

PRINCIPLES OF PERSONAL DATA PROCESSING AND PROTECTION

and

COOKIE POLICY

KOLAROVA LEGAL s.r.o., Law Firm

PART I. PRINCIPLES OF PERSONAL DATA PROCESSING AND PROTECTION

1. Why We Have This Policy

We want you to know how we handle your personal data. This policy explains what we do with the data we collect when you visit our website, communicate with us, sign up for our newsletter or register for a professional event, submit a resume, and when we provide legal services.

We use only the data we need for a specific purpose. We protect it, do not share it unnecessarily, and retain it only for as long as we have a legitimate reason to do so.

This policy applies in particular to the website www.kolarova.legal, web forms, email and telephone communications, marketing communications, web analytics, marketing campaigns, professional events, recruitment, and our collaboration with clients, suppliers, and other individuals with whom we come into contact in the course of our legal practice.

We do not provide legal services on the website itself. However, if your inquiry leads to a client relationship, this policy will also apply to the processing of personal data in the provision of legal services, unless we provide you with specific or more detailed information regarding a particular matter.

2. Who Is the Data Controller

We, **KOLAROVA LEGAL s.r.o.**, a law firm, ID No.: 245 84 142, with its registered office at Jindřišská 939/20, Nové Město, 110 00 Prague 1, are the personal data controller.

For all matters related to personal data protection, you can contact us by email at office@kolarova.legal.

3. What Data We Process, Why, and on What Basis

The scope of the data depends on the context in which you contact us. A routine visit to our website differs from submitting an inquiry, subscribing to our newsletter, attending a seminar, sending a resume, or receiving legal services.

Below, we list the main situations, data categories, purposes, and legal bases. In a specific case, we may not process all of the data listed. It always depends on what is necessary for the given purpose.

Situations	What Data We May Process	Why We Process It	Legal Basis (Purpose)
Regular website visit	IP address, device type, browser, date and time of visit, technical data about website traffic.	To ensure the website functions properly, securely, and reliably.	Legitimate interest in operating a secure and functional website.
Contact inquiry or request	First name, last name, email, phone number, company name, contact address, business ID, tax ID, message content, and other information you provide to us.	So that we can respond to you, briefly assess your situation, verify whether we can help you, and agree with you on the next steps.	Measures taken prior to entering into a contract at your request; or our legitimate interest in handling your inquiry and protecting our legal claims.
Information provided in the form or message	A description of your situation, information about the legal matter, details regarding third parties, attachments, and any other information you provide to us.	To understand the nature of your inquiry, process it, and assess whether and how we can assist you.	Measures taken prior to entering into a contract at your request; legitimate interest in handling the inquiry; or, where applicable, the protection of legal claims.

