

SOCIAL MEDIA PERSONAL DATA PROTECTION POLICY

1. INTRODUCTION

Perla Harghitei S.A., a company incorporated and validly existing under the laws of Romania, with its registered office in: Str. Garii, nr. 600, Sat Sancaieni, Comuna Sancaieni, Judet Harghita, registered with the Trade Register under No.: J1991000127194, Tax ID: 505623 ("**Perla**") acts as a data controller in connection with the processing of personal data of users of our social media pages ("**user**" or "**you**").

In addition to us, there is also the administrator of the social media platform. As regards the processing of personal data performed by the administrator of the social media platform (for example, managing members and shared content), our control over such processing is limited. In cases where we have control and can configure the data processing, we act within the limits of our capabilities to ensure that the processing of data by the social media platform administrator is carried out in accordance with Regulation No. 679/2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data ("**GDPR**"). In many cases, however, we cannot control the processing of data by the social media platform administrator, nor can we know exactly what type of data is being processed. For further information on the processing of your personal data by the social media platform administrator, please consult the data processing policy available on their website.

In the following, we would like to inform you about how your data is used on our pages on the social media platforms where we are present, such as Facebook, Instagram, and LinkedIn (the "**Page**"), in accordance with the provisions of Article 13 of the GDPR. Please read this Personal Data Protection Policy carefully.

2. PROCESSING OF YOUR PERSONAL DATA

PURPOSES AND LEGAL GROUNDS FOR THE PROCESSING OF PERSONAL DATA

The purposes for which your personal data are processed by Perla on the Page are: administration of the Page, marketing activities consisting of sending information regarding offers, products, services, campaigns, contests, as well as other information about our products and promotions, interaction with you, requesting user feedback, and contacting you regarding the use of the Page.

From time to time, you have the opportunity to participate in competitions organized on the Page. In order to run a contest, we process your data in order to register you for the contest, verify your eligibility, determine and notify the winner, send the prize, and, if applicable, publicly announce the winner.

The legal grounds for such processing are: Art. 6 paragraph (1) section (a), section (b), section (f) of the GDPR, as the case may be, namely the user's consent, the conclusion and performance of a contract and

the fulfilment of the legitimate interest of Perla.

CATEGORIES OF PERSONAL DATA

In order to fulfil the processing purposes mentioned above, Perla may process the following categories of personal data: first and last name, email address, user ID, data that you voluntarily provide to us when you choose to participate in various activities related to the Page, such as comments, questions, videos, images, likes, public messages, preferences, opinions, feedback, survey responses. If you choose to share personal data about yourself through your profile, online chat or other interactive areas of the Page, please note that all the data you disclose in these areas is public and will be accessible to anyone who visits the Page.

DISCLOSURE OF YOUR PERSONAL DATA

Your use of the social media platforms may involve the processing of personal data in a third country, including outside the European Economic Area, by the administrator of the platform in question. Perla will have no control over such.

Perla may disclose the personal data we have collected about you in certain situations, such as:

A. EXISTENCE OF A LEGAL OBLIGATION

If disclosure of your personal data is necessary to respond to certain legal procedures, to investigate and remedy possible violations of our policies, or to protect our rights, property, and safety and that of others, we may disclose your personal data in accordance with applicable legal provisions.

B. THIRD-PARTY SERVICE PROVIDERS

Your personal data may be shared with third parties who provide services for us or on our behalf, including data analysis, statistical assessments and advertising success monitoring, email delivery, web hosting services, customer service, and marketing assistance.

C. INTERACTIONS WITH OTHER USERS

If you interact with other users of the Page, those users may have access to your personal data, such as your first and last name, user ID, image, and other data about your behaviour on the Page, including sending invitations to other users, chatting with other users, liking posts, and following blogs.

D. ONLINE POSTS

When you post comments, submissions, or other content on the Page, your posts may be seen by all users and may be publicly shared outside of the Page.

E. COOKIES

We may use cookies within the Page to personalize the Page and improve your experience. When you access the Page, your personal data are not collected through the use of monitoring technology. Most browsers are set to accept cookies by default. You may delete or refuse cookies, but please note that doing so may affect the availability and usability of the Page.

YOUR RIGHTS AS A USER

As a user of the Page, you have the following rights: the right to information, the right of access, the right to rectification and erasure, the right to restriction of processing, the right to data portability, the right to object, the right not to be subject to an individual decision, the right to appeal to the courts and the National Supervisory Authority for Personal Data Processing.

To exercise your rights and clarify any issues related to the processing of personal data, you may send a request to the attention of the Personal Data Protection Officer at Perla's headquarters or by email to: dpo@perlaharghitei.ro.