

**KB**

# CONSENT TO THE USE OF DATA CONCERNING A PAYMENT ACCOUNT HELD WITH ANOTHER BANK FOR MARKETING PURPOSES

## What Kind of Personal Data Shall We Process?

The data we shall process based on your consent shall include: your first name and surname, birth number (and also the trade name, company ID/IČO, and registered office address in case of business persons), date of birth, contact data, and information obtained in relation to the connection of your payment account held with another bank to our internet banking (i.e. as part of the payment account information service we provide), in particular data on transaction history and balances in these accounts.

## For Which Purposes Shall Your Personal Data Be Used?

Based on your consent, we shall process the personal data for the following purposes:

### Marketing use of data

In order to provide services that are relevant to our clients, we need to analyse your profile data and product and service data. We use these analyses for personalised offers of products and services, marketing processing of your data, such as analyses and profiling, surveys, and user testing with the aim to customise our offer to your needs and improve the quality of services provided.

### Creating analytical models

When creating analytical models, we combine, compare and analyse data on products and services so that it is possible, by using statistical methods, to correctly estimate the needs of selected categories of entities and subsequently meet such needs. We do not target our models on specific persons but examine the data entirely anonymously so that these analyses can be published.

### Product research and market analysis

When researching products and services, we use anonymised product/service data and profile data, in order to analyse the market situation and improve our position by offering new and better services and innovative products. We also want to learn about development trends.

## Duration of the Consent

Your consent to the processing of personal data remains valid from the date of its granting until the lapse of 12 months (1 year) from the termination of the last connection into the payment account information service of a payment account held with another bank, or until you withdraw it. If you renew the connection of the payment account while the consent is still valid, you need not grant a new consent, but the period of validity (duration) of the consent shall refer to this connection.

## Is It Possible to Withdraw the Consent to the Processing of Personal data?

The consent to the processing of personal data is voluntary and can be withdrawn at any time via MojeBanka internet banking, in the "Settings" section. The withdrawal of your consent shall not affect the lawfulness of the processing based on the consent given before its withdrawal.

Further information concerning the processing of your personal data by KB, including your rights, is available in the document titled **Information on the Processing of Personal Data** on the Internet pages of the KB Group's members [Information on the Processing of Personal Data on the KB website](#).