PPF Banka

INFORMATION ON CONSENT TO THE PROCESSING OF PERSONAL DATA FOR MARKETING PURPOSES

1. Information on personal data processing

The Prospective Client declares that **PPF banka a.s.**, having its registered office at Evropská 2690/17, 160 41 Praha 6, company registration number 47116129 (the "Bank"), has informed them of the principles governing personal data processing and of their rights in connection with the processing of personal data through the document **Information on Personal Data Processing**, available on the Bank's website at **www.ppfbanka.cz** under **Important documents/GDPR/Information on personal data processing**.

2. Processing for marketing purposes

Processing for marketing purposes means processing the Prospective Client's personal data in order to:

- offer the Bank's products and services and, where applicable, the products and services of cooperating third parties;
- contact the Prospective Client with commercial and marketing offers through various communication channels, in particular by email or telephone, via electronic banking or by similar means;
- send commercial communications, information about products and services, news, analyses, expert commentaries, and other similar information;
- conduct analyses, assessments, and profiling in order to tailor offers to the Prospective Client's needs and preferences and to improve the services provided.

3. Personal data

For the marketing purposes specified above, the Bank may process the following data in particular:

- identification data, including first name, surname, date of birth, and title;
- contact details, including address, email address, and telephone number;
- sociodemographic data;
- data on the use of the Bank's products and services;
- data obtained during communications and other interactions between the Prospective Client and the Bank;
- data on the Prospective Client's preferences and interests;
- data derived or obtained from analyses of the data specified above;
- where applicable, other data that may be used for marketing purposes.

4. Consent to the processing of personal data

The Prospective Client voluntarily grants the Bank consent to process their personal data for the marketing purposes specified above.

Granting consent is not a condition for entering into or maintaining a contractual relationship with the Bank, nor for the provision of a Bank product or service.

5. Duration of personal data processing

Personal data will be processed for the marketing purposes specified above:

- for Prospective Clients who have no contractual relationship with the Bank, until consent is withdrawn;
- for Bank clients, for the duration of the contractual relationship and for a further year after its termination, or until consent is withdrawn, whichever occurs first.

6. Right to withdraw consent

The Prospective Client acknowledges that granting consent to the processing of personal data for marketing purposes is voluntary and that they may **withdraw their consent at any time**.

Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Consent may be withdrawn using the unsubscribe option included in each commercial communication.