

SIA KATZ

The purpose of this Privacy Policy is to provide the natural person – client (hereinafter – the Client) of SIA “KATZ” (hereinafter – the Company) with information on the purpose, scope, protection and retention period of personal data processing, as well as on the data subject’s rights at the time personal data is collected and processed.

CONTROLLER AND ITS CONTACT INFORMATION

The data controller responsible for the processing of your data is SIA “KATZ”, reg. No. 40003878547. The Company is responsible for the secure storage, processing and deletion of your data. If you have any questions about the processing of personal data, please contact the Company by e-mail at info@katzhq.com or by phone at +371 25420555.

SCOPE OF THE DOCUMENT

Personal data is any information relating to an identified or identifiable natural person. Categories of personal data and examples thereof are set out below:

Data category	Examples
Client and business partner data	Name, surname, workplace and position, personal identity number, bank account number, address, phone number, mobile phone number, e-mail, Facebook address, name day date, date of birth, preferred language of communication.
Job candidate (a natural person applying for a vacancy with the Company) data	Name, surname, phone number, e-mail, LinkedIn profile address, CV received.

This Privacy Policy is applied to ensure privacy and personal data protection with respect to the data subjects listed below (hereinafter – Clients):

- natural persons – clients and other users of the Company’s services (including potential, former and current clients), as well as third parties who, in connection with the provision of services to a natural person (client, partner), receive or transfer any information to the Company (including contact persons, payers, etc.);
- visitors to the Company’s showrooms, offices, warehouses and other premises;
- visitors to the Company’s websites, and persons calling phone numbers registered in the Company’s name;
- natural persons – candidates for the Company’s open job vacancies.

The Company cares about the privacy and protection of personal data of Clients and respects Clients’ rights to lawful processing of personal data in accordance with applicable legislation – Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter – the Regulation) and other applicable legislation in the field of privacy and data processing.

This Privacy Policy applies to data processing regardless of the form and/or environment in which the Client provides personal data (on the website, in mobile applications, on the self-service portal, in paper form or by telephone) and regardless of the systems or paper form in which the Company processes such data.

With respect to specific types of data processing (e.g., cookie processing, etc.), the environment, or purposes, additional specific rules may be established, of which the Client is informed at the moment he/she provides the relevant data to the Company.

PURPOSES OF PERSONAL DATA PROCESSING

SIA KATZ processes data for the following purposes:

- For the provision of services and sale of goods:
 - to identify the client;
 - to prepare, conclude an agreement and prove the fact of its conclusion;
 - for the delivery of goods and provision of services (performance of contractual obligations);
 - to ensure the operation of services;
 - to fulfil warranty obligations;
 - to improve goods and services, and to develop new goods and services;
 - to promote the use of, advertise and distribute the service;
 - for customer service;

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- to review and process applications and complaints;
 - for customer retention, building loyalty, and measuring satisfaction;
 - for administration of payments;
 - for debt recovery and collection;
 - to maintain and improve the operation of websites and mobile applications.
- For business planning and analytics:
 - for statistics and business analysis;
 - for planning and accounting;
 - for measuring efficiency;
 - to ensure data quality;
 - to conduct market and public opinion research;
 - to prepare reports;
 - to conduct customer surveys;
 - within the framework of risk management activities.
- To ensure the security of information, information systems and the Company.
- To provide information to state administration authorities and operational activity entities, in the cases and to the extent provided for in national and municipal legislation.
- To assess the suitability of candidates for job vacancies.
- For other specific purposes of which the Client is informed at the moment he/she provides the relevant data to the Company.

LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

The Company processes personal data of natural persons on the basis of the following legal grounds:

- Client's consent – the Client, as the data subject, gives consent to the collection and processing of personal data for specific purposes. The Client's consent is his/her free will and independent decision, which may be given at any time, thereby allowing the Company to process personal data for the specified purposes. The Client's consent is binding on him/her if given orally (during a phone call, following the Client's identification) or in writing (by completing a form at the Company's showroom, or by sending an electronic request following the Client's identification). The Client has the right to withdraw his/her previously given consent at any time via the specified communication channels with the Company. Withdrawal of consent does not affect the lawfulness of processing based on consent given prior to the withdrawal.
- Job candidate's consent – a candidate for a vacant position with the Company, as the data subject, gives consent to the collection and processing of personal data so that the Company can assess, as accurately as possible, the candidate's suitability for the vacant position. The job candidate's consent is his/her free will and independent decision, which may be given at any time, thereby allowing the Company to process personal data for the specified purposes. The job candidate's consent is binding on him/her if given orally (during a phone call, following the candidate's identification) or in writing (by completing a form at the Company's showroom, or by sending an electronic request). The job candidate has the right to withdraw his/her previously given consent at any time via the specified communication channels with the Company. Withdrawal of consent does not affect the lawfulness of processing based on consent given prior to the withdrawal.
- Conclusion and performance of a contract – in order for the Company to conclude and perform a contract with the Client, providing quality services and customer service, it must collect and process certain personal data, gathered either before the conclusion of the contract with the Company or during the term of an already concluded contract.
- Compliance with legal obligations – the Company is entitled to process personal data in order to comply with the requirements of legislation, as well as to respond to lawful requests from state and municipal authorities.
- Protection of vital interests – the Company is entitled to process personal data in order to protect the vital interests of the Client or another natural person, e.g., where processing is necessary for humanitarian purposes, for monitoring natural and man-made disasters, in particular epidemics and their spread, or in emergency humanitarian situations (acts of terrorism, technological disaster situations, and the like).

