

Information on Processing of Personal Data for Call Centre Operation

1. **Coca-Cola HBC Česko a Slovensko, s.r.o.**, ID No.: 41189698, with its registered office at Praha 9 - Kyje, Českobrodská 1329, Postal Code 19821, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 3595 (the "**Controller**"), records telephonic communication between a caller and call centre of the Controller. These records represent caller's personal data. Callers may contact the Controller with their queries relating to processing of their personal data via e-mail pravnici.cz@cchellenic.com. Callers may also contact the data protection officer designated by the Controller via e-mail pravnici.cz@cchellenic.com.
2. Personal data are processed in the extent of telephonic communication record and information provided by callers during the phone call.
3. The Controller shall record the telephonic communication for the following purposes:
 - 3.1. performing of the contract or contracts concluded with the caller based on Article 6 paragraph 1 letter b) of 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 ("**GDPR**"); and
 - 3.2. establishing, exercising or defending of the Controller's legal claims and improving quality of services provided by the Controller based on Article 6 paragraph 1 letter f) of the GDPR.
4. Telephonic communication record shall be kept by the Controller for the period no longer than cz.coca-colahellenic.com days. After this period, the record is automatically erased.
5. Telephonic communication records shall not be transferred to any third persons. Nevertheless, telephonic records may be shared within the Controller's group for internal administrative purposes (improving and increasing efficiency of services and performance). List of the Controller's group members is accessible on address cz.coca-colahellenic.com. The caller acknowledges that the list of the Controller's group members may change in time. Employees of the Controller are also recipients of personal data.
6. In connection with the processing of their personal data, callers have a number of rights, including the the right of access to their personal data (under the terms set forth in Article 15 of the GDPR), right to rectification or erasure (under the terms set forth in Article 16 or Article 17 of the GDPR) eventually right to restriction of processing (under the terms set forth in Article 18 GDPR). The caller also has the right to object to processing (under the terms set forth in Article 21 GDPR) and the right to data portability (under the terms set forth in Article 20 GDPR).
7. If the caller assumes that processing of his/her personal data is in breach with legal regulation, he/she may contact the Controller with request to remedy the situation. If the request of the caller is justified, the Controller will immediately remedy the situation. This is without prejudice to the caller's right to lodge a complaint directly with the supervisory data protection authority (www.uoou.cz) or to seek judicial protection.
8. Provision of personal data by the caller is completely voluntary. The data subject has no statutory obligation to provide personal data.
9. The processing of personal data shall be performed exclusively within EU and European Economic Area. In case the personal data are transferred to a third country in connection with sharing within the Controller's group, the Controller shall adopt all appropriate safeguards under Article 44 and following of GDPR prior to the transfer.
10. No profiling or automated decision-making with legal effect for the caller takes place while processing personal data.