THE PURPOSES OF PERSONAL DATA PROCESSING

FIBRAN d.o.o., Kočevarjeva ulica 1, 8000 Novo mesto processes the personal data (name, surname, e-mail address, telephone number, title and other data on my employer, information on the event I took part in, place and date of the event) solely for the following **purposes:**

- to keep a record of the operator's event participants, including a record of how many (and which) events an individual took part in;
- to analyse and determine which organizations the participants of the events come from and what positions they hold in those organizations;
- to send e-mails for the purpose of notifying them about educational possibilities,, new developments (in standards and publications), services and also events, either at the operator's or at a third persons' premises;
- to contact by phone for the purpose of presenting professional system solutions to an individual or the employer; and by prior arrangement also at their address;
- to follow reading of the sent e-mails, more specifically which e-mail an individual opened or did not open, which links he opened or clicked on (which contents he read or looked at), how much time he spent reading and looking at individual contents;
- to segment individuals based on the facts from the previous indent and further sending of adapted (individualised) e-mails (meaning that different individuals receive e-mails with different contents) for the purpose of better (more relevant) informing of individuals and reaching a higher level of responsiveness to the sent e-mails;
- to publish in professional media and on websites for the basic purpose of promoting the individual and his employer (licensed designer, licensed operator, …);
- to present certificates, licenses etc. to the participants of the events and keep a record of that;
- for the purposes of life path analysis of a user on a website: from where the user came to the website (source of traffic), to follow the time spent on the website, which websites he visited, what contents he copied or looked at, etc.;
  - to segment individuals based on the facts from the previous indent and further sending of adapted (individualised) messages through multi-channel communication (this can mean that different individuals receive messages with different contents) with the purpose of a better (more relevant) informing of individuals and reaching a higher level of user commitment.

FIBRAN proizvodnja izolacijskih materialov d.o.o., Kočevarjeva ulica 1, 8000 Novo mesto – matična št.: 19090746
identifikacijska št. za DDV: SI72028432 – št. vl. v sodnem registru pri Okrožnem sodišču v Novem mestu: 1/04568/00
TRR: 03150-1000281244 pri SKB BANKA d.d.