

NOTICE ON THE PROCESSING OF PERSONAL DATA FOR THE “TAJFUN AMBASSADOR” PROGRAMME

1. Data Controller

The data controller in relation to the “Tajfun Ambassador” Programme is Tajfun Planina d.o.o., Planina pri Sevnici 41a, 3225 Planina pri Sevnici, e-mail address: info@tajfun.com (hereinafter referred to as the “**Controller**” or the “**Organiser**”).

Any questions, requests or the exercise of rights relating to the processing of personal data may be addressed by data subjects to the above contact details.

2. Purpose of this Notice

This Notice provides information regarding the processing of personal data of individuals participating in the “Tajfun Ambassador” Programme in accordance with:

- Regulation (EU) 2016/679 on the protection of personal data (GDPR);
- the Personal Data Protection Act (ZVOP-2);
- and other applicable legislation of the Republic of Slovenia.

3. Personal Data We Process

Within the “Tajfun Ambassador” Programme, the Organiser may process the following personal data of individuals:

- first name and surname;
- e-mail address;
- telephone number;
- residential address;
- country of residence;
- username or social media profile;
- video recordings;
- photographs;
- voice;
- image/likeness of the individual;
- data relating to participation in the Programme;
- communications with the Organiser;
- IP address;
- date and time of application submission;
- information regarding consents provided;
- and any other data voluntarily provided by the individual to the Organiser.

In the event of prize awards, the Organiser may also process:

- tax identification number;
- and other information necessary to comply with legal obligations.

4. Purposes of Processing Personal Data

Personal data are processed for the following purposes:

- administration and implementation of the “Tajfun Ambassador” Programme;
- verification of eligibility requirements for participation;

- communication with participants;
- selection of the Ambassador of the Month and Ambassador of the Year;
- organisation of filming, photography and other promotional activities;
- preparation, processing and publication of promotional content;
- promotion of the Tajfun brand;
- publication of content on the Organiser's websites and social media channels;
- use of content in marketing, presentation and advertising materials;
- organisation of events, trade fairs and presentations;
- technical processing of video and photographic content;
- ensuring compliance with internal security and compliance requirements;
- protection of the Organiser's legal interests;
- handling complaints, disputes or claims;
- and compliance with the Organiser's legal obligations.

5. Legal Bases for Processing

The Organiser processes personal data on the basis of:

a) Consent of the Individual (Article 6(1)(a) GDPR)

Consent constitutes the legal basis in particular for:

- participation in the Programme;
- submission of the application video recording;
- use of the individual's image, voice, photographs and video content;
- publication of promotional content;
- use of content on the Organiser's websites and social media channels;
- use of content in marketing, promotional and presentation materials.

b) Compliance with Legal Obligations (Article 6(1)(c) GDPR)

Where processing is necessary due to:

- tax regulations;
- accounting regulations;
- other legal obligations of the Organiser.

c) Legitimate Interests of the Organiser (Article 6(1)(f) GDPR)

Where processing is necessary for:

- ensuring the security of information systems;
- preventing misuse;
- demonstrating compliance of business operations;
- maintaining records regarding the implementation of the Programme;
- archiving documentation of completed promotional activities;
- establishing, exercising or defending legal claims.

The individual may withdraw their consent at any time.

The withdrawal of consent shall not affect the lawfulness of processing carried out prior to such withdrawal.

Withdrawal of consent shall likewise not affect the lawfulness of the use of promotional content that was created, published or incorporated into the Organiser's promotional materials before receipt of the withdrawal, where its continued retention is based on the Organiser's legitimate

interest in documenting completed promotional activities, demonstrating lawful business operations, or establishing, exercising or defending legal claims.

6. Use of Images, Video Content and Promotional Materials

Within the framework of the Programme, the Organiser may process and use:

- video recordings;
- photographs;
- the image/likeness of the individual;
- voice;
- first name and surname;
- social media username;
- and other elements of the individual's identity voluntarily provided by the individual,

for the Organiser's promotional, marketing, presentation, advertising and other business purposes in accordance with the Terms and Conditions of Participation in the "Tajfun Ambassador" Programme.

This includes, in particular, use on the Organiser's websites, social media channels, digital and printed advertisements, online stores, catalogues, presentations, trade fairs, promotional videos and other communication channels of the Organiser.

7. Additional Filming and Promotional Activities

Selected ambassadors may participate in additional video recordings, photography sessions, events, presentations, trade fairs or other promotional activities organised by the Organiser.

In connection with such activities, the Organiser may:

- organise production activities;
- participate in content preparation;
- conduct filming;
- carry out photography;
- perform editing;
- and prepare promotional materials (production and technical processing).