Situations	What Data We May Process	Why We Process It	Legal Basis (Purpose)
Special Categories of Data and Sensitive Information	For example, data regarding health, family situation, criminal matters, financial circumstances, social security number, or other sensitive information, if you provide it yourself or if it is necessary for the provision of legal services.	Only to the extent necessary to handle your inquiry, provide legal services, defend your interests, or assert legal claims, or to comply with a legal obligation.	Depending on the nature of the matter, this includes, in particular, pre-contractual measures, performance of a contract, compliance with a legal obligation, protection of legal claims, or an exception under Article 9(2) of the GDPR. Please do not send us sensitive data unnecessarily .
Newsletter and Marketing Communications	Email address, and possibly first name, last name, company, job title, and information about how you interact with our emails.	So that we can send you news, invitations, professional content, or information about our services.	Consent; for existing clients or contacts, also legitimate interest and the provision of similar services, provided that applicable laws permit it and you do not opt out.
Professional seminars, webinars, and events	First name, last name, email, phone number, company, job title, registration and attendance details, and any information necessary to organize the event.	To process your registration, send organizational information, confirm your participation, and facilitate follow-up communication.	Measures taken prior to entering into a contract or fulfilling a contract; legitimate interest in organizing the event and follow-up communication; consent where required.
Web Analytics	Data regarding website visits, pages visited, referral source, time spent on the website, device type, approximate location, and similar online data.	To understand how the website is used, what is useful to visitors, and what we need to improve.	Consent.
Marketing campaigns and ad targeting	Data on website visits, ad responses, clicks, campaign source, advertising identifiers, conversion data, and similar online data.	So that we can evaluate campaigns, measure conversions, conduct remarketing, avoid displaying irrelevant ads, and, where appropriate, target more relevant content.	I agree.
Careers and Collaboration	Resume, contact information, details about education, work experience, qualifications, language skills, previous employment history, references, and other information you provide to us.	So that we can assess potential employment, legal, trainee attorney, or other professional collaboration.	Measures taken prior to entering into a contract at your request; or consent, if we wish to retain the data for future job offers.
Conclusion and performance of a contract for the provision of legal services	Identification and contact information of the client, persons acting on behalf of the client, representatives, and contact persons; information about the company or business; billing information; and the agreed terms of cooperation.	To enable us to enter into a contract, receive and carry out your instructions, communicate with you, provide legal services, and manage our collaboration.	Performance of the contract; pre-contractual measures; legitimate interest in the proper practice of law and the protection of rights.
Provision of legal services and maintenance of the legal file	Case materials, communications, contracts, documents, information about opposing parties and other individuals, information regarding the facts of the case, evidence, proceedings, decisions, powers of attorney, and other documents.	To enable us to assess the legal matter, prepare a strategy, provide legal advice, draft documents, represent the client, and maintain appropriate documentation regarding the legal services provided.	Performance of the contract; compliance with legal and professional obligations; legitimate interest in the practice of law; protection of the rights of the client, the Firm, or third parties.
Compliance with Legal and Professional Obligations	Identification data, copies of or data from documents, beneficial owner information, AML information, billing and accounting data, data required for tax obligations, conflict of interest checks, and record-keeping.	To comply with obligations under regulations governing the legal profession, anti-money laundering measures, accounting, taxes, record-keeping, and other obligations that apply to us.	Compliance with a legal obligation; in some cases, also a legitimate interest in the proper and secure practice of law.
Protection of rights and legitimate interests	Data necessary to document communication, services provided, instructions, actions, payments, contractual arrangements, and any claims.	To protect our rights, the rights of clients, or the rights of third parties, and to resolve any disputes, claims, complaints, or audit inquiries.	Legitimate interest; or, where applicable, the protection, exercise, or defense of legal claims.
References and presentation of experience	Name, business name, logo, and a general description of the collaboration or services provided, provided you give us your consent.	To enable us to present our experience and references in a manner that respects your legitimate interests and maintains confidentiality.	Consent; or other authorization only where legally permissible and appropriate.
Suppliers and Business Partners	Identification, contact, contractual, accounting, and payment information for suppliers, business partners, and their contact persons.	So that we can enter into and fulfill contracts, receive services, pay invoices, and fulfill accounting and tax obligations.	Contract performance; compliance with legal obligations; legitimate interest in the operation of the Firm.

If you provide us with information about your company or business, we may also process the company name, business ID number, tax ID number, registered office, or other identifying information. In the case of a legal entity, this is not always personal data, but it may constitute personal data, for example, if the entity is a natural person acting as an entrepreneur or if the data is linked to a specific contact person.

We may verify, to a reasonable extent, the information you send us in a message, inquiry, or as part of our client relationship in public registers, records, and other publicly available sources, if necessary to assess potential cooperation, provide legal services, fulfill legal obligations, or protect rights.

4. Where We Obtain Personal Data

We obtain most data directly from you or from a client who provides it to us in connection with a legal matter.

Depending on the nature of the matter, we may also obtain data from opposing parties, courts, government agencies, notaries, experts, translators, business partners, the client's employees, members of governing bodies, representatives, public registers, public records, or other publicly available sources.

If we process third-party data as part of our legal services, we typically obtain it from the client or from documents and sources related to the legal matter in question.

5. Third-Party Data

When communicating with us or during the provision of legal services, you may also provide us with data about other individuals. These may include, for example, a counterparty, an employee, a business partner, a family member, a member of a governing body, a witness, a representative, or any other person involved in the matter.

We use such data only to the extent necessary to handle an inquiry, assess a matter, provide legal services, maintain a legal file, fulfill legal obligations, or protect rights. If appropriate and possible given the nature of the matter, please inform these individuals that you are providing their data to us.

In certain situations, informing a third party would not be possible or appropriate, or could jeopardize the purpose of the legal service, the client's rights, attorney-client privilege, or a legal claim. In such cases, we proceed in accordance with the GDPR and regulations governing the practice of law.

6. Special Categories of Data and Data Related to Criminal Matters

We do not request sensitive data from you during normal use of the website. However, in legal matters, we may also process special categories of data, such as data regarding health, family situation, union membership, religious beliefs, or other sensitive data, if such data is necessary for the matter at hand.

In some cases, we may also process data related to criminal matters, misdemeanors, administrative proceedings, or similar proceedings, provided that such processing is related to the provision of legal services, defense, representation, or the protection of rights.

