

**Information on consent to the processing of personal data for marketing purposes (commercial communications) by Palacký University in Olomouc as the controller of personal data**

In addition to the grounds and purposes for processing of your personal data described above, UP intends, provided that you grant your express, free and informed consent to the effect, to process your personal data stated in points 1) and 2) Instructions on the processing of personal data by Palacký University as the controller of personal data, with which you have become familiar in the previous step, also for sending you commercial communications and similar information in order to update you on the current offer of educational, cultural and other events organized by UP or in cooperation with other institutions. You will receive such communications by e-mail or by mail to the address that you have indicated.

You acknowledge that your consent is voluntary and, in accordance with Article 7 of the GDPR, UP is obliged to inform you that you have the right to withdraw your consent (in whole or in part) at any time by sending a notice of withdrawal of consent to UP, specifically at the following address: [czv@upol.cz](mailto:czv@upol.cz). Withdrawal of consent does not, however, affect the lawfulness of the processing of personal data prior to withdrawal of consent.

Where personal data are processed for direct marketing purposes, you may, under Article 21 of the Regulation, at any time raise an objection to processing of your personal data for such marketing purposes which also includes profiling in relation to the direct marketing. If you raise an objection to processing for direct marketing purposes, the personal data will no longer be processed for such purposes.

UP may only send you commercial communications by electronic means provided that it is in compliance with Act No. 480/2004 Sb., on Certain Information Society Services and on Amendments to some other Acts.

You confirm that you have received other important information about the processing of your personal data, including a list of your rights, in the Instruction on the Processing of Personal Data by Palacký University as the controller of personal data in the previous step of registration to the LLL Portal.

By ticking the box, you consent to the processing of your personal data for the purpose of sending commercial communications and similar information (UP marketing) and you also consent to the sending of commercial communications by UP, all for marketing purposes related to lifelong learning at UP. You consent to the processing of personal data for marketing purposes until you withdraw your consent.