

CONSUMERS' PERSONAL DATA PROTECTION POLICY

1. BEL'S COMMITMENT FOR PRIVACY

To best meet our consumers' expectation and forge with them the strongest links possible, BEL Group is often led to collect Personal Data by different meanings. Consumers must be assured that we take the best care to guarantee the confidentiality of every personal information exchanged between them and BEL Group.

BEL Group undertakes not to violate your privacy and ensures full transparency and security while collecting and storing your personal data.

As a part of this commitment, we have implemented a policy on processing our consumer's personal data. This consumer's Personal Data Protection Policy (hereinafter referred to as the "Policy") describes conditions in which BEL will use your personal data.

The entity responsible for the collection of your Personal Data is BEL Sýry Česko a.s., with its registered seat at Pražská 218, 675 26 Želetava (hereinafter referred to as "BEL").

2. CONSENT

"Personal data" must be understood as any collected information relating to an individual that enables us to identify our consumers directly or indirectly.

Before you give us any personal information, we strongly recommend you to read carefully this Policy.

BEL will use your Personal Data particularly for marketing purposes (please see further list of purposes of personal data processing in Article 7. below). If required by legal regulations, your consent might be asked before any collection of personal information and for the purpose of such collection. Provision of Personal Data is voluntary.

3. PROTECTION OF CONSUMERS' PERSONAL DATA: PRINCIPLES

- **Legitimacy:** The data will be collected for specific, explicit and legitimate purposes; processing will not involve sensitive data (*e.g. national, racial or ethnic origin, political attitudes, philosophical conviction or religious belief, union membership of persons, health or sex life, conviction for criminal offence, genetic information*);
- **Relevance:** Collected data will be suitable, relevant and non-excessive with regard to the purposes for which they are collected;
- **Accuracy:** The data will be accurate, complete and, if necessary, up to date;
- **Transparency:** When collecting your Personal Data, you will be informed about every relevant information and notice relating to this collection and process of their data and notably concerning the purpose and recipients of such information;

- **Storage:** The data will be kept for a time period that does not exceed the period required for the purposes for which they are collected and processed;
- **Consent:** Provided legal regulations do not stipulate the opposite, the person concerned must have given his consent to the processing of his data;
- **Confidentiality & Security:** We will assure confidentiality and security of every collected Personal Data by implementing reasonable technical measures.

4. SCOPE

This Policy is applicable to:

- Each processing of Personal Data that might be done within our relationship with our consumers.
- Every BEL's websites, notably: [http://www. belsyry.cz](http://www.belsyry.cz)

5. TYPE OF COLLECTED PERSONAL DATA

Depending on the kind of relationship we have with you, we will be led to ask you for information about you and/or family members such as:

- contacts (e.g. last name, first name, phone number, e-mail)
- personal information (e.g. date of birth)
- information about your family (e.g. number of person, age)
- your consumption habits as regards to dairy products/cheeses

BEL considers that parents should be informed of the relation between our company and our brands and their young children. That is why BEL undertakes to ask for parents'/guardians' e-mail addresses of Internet users under 12 in order to copy them of every email asking for children personal data. At any time, parents/guardians will be entitled on demand to have access to personal data concerning their child and ask for their modification or deletion from our consumer's database by contacting our consumer service.

6. MOMENT OF COLLECTION OF PERSONAL DATA

Your Personal Data could be collected at different points and notably:

- When contacting our consumer's service (questions, claims)
- When participating to marketing programs or animations (contests, games, newsletters)
- When browsing our BEL Group websites

7. PURPOSES FOR COLLECTION OF PERSONAL DATA

- Direct communication with customers
- Realization of customers' competitions and handing over prizes

- Offering of products and services, informing of marketing campaigns, sending commercial communications by electronic means

8. COMMUNICATION OF YOUR PERSONAL INFORMATION

In some cases, we will be led to transfer your personal data to internal and external recipients:

- Internal recipients are authorized persons, notably:
 - IT Services
 - Marketing services
- External recipients, notably:
 - External service providers : third-party IT service, call centers, printers
 - Commercial partners, management of promotional operations companies
- We can also have to transfer your Personal Data to local authorities if legally requested by law.

9. SECURITY

BEL take the best care, by taking appropriate technical measures, to guarantee against accidental or not accidental loss or destruction, or against unauthorized access or disclosure of your Personal Data.

10. COOKIES

BEL informs you that it is likely to use temporary "cookies" valid while visiting the Website. These cookies are data stored in the RAM of your computer. They do not allow us to identify you; on the other hand, they store information on the browsing or your computer on the Website (the pages that you have viewed, the date and time of the viewing, etc.) that we can read during your later visits. The purpose of the data gathered using the cookies is to identify you when you want to connect to your personal space and to memorise your connection to the Site. When you close your Internet browser, they are not saved.

We inform you that you can object to the saving of cookies on your computer by changing your browser settings as follows:

- If you browse on the Internet with Internet Explorer (Microsoft): choose the "Tools" menu, then "Internet Options", click on the "Privacy" tab. Then "Advanced Privacy Settings", click on "Override automatic cookie handling" and select "Reject all cookies" (internal and third party). Click on "OK".
- For Firefox: choose "Tools" then "Options". In the "Privacy" tab, tick "Tell websites I do not want to be tracked". Click on OK.
- For Chrome, click on "Settings" then "Show Advanced Settings". Then in "Privacy", click on "Content settings" and make your choice in the Cookies part.

If you use versions of browsers other than those stated: please refer to the help files or to the user manual.

11. DATA STORAGE BY BEL

Your Personal Data will not be stored for a time period exceeding the necessary term to the purpose of their collection, according to applicable law.

12. ACCESS AND MODIFICATION

At any time, we will be able to access your Personal Data and ask for their modification by contacting the consumer's service at the following address:

BEL Sýry Česko a.s.

Sídlo:

Pražská 218, 675 26 Želetava

Identifikační číslo:

60714603

Spisová značka:

B 1375 vedená u Krajského soudu v Brně

Výrobní závod v Želetava

Pražská 218
675 26 Želetava
Tel: +420 568 409 911
Fax: +420 568 455 411
Email: info-cz@groupe-bel.com

Kancelář v Praze

Meteor Centre Office Park
Thámová 32, 186 00 Praha 8
Tel: +420 221 111 751
Fax: +420 221 111 760
Email: info-cz@groupe-bel.com

The same applies if your Personal Data are not accurate, complete or updated : you can contact our consumer's service as mentioned above.

You can also refuse the collection or the processing of your Personal Data in the same conditions as above. Further, if you find out or assume that BEL is processing personal data in contradiction with the protection of private and personal life or contrary to law, you have the right to request an explanation and/or request that BEL rectifies such situation.

We will deal with all requests in the best terms and according to applicable law.

13. COLLECTION OF THIRD PERSON PERSONAL DATA

Some of our websites can offer you the chance to send a link to a BEL Group website's page to third persons. In such case, we will have to collect temporarily your and third person's e-mail addresses. Every e-mail address collected in such case will only be used for that purpose and will be deleted right afterwards.

14. UPDATES

This Policy could evolve periodically and we this recommend to read it regularly.