We process this data only when it is necessary and we have a legal basis to do so, in particular to establish, exercise, or defend legal claims, provide legal services, comply with a legal obligation, or for another reason under the GDPR and applicable laws.

7. Processing Based on Consent

We process certain data only if you give us your consent to do so. This typically includes analytical cookies, marketing cookies, personalized marketing communications, the use of references, or the retention of a resume for future employment or professional opportunities.

Consent is voluntary. You may withdraw it at any time. Withdrawal of consent does not affect the lawfulness of processing that took place prior to its withdrawal.

You can unsubscribe from marketing communications by clicking the link provided in each email or by writing to us at office@kolarova.legal. For cookies, you can change or withdraw your consent in the cookie settings on our website.

8. Marketing, Profiling, and Automated Decision-Making

For marketing purposes, we may analyze how visitors use our website, where they come from, and how they respond to our communications or campaigns. This may involve basic marketing profiling, such as determining what content is relevant to a specific group of visitors.

However, we do not engage in any automated decision-making that would have legal effects on you or similarly significantly affect you.

9. To Whom We May Disclose Data

We do not share your data with anyone unnecessarily. Access to your data is limited to individuals and vendors who need it for a specific purpose and to the extent necessary.

This may include, in particular, our attorneys, collaborating attorneys, legal clerks, lawyers, administrative support staff, accountants, tax advisors, auditors, providers of hosting, IT services, email and cloud services, web administrators, providers of electronic signature tools, newsletters, analytics, marketing, advertising, social media, conversion tracking, and security.

In the context of legal services, depending on the nature of the matter, data may also be disclosed to courts, arbitrators, administrative authorities, law enforcement agencies, notaries, bailiffs, expert witnesses, translators, interpreters, mediators, opposing parties, their representatives, insurance companies, or other persons, if necessary for the provision of legal services, the protection of rights, or the fulfillment of a legal obligation.

In cases specified by law, we may be required to disclose certain data to public authorities or other authorized entities.

10. Transfer of Data Outside the European Union

Some providers of analytical, advertising, marketing, cloud, technology, or communication tools may also process data outside the European Union or the European Economic Area.

If such a transfer occurs, it takes place only under the conditions set forth by law. Typically, this is based on a European Commission decision on adequate protection, standard contractual clauses, or other appropriate safeguards under the GDPR.

Specific information regarding individual analytics and marketing tools is provided in the cookie settings or in the information provided by the respective providers.

11. How Long We Retain Data

We retain personal data only for as long as we need it for the given purpose, or for as long as required by legal, professional, accounting, tax, or other regulations. Unless otherwise specified below, we set the retention period appropriately based on the nature of the communication, the purpose of processing, and potential legal claims.

Data Categories	Retention Period
Technical data from website operation	For the time necessary to ensure the functioning, security, and routine administration of the website; generally only for a limited period depending on hosting and security settings.
Inquiries and requests via the website, email, or phone	For the time necessary to handle the inquiry and any follow-up communication. If the inquiry does not result in a business relationship, we retain the communication for a reasonable period of time, generally no longer than 3 years from the last communication, unless there is a reason to retain it longer to protect rights.
Client Collaboration and Legal Files	For the duration of the provision of legal services and thereafter for the period required by law and professional regulations, client documentation, accounting and tax obligations, AML obligations, and the protection of legal claims. In practice, depending on the nature of the documents, this may generally be up to 10 years from the termination of the relationship, or longer if required by a specific matter or ongoing proceedings.
AML and Client Identification	For the period specified by regulations against money laundering and terrorist financing, typically 10 years for documents subject to these obligations.
Accounting, Tax, and Billing Records	For the period specified by accounting and tax regulations, generally 5 to 10 years depending on the type of document.
Newsletters and Marketing Communications	For the duration of your consent or until you unsubscribe. We may retain a basic record of your consent, unsubscription, or objection for as long as necessary to demonstrate compliance with our obligations.
Analytical and marketing cookies	For the period specified in the website's cookie settings, or until consent is revoked.

Data Categories	Retention Period
Professional seminars, webinars, and events	For the time necessary to organize the event, follow-up communication, and verification of attendance; longer only if we have a legal basis for doing so, such as an accounting obligation or consent to marketing.
Careers and Collaboration	For the duration of the recruitment process and a reasonable period thereafter, typically 6 months. For future opportunities, only based on consent and for the period specified therein.
References	For the duration of the consent or until it is revoked, or for a period reasonable in light of the purpose of the reference.
Protection of Legal Claims	For the duration of the applicable statutes of limitations, preclusion periods, review periods, or procedural deadlines, and for the duration of any proceedings.

