

**Privacy Notice**  
**on the processing of personal data within the Promotion "MAXIMA FANU FOTOSIENA".**

<b>1. Manager and contact information:</b>	
<ul style="list-style-type: none"><li>• Processing of personal data as part of the "MAXIMA FANU FOTOSIENA" Promotion is performed by "MAXIMA Latvija" SIA (hereinafter - the Company) as the data controller. Registration No 40003520643 Legal address: Maskavas 257, Riga LV-1019 Tel. +371 26007533, e-mail address: <a href="mailto:info@maxima.lv">info@maxima.lv</a></li><li>• Contact information of the Data Protection Officer: <a href="mailto:datu.aizsardziba@maxima.lv">datu.aizsardziba@maxima.lv</a></li><li>• If you are a Participant and would like your information to be removed from the website, please email <a href="mailto:info@maxima.lv">info@maxima.lv</a></li></ul>	
<b>2. Personal data to be processed:</b>	
Data processed within the promotion "MAXIMA FANU FOTOSIENA" (hereinafter - the Promotion):	
<ul style="list-style-type: none"><li>• <b>About the Participant, hereinafter - the Participant,</b> (ie a person who has fulfilled the conditions for participation in the Promotion):<ul style="list-style-type: none"><li>- Identifying data: the Instagram account name and the image or video published by the person in accordance with the Promotion rules on the Instagram account.</li><li>- Contact information: e-mail address, telephone number or postal address (the amount of data depends on the way in which the Participant will have chosen to contact the Company and the way in which he will choose to receive the prize - in person in the store, by sending it to the parcel locker or by mail).</li></ul></li></ul>	
<b>3. Source of personal data acquisition:</b>	
<ul style="list-style-type: none"><li>• Personal data about the Participant is obtained from the Participant himself, when he takes deliberate actions and tags @maxima.lv in his Instagram profile.</li></ul>	
<b>4. Purposes and legal basis of personal data processing:</b>	
<b>The processing of personal data within the Promotion is carried out for the following purposes:</b>	<b>Legal basis for personal data processing:</b>
<ul style="list-style-type: none"><li>• Conducting, administering, and issuing the prize to the winner</li></ul>	<ul style="list-style-type: none"><li>• Fulfillment of contractual obligations (subection 6.p.1.d.(b) of</li></ul>

	the Regulation <sup>1</sup> ) – the Participant is contractually obliged to perform the conditions of participation in the Promotion
<ul style="list-style-type: none"> <li>• <b>Promoting the Company’s image, brand recognition and publishing information about the winners on the Company's website</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ensuring legitimate interests</b> (subsection 6.p.1.d.(f) of the Regulation) – The Company has a legitimate interest in promoting the popularity of its image and brand recognition, while <b>the Participant has a legitimate interest</b> in learning about the win</li> </ul>
<b>Purposes related to the processing of personal data:</b>	<b>Legal basis for processing:</b>
<ul style="list-style-type: none"> <li>• Communication with the Participant on administrative/organizational issues</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Fulfillment of contractual obligations</b> (subsection 6.p.1.d.(b) of the Regulation) - The Participant becomes contractually obligated by fulfilling the conditions for participation in the Promotion and the Company provides the winning Participant, in the manner set out in the Promotion Terms and Conditions, with the opportunity to choose the method of receiving the prize</li> </ul>
<ul style="list-style-type: none"> <li>• Retention of information for the protection of the Company's legal interests in the event of disputes</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ensuring legitimate interests</b> (subsection 6.p.1.d.(f) of the Regulation) – The Company has a legitimate interest in preserving evidence for the defense of its legal interests in the event of disputes</li> </ul>
<ul style="list-style-type: none"> <li>• Retention of information for compliance with legal requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance with a legal obligation (subsection 6.p.1.d.(c) of the Regulation) – The Company has an obligation to ensure compliance with the requirements of the Accounting Act regarding the retention of supporting documents</li> </ul>
<b>5. Recipients or categories of recipients of personal data:</b>	
<ul style="list-style-type: none"> <li>• Regarding the entire set of information or individual parts - state and law enforcement authorities, if a justified written request is received;</li> </ul>	

<sup>1</sup> REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL (April 27, 2016) on the protection of individuals 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)

- Cooperation partners or service providers within the framework of the concluded contract (for example, to ensure the protection of the Company's legal interests or to perform some tasks that require the engagement of outsourcing specialists);
- The provider of promotional draws, winnings, design, delivery and issuing provider SIA "MAXIMA Latvija", reg. No. 40003520643;
- Personal data is not intended to be sent outside the EU/EEA countries.

#### **6. Duration of storage of personal data:**

- Public information about the winners - the name of the Instagram profile - will be reflected on the Company's website during the Promotion, as well as no longer than one week after the Promotion ends;
- After the "MAXIMA FANU FOTOSIENA" Promotion, the data will be stored for 3 (three) years to provide evidence for the justification of data processing in case of claims;
- The data of the persons to whom the winnings will be issued will be stored for 3 (three) years in accordance with accounting laws and regulations.

#### **7. Data subjects' rights:**

If your personal data is processed as part of the "MAXIMA FAN FOTOSIENA" Promotion, you have the right to request from the Company:

- **access** to your personal data;
- **correcting** your personal data if you believe that the information is inaccurate or false;
- **erasure** of your personal data, if personal data are no longer necessary for the purposes for which it was processed, as well as if the data has been processed illegally;
- **restriction** of processing: if you dispute the accuracy of the data; if the processing of the data is unlawful, but you do not want the data to be deleted, instead requesting the restriction of the use of the data; personal data are no longer necessary for processing, but are necessary to raise or defend your legal claims; you have objected to the data processing, but it has not yet been verified whether the legitimate reasons for the processing override your legitimate grounds;
- the right **to object** to the processing if the processing of your data is based on the legitimate interests of the Company;
- the right to data **portability** where the legal basis for the processing of your data is the fulfillment of a contract and the processing is carried out by automated means;
- the right **to submit a complaint** to the supervisory authority, however, the Company invites you to first contact the Company's Data Protection Officer by writing to [datu.aizsardziba@maxima.lv](mailto:datu.aizsardziba@maxima.lv) in order to negotiate a solution to the situation, as the Company itself is also interested in ensuring legal processing of personal data.

**To exercise your data subject rights, contact the Company using the contact information provided in point 1.**

Riga, 12 May 2023