

## Privacy Policy and Terms of Use for the Business Term of the Day from English Editorial Services

This document relates to provision of the Business Term of the Day. At English Editorial Services, s.r.o., protection of privacy and personal data is a top priority. When managing our clients' personal data, we observe the valid laws. In the following text, we would like to present to you the principles we follow when managing your information and sending you the Business Term of the Day emails as well as all special terms governing this service.

### What information will you send me?

Each business day, we will send you a business term in English and Czech with a short marketing message and our company name, logo, and slogan. The inclusion of these items within the email legally makes it a commercial message. Therefore, by subscribing to this service you agree to receive commercial messages from us at the email address which you provide us. We will not send you any emails unrelated to the Business Term of the Day unless you request one of our other services.

### What can I do with the information you send me?

The business terms and explanations are provided to you for your personal benefit and we hope you will find useful applications for them in your daily life. We have done our best to verify the information, but you should verify it for yourself as we are not responsible for any consequences arising from use of the information. You must also use the information in accordance with the pertinent generally binding legal regulations and, in particular, not sell, spread, copy, or distribute the information. The service may also at some point be interrupted or terminated for technical and other reasons.

### What can I do if I do not want to receive the Business Term of the Day anymore?

You can use the "Unsubscribe" form that you can access either [at this link](#) or by clicking on the "unsubscribe from this list" link that appears in each email we send you. You can also contact us directly.

### How can I contact you?

You can contact us at [terms@englisheditorialservices.com](mailto:terms@englisheditorialservices.com) or by post to our registered office at Černopolní 57, 613 00 Brno, Czech Republic.

### What personal data do you collect?

English Editorial Services, s.r.o. obtains its information exclusively from you, our clients, so you have total control over what information you provide us. Our subscription form collects the following information:

- Email address
- First and last name (optional)

Our email service provider, MailChimp, also collects certain data from you using web beacons and cookies. Web beacons are single pixel images that enable MailChimp to collect information about when you open the email, your IP address, your browser or email client type, and other similar details. MailChimp uses cookies to track access to forms to subscribe and unsubscribe, which assists in verifying that you subscribed intentionally. English Editorial Services, s.r.o. does not place any cookies on your computer.

### For what purpose will you use my personal data?

We need the information you provide to send you the Business Term of the Day. MailChimp uses the data from web beacons to create reports about who has or has not opened emails or clicked links.

### How do you manage personal data?

Protecting your information is our priority. When managing sensitive information, we strictly follow the applicable laws and English Editorial Services' employees have entered into an agreement in which they specifically stated that they will fully respect the confidential nature of our clients' information and will not use it to their

personal or financial advantage. We use state-of-the-art technology to protect the information within our system. These activities will be performed in accordance with the appropriate legal provision, specifically Act No. 101/2000 Coll., on the Protection of Personal Data, as amended.

#### **Will you share my information with anyone?**

Of course, we will not share any information you provide to us with any third parties with the exception of official requests by the Police of the Czech Republic and state authorities legally authorized to request such information and with the further exception of our service provider MailChimp.

MailChimp enables us to send you the Business Term of the Day and has a strict policy governing what it does with lists of subscribers. MailChimp will not sell the lists, contact people on the lists (i.e., you), market to people on the lists, steal the lists, or share the lists with any other party except for such reasons as being required to do so by law or for assistance with providing MailChimp's services. In such cases, MailChimp may also share aggregated information on all subscribers. You can see the [full privacy policy](#) governing the relationship between English Editorial Services, s.r.o. and MailChimp. You can read about the data security [here](#) and GDPR policy [here](#).

In order to process your information, MailChimp will transfer your data to the United States. To ensure that your data is handled appropriately, we have signed with MailChimp a Data Processing Agreement including Standard Contractual Clauses that ensure that the governing law is that of the Czech Republic and that your information is protected in accordance with Act No. 101/2000 Coll.

#### **What happens if you change your policy?**

We do not expect that there will be any changes in our privacy policy. If there are, we will contact you at the email address you provided us one month prior to such change becoming effective.

#### **When does this document become effective?**

The Privacy Policy and Terms of Use for the Business Term of the Day from English Editorial Services, s.r.o. become effective on 1 January 2023.