12. Is the provision of data mandatory?

Visiting our website is voluntary.

If you wish to send us an inquiry, register for an event, or apply for a collaboration, we need at least the information necessary to process your request. Without it, we may not be able to respond, process your registration, or evaluate a potential collaboration.

If you become our client, we need certain data to enter into and fulfill the contract for the provision of legal services. We are required by law to process certain data, for example, for AML, accounting, tax, or professional association purposes. Without this data, we may not be able to provide or continue providing legal services.

Consent to the newsletter, analytical cookies, marketing cookies, references, or the retention of your resume for future opportunities is voluntary. If you do not provide consent, it will not affect the provision of legal services or the functionality of the website, except in cases where a specific optional feature is based on consent.

13. What Are Your Rights

You have the right **to** know what personal data we process about you. You may **request access to your data, its correction, erasure, or restriction of processing**.

In some cases, you may **object to the processing**, particularly if we process the data based on a legitimate interest. If we process data for direct marketing purposes, you may object to such processing at any time.

If the processing is based on your consent, **you may withdraw your consent at any time**. If we process data automatically based on consent or a contract and you have provided it to us, you may **also request data portability** in certain cases.

You also have **the right to file a complaint** with the Office for Personal Data Protection.

The exercise of certain rights may be restricted where necessary, for example, due to attorney-client privilege, the protection of the rights of others, compliance with legal or professional obligations, the maintenance of a legal file, or the protection of legal claims.

If **the request is repetitive or manifestly unfounded**, we are entitled to charge a reasonable fee for exercising the right in question or, if necessary, to refuse to exercise it. We will inform you of the relevant procedure.

14. How to Exercise Your Rights and Where to Turn

Please send any questions or requests regarding the protection of personal data to **office@kolarova.legal**.

We will respond to your request without undue delay, usually within one month at the latest. In justified cases, we may extend this deadline in accordance with the GDPR. To protect your data, we may verify your identity in an appropriate manner.

If you feel that we are not handling your data properly, you may also contact the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, website www.uoou.cz.

15. Attorney-Client Privilege

We are a law firm. We treat any information you provide to us in connection with a request for legal services or during the provision of legal services as confidential.

When providing legal services, we are bound by strict attorney-client privilege. This privilege applies to the information you disclose to us, the documents you provide to us, and the very fact that we are providing legal services to you. Exceptions apply only where provided for by law.

Attorney-client privilege may also affect the exercise of certain rights under the GDPR if exercising those rights would infringe upon the client's rights, the rights of third parties, the confidentiality of the legal matter, or the attorney's obligations.

16. Modern Technology

We use modern technologies in our work, including artificial intelligence tools. We do this to work more efficiently and deliver higher-quality results. However, we always ensure confidentiality, data security, and attorney-client privilege where applicable.

When we use technology providers in our work, we select them with regard to security, confidentiality, and appropriate contractual safeguards.

17. Effectiveness and Updates

This Policy is effective as of May 6, 2026

We may update these principles to the extent necessary, particularly if our website, the tools we use, applicable laws, our services, or the way we process personal data change. You can always find the current version on our website.

PART II. COOKIE POLICY

KOLAROVA LEGAL s.r.o., Law Firm

1. What Are Cookies

We use cookies and similar technologies on our website www.kolarova.legal. Cookies are small files that are stored in your browser or on your device.

Cookies enable the website to function properly. Depending on your settings, cookies can also help us understand how the website is used, evaluate marketing campaigns, or display more relevant content and ads.

2. What cookies do we use?

We use cookies to the extent you choose. We primarily distinguish between essential, analytical, and marketing cookies.

Cookie Type	What they're used for	Do we need your consent?
Essential cookies	They ensure the basic functionality, security, and proper display of the website. Without them, the website might not function properly.	No. We use them because they are essential for the website's operation and security.
Analytical cookies	They help us understand how visitors use the website, which pages are visited, where visitors come from, and what we can improve. These cookies do not collect information that could identify you personally.	Yes. We use them only with your consent.
Marketing cookies	They help us evaluate advertising and marketing campaigns, measure conversions, conduct remarketing, and display more relevant content or ads.	Yes. We use them only with your consent.

3. Analytics and Marketing Campaigns

If you give us your consent, we may use third-party analytics and marketing tools. These may include, in particular, tools for measuring website traffic, managing advertising campaigns, remarketing, measuring conversions, social media, newsletters, or evaluating content performance.

These tools may process online identifiers, information about your device, browser, website visits, referral sources, clicks, conversions, or similar data.

