



Information about Personal Data Processing

Through this document we, as the personal data controller – Škoda Auto a. s., registered office: tř. Václava Klementa 869, Mladá Boleslav II, post code: 293 01, Reg. No.: 00177041, registered in the Commercial Register kept by the Municipal Court in Prague under file ref. B 332, (hereinafter referred to as “Škoda Auto”) – provide you with information about personal data processing and your rights related to the processing.

The processing occurs as part of the following activities.

Purpose of processing:

Organization of Marketing Summit 2025 event, held in November 2025, Istanbul, Türkiye, aimed for importer representatives, Škoda Auto internal employees or/and other guest. (“Event”)

Description of the purpose of processing:

Your personal data are used to organize marketing and product training events for members of the Škoda Auto distribution network, including registration, sending out invitations to the individual events, arranging transportation and accommodation, competitions and news reports from events.

Authorization to process:

We want to ensure that you are informed about new products and services of Škoda Auto. We are authorized to process your data based on to agreement with you to participate on this event. Therefore, we need to process your data to enable and secure your proper participation.

Categories of personal data that we process:

Identification data
Contact information
Driving License, ID card and/or Passport data
Descriptive data
Transaction data
Information on mutual communication and interaction

Processing period and archiving:

12 months after the end of the event.

Categories of processors or recipients to whom we may disclose personal data:

Your personal data may be provided on request to public authorities, in particular the courts, the police force and other institutions active in criminal proceedings, to the necessary extent and within the bounds of the law.

Lead Agency, Guest management agency, Transfer agency, Hotels, Embassies, or any other such providers of services related to the arrangement of the Event if necessary.

Source of personal data:

We receive the personal data directly from you and from third parties.

Transfer of personal data to third countries or multinational companies:

As part of this processing your personal data may be transferred to other Škoda Auto group companies or potentially also other recipients in third countries, i.e. in the People’s Republic of China and Republic of India. This transfer will take place in such a case based on standard contractual clauses, i.e. a sample contract issued by the European Commission without a change in its text as anticipated by current legal regulations concerning personal data protection. Up-to-date information can be found at: <http://www.skoda-auto.com/data-privacy>

Automated decision-making on the basis of personal data:

During this personal data processing, automated decision-making based on the personal data does not occur.

Other information

The personal data may be subject to archiving in the public interest and used for the purposes of scientific, historical or statistical research. In justified cases, personal data may be subject to processing in order to resolve legal matters, including the performance of duties towards public authorities, and monitoring and continuous evaluation of legal risks.



What are my rights?

You have the following rights regarding the processing of personal data:



The right to access your personal data that are being processed.



The right to withdraw your consent to the processing of your personal data.



The right to correction of inaccurate or incorrect data or to addition of missing data.



The right to have your personal data erased if they are no longer necessary for the purposes for which they were collected or in the event of unauthorized processing.



The right to restrict or block the personal data processing.



The right to receive your personal data in a structured and machine-readable format for yourself or for another controller.



The right to object to the processing of your personal data if you believe that the processing is not legitimate.



The right not to be the subject of automated decision-making



How can I exercise my rights?

For communication with Škoda Auto regarding data protection, you can use the following contacts:



Electronically at:

<http://www.skoda-auto.com/data-privacy>

www.skoda-auto.com > Personal data > Exercising of the rights



In writing at:

Skoda Auto a.s.
Data Protection Office
tr. Václava Klementa 869
Mlada Boleslav II
293 01 Mlada Boleslav

In connection with the exercise of your rights, Škoda Auto may require reasonable compensation not exceeding the costs necessary to process the requests if such requests are manifestly unfounded or unreasonable.



Data Protection Officer

If you have any questions about the protection of personal data, you can contact the Škoda Auto Data Protection Officer.



<http://www.skoda-auto.cz/osobni-udaje/>



dpo@skoda-auto.cz



Option of Filing a Complaint

If you do not agree with the way we process your personal data, you can file a complaint with the Škoda Auto data protection officer or with the supervisory authority in order to protect your rights.



Office for Personal Data Protection

Lt. Col. Sochora 27

170 00 Prague 7



+420 234 665 111



<https://www.uoou.cz/>