8. Automated Technical Processing

For the technical processing of content, the Organiser may use:

- automated tools;
- AI tools;
- subtitling tools;
- translation tools;
- video format optimisation tools;
- digital processing technologies;
- content analytics tools;
- and other technologies used in the preparation of promotional materials.

Such processing does not constitute automated decision-making or profiling within the meaning of Article 22 GDPR.

9. Recipients of Personal Data

Personal data may be disclosed to:

- the Organiser's contracted data processors;
- marketing and production agencies;
- IT service providers;

- data hosting providers;
- video and photography production service providers;
- event organisers;
- analytics service providers;
- accounting and tax advisers;
- competent public authorities;
- and other contractual partners of the Organiser,

where such disclosure is necessary for the implementation of the Programme, promotional activities, or the fulfilment of legal obligations.

10. Transfers of Personal Data to Third Countries

In the event of publications on social media platforms or the use of global digital platforms, personal data may be transferred to third countries outside the European Economic Area, particularly to the United States of America.

Such transfers may occur when using platforms including:

- Meta (Facebook, Instagram);
- TikTok;
- YouTube;
- LinkedIn;
- Google;
- or other digital service providers.

Where personal data are transferred to third countries, the Organiser shall ensure appropriate safeguards in accordance with the GDPR, including the use of the European Commission's Standard Contractual Clauses, participation of the service provider in the EU-U.S. Data Privacy Framework (where applicable), adequacy decisions, or other legally permitted transfer mechanisms.

11. Retention Period for Personal Data

Personal data shall be retained:

- for the duration of the Programme;
- and for a maximum period of two (2) years following its conclusion,

except where:

- applicable law provides otherwise;
- the Organiser has a legitimate interest in retaining the data;
- or the data have been incorporated into the Organiser's promotional, archival or business materials.

Unpublished or unused application video content shall generally be deleted no later than two (2) years after the conclusion of the Programme, unless a lawful basis exists for longer retention.

Video content, photographs and promotional materials that have been publicly published or incorporated into the Organiser's promotional activities may be retained for the duration of their business usefulness or for the purpose of archival documentation of promotional activities already carried out.

Upon expiry of their business usefulness, such materials may be deleted, anonymised or archived with restricted access, except where retention is necessary for:

- demonstrating the lawfulness of business operations;

- establishing, exercising or defending legal claims;
- compliance with legal obligations.

12. Rights of the Individual

The individual has the right to:

- access personal data;
- rectification of inaccurate personal data;
- erasure of personal data;
- restriction of processing;
- object to processing;
- data portability;
- and withdrawal of consent where processing is based on consent.

Where processing is based on the Organiser's legitimate interests, the individual has the right to object to such processing at any time.

Requests may be submitted to marketing@tajfun.com.

Before processing a request, the Organiser may require additional information to verify the identity of the individual where this is necessary to prevent unauthorised access to personal data.

13. Right to Lodge a Complaint

The data subject has the right to lodge a complaint with the competent supervisory authority for personal data protection, in particular in the Member State of their habitual residence, place of work, or the place of the alleged infringement.

For the Republic of Slovenia, the competent supervisory authority is:

Information Commissioner of the Republic of Slovenia

Dunajska cesta 22

1000 Ljubljana

Slovenia

www.ip-rs.si

Data subjects also have the right to an effective judicial remedy.

14. Obligation to Provide Data

The provision of certain personal data constitutes a condition for participation in the Programme.

If the individual does not provide the required information to the Organiser, registration, participation in the Programme or the awarding of a prize may not be possible.

15. Relationship with Other Documents

This Notice shall be applied together with the Terms and Conditions of Participation in the "Tajfun Ambassador" Programme and the general Privacy Policy of Tajfun Planina d.o.o., published on the Organiser's website.

This Notice contains specific rules governing the processing of personal data within the framework of the "Tajfun Ambassador" Programme.

For matters not specifically regulated by this Notice, the provisions of the Organiser's applicable general Privacy Policy, published on the website www.tajfun.com, shall apply.

In the event of any inconsistency between this Notice and the general Privacy Policy regarding the processing of personal data within the framework of the “Tajfun Ambassador” Programme, the provisions of this Notice shall prevail.

16. Amendments to this Notice

The Organiser reserves the right to amend or supplement this Notice.

The amended version shall be published on the Organiser’s website www.tajfun.com.

17. Validity of this Notice

This Notice shall apply from 29 May 2026 onwards.

Planina pri Sevnici, 29 May 2026

Tajfun Planina d.o.o.