Depending on the specific website settings, these may include, for example, tools for web analytics, advertising features, conversion tracking, remarketing, social media, or identifying corporate website visitors. The specific tools must always be listed in the cookie banner or in the cookie settings details.

A specific list of the cookies we use:

Marketing Tools	Purpose	Further details
Google Analytics	Used to generate reports and statistics on the performance of our website and to present content tailored to your interests.	Privacy Policy – Privacy & Terms – Google
Meta / Facebook / Instagram	Tools that enable the display of ads to website users when they visit Facebook or Instagram, or other websites that also use these tools.	Meta's Data Use Policy – How It Collects and Uses User Data Privacy Center Manage Your Privacy on Facebook, Instagram, and Messenger Privacy on Facebook
Seznam.cz	Used to deliver ads displayed in search engines and on Seznam.cz.	Terms and Conditions for Advertisers Sklik Help
Microsoft Clarity	An analytics tool for tracking user behavior on the web (heatmaps, session recording, UX analysis). Data is anonymized.	https://privacy.microsoft.com/cs-cz/privacystatement
Google Ads (remarketing tag / gtag)	A service provided by Google LLC for conversion tracking, paid campaign management, and remarketing audiences	https://policies.google.com/privacy?hl=cs

Marketing Tools	Purpose	Further details
	(repeated ad display to users who have visited the website).	
Meta Pixel (Facebook & Instagram Ads) and Meta Conversions API	A tool provided by Meta Platforms, Inc. for measuring conversions, creating Custom Audiences for remarketing, and optimizing ads on Facebook and Instagram. The Meta Conversions API is used for server-side event tracking without relying on cookies.	https://cs-cz.facebook.com/privacy/policy/
LinkedIn Insight Tag	A tool provided by LinkedIn (Microsoft) for tracking conversions from LinkedIn Ads, creating remarketing audiences, and obtaining analytical information about the professional characteristics of website visitors.	https://www.linkedin.com/legal/privacy-policy
Sklik Retargeting Pixel (Seznam.cz)	A retargeting pixel from the Sklik service (Seznam.cz) used to retarget ads at users who have previously visited the website.	https://napoveda.sklik.cz/pravidla/smluvni-podminky-pro-inzerenty/
CRM System (Customer Data Management)	A system for managing client relationships and contacts (e.g., Raynet, HubSpot, Pipedrive, or a similar tool). It processes contact information from web forms and as part of client communications. The CRM operator acts as a processor within the meaning of Article 28 of the GDPR.	Depending on the specific CRM system provider.

If the website's technical settings change, we will also update these settings.

4. How You Can Manage Cookies

On your first visit to the website, you can choose what you consent to.

You can accept all cookies, reject all cookies except for essential ones, or configure individual categories separately.

Analytical and marketing cookies are not active until you give us your consent. Withdrawing consent must be just as easy as giving it.

You can change or revoke your consent at any time in the cookie settings on our website. A link to the cookie settings should also be available later, for example, in the website footer.

If you reject analytical or marketing cookies, the website will continue to function for you. We just won't have as much information about how the website is used, and we won't be able to personalize marketing content for you.

5. Cookie Settings in Your Browser

You can also restrict or block cookies in your web browser. Most browsers allow you to delete cookies, block them, or set rules for individual websites.

However, if you block even essential cookies, some parts of the website may not function properly.

6. Social Media and Third-Party Services

We may use links or elements from social media and other third-party services on the website.

If you click on or interact with such a feature, data may be transferred to the relevant provider. Further processing is then governed by the rules of the respective social media platform or provider.

7. Transfer of Data Outside the European Union

Some providers of analytics or marketing tools may also process data outside the European Union or the European Economic Area.

If such a transfer occurs, it takes place only under the conditions set forth by law, in particular based on a European Commission decision on adequate protection, standard contractual clauses, or other appropriate safeguards.

8. How Long We Store Cookies

The duration for which cookies are stored varies depending on their type and the specific tool. Some cookies are deleted when you close your browser; others remain stored for a longer period.

We specify the exact duration for which individual cookies are stored in the cookie settings on our website.

9. Changes in the Use of Cookies

The cookies and marketing tools we use may change over time as our website and our communications evolve.

You can always find the current settings and a specific list of cookies in the cookie settings on our website.

10. Recommended Cookie Banner Text

We use cookies to ensure our website functions properly. With your consent, we also use analytical cookies, which help us identify areas for improvement on the website, and marketing cookies, which help us evaluate campaigns and display more relevant content.

You can change or withdraw your consent at any time.

Recommended buttons: Accept All; Reject All Except Necessary Ones; Manage Cookies.

This Cookie Policy is effective as of May 6, 2026

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