address: [agrofilm@nppc.sk](mailto:agrofilm@nppc.sk)
- at the phone number: +421 37 65 46 126, +421 37 65 46 223
- by mail by sending a request to the address of the Operator: Hlohovecká 2, 951 41 Lužianky addressed to the person competent JUDr. Sylvia Cabadajová
- personally at the seat of the Operator.

## **V.**

### **Final provisions**

The Operator is entitled to change this Privacy Policy, primarily due to a change in the relevant legislation. By a possible change of this Privacy Policy, the Operator shall not restrict the rights and freedoms of the Data Subject arising from the Regulation GDPR and related legislation.