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- Performance of official authority or public interest – the Company is entitled to process data in order to perform a task carried out in the public interest or in the exercise of official authority lawfully vested in the Company. In such cases, the basis for the processing of personal data is contained in legislation.
- Legitimate interests of the Company or a third party – taking into account the Company's interests, based on the provision of quality services and timely support to the Client, the Company is entitled to process personal data of natural persons to the extent objectively necessary and sufficient for the purposes specified in this Policy. The Company has the following legitimate interests:
 - to carry out commercial activities;
 - to provide the Company's services;
 - to verify the Client's identity prior to concluding a contract;
 - to ensure performance of contractual obligations;
 - to prevent unjustified financial risks to its commercial activities (incl. to carry out a credit risk assessment prior to the sale of goods and services and during performance of the contract);
 - to retain Clients' applications and submissions regarding the purchase of goods and the provision of services, other applications and submissions, and notes thereon, incl. those made in writing or orally, by calling the Company's phone numbers and via websites;
 - to record conversations with Clients regarding the provision, maintenance and payment of services, in order to carry out quality control of customer service;
 - to record conversations with Clients in order to organise the performance of contractual service obligations;
 - to record conversations with Clients during which an oral contract is concluded, in order to prove the fact of the contract's conclusion;
 - to analyse the operation of the Company's website, internet sites and mobile applications, and to develop and implement improvements thereto;
 - to carry out customer retention activities;
 - to segment the customer database for the more efficient provision of services;
 - to develop goods and services;
 - to advertise the Company's goods and services;
 - to send other notifications about the progress of contract performance and events material to contract performance, as well as to conduct Client surveys about goods and services and the experience of using them;
 - to prevent fraud;
 - to ensure corporate governance, financial and business accounting and analytics;
 - to ensure efficient company management processes;
 - to ensure the efficiency of service provision, sale of goods and delivery;
 - to ensure and improve the quality of services;
 - to administer payments;
 - to administer outstanding payments;
 - to select the best candidate for employment with the Company;
 - to approach state administration and operational activity authorities and the court for the protection of its legal interests;
 - to inform the public about the Company's activities.

PROCESSING OF PERSONAL DATA

The Company processes Client data using modern technological capabilities, taking into account existing privacy risks and the organisational, financial and technical resources reasonably available to the Company.

In order to ensure the quality and prompt performance of contractual obligations concluded with the Client, the Company may authorise its business partners to carry out certain actions related to the delivery of goods or the provision of services, such as the delivery of goods, invoicing, and the like. Where, in performing these tasks, business partners process Client personal data held by SIA KATZ, the relevant business partners are regarded as processors of SIA KATZ's data, and the Company is entitled to transfer

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to business partners the Client personal data necessary for carrying out these actions, to the extent necessary for carrying out such actions.

The Company's business partners (acting as personal data processors) will ensure compliance with the requirements for the processing and protection of personal data in accordance with the Company's requirements and applicable legislation, and will not use personal data for any purpose other than the performance of obligations under a contract/agreement concluded with the Client, on behalf of SIA KATZ.

PROTECTION OF PERSONAL DATA

The Company protects Client data using modern technological capabilities, taking into account existing privacy risks and the Company's reasonably available organisational, financial and technical resources, including through the following security measures:

- Data encryption during transmission (SSL encryption);
- Data encryption on servers;
- Firewalls;
- Intrusion protection and detection programs;
- Other protective measures in accordance with current technological developments.

CATEGORIES OF RECIPIENTS OF PERSONAL DATA

The Company does not disclose to third parties the Client's personal data or any information obtained during the provision of services and the term of the contract, including information about the services received, except:

- where data must be transferred to the relevant third party within the framework of a concluded contract, in order to perform a function necessary for the performance of the contract or delegated by law (e.g., to a bank for payment purposes, or to ensure a service, e.g., delivery of goods, of which the Client is informed);
- with the Client's clear and unambiguous consent;
- to persons provided for in external legislation, upon their reasoned request, in the manner and to the extent provided for in external legislation;
- in cases provided for in external legislation, for the protection of SIA KATZ's legitimate interests, e.g., by approaching a court or other state institutions against a person who has infringed the Company's legitimate interests.

PERIOD OF STORAGE OF PERSONAL DATA

The Company stores and processes Client personal data for as long as at least one of the following criteria applies:

- only for as long as the contract concluded with the Client remains in effect (including recordings of conversations in which an oral contract is concluded / a service request is made);
- the data is necessary for the purpose for which it was received;
- for as long as, in the manner set out in external legislation, SIA KATZ or the Client may exercise its legitimate interests (e.g., to file objections, or to bring or pursue a claim in court);
- for as long as either party has a legal obligation to retain the data (e.g., under the legislation of the Republic of Latvia, a company must retain invoices for 5 years, etc.);
- for as long as the Client's consent to the relevant processing of personal data remains in effect, if no other lawful basis for processing exists.
- Once the circumstances referred to in this section cease to exist, the Client's personal data is deleted. Audit records are stored for at least one year from the date on which they were made, in accordance with applicable legislation.

ACCESS TO PERSONAL DATA AND OTHER CLIENT RIGHTS

In accordance with applicable legislation, the Client has the right to request from SIA KATZ access to his/her personal data, as well as to request that the Company supplement, correct or delete it, or restrict its processing with respect to the Client, or to object to processing (including personal data processing carried out on the basis of the Company's legitimate interests), as well as the right to data portability. These rights may be exercised insofar as the data processing does not arise from SIA KATZ's obligations imposed on it by applicable legislation and carried out in the public interest.

The Client may submit a request for the exercise of his/her rights:

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- in writing, in person at the Company's office at Roberta Hirša 1, Riga, presenting an identity document;
- by e-mail, sending a request to info@katzhq.com and signing it with a secure electronic signature.

Upon receiving the Client's request for the exercise of his/her rights, SIA KATZ verifies the Client's identity, assesses the request, and fulfils it in accordance with applicable legislation.

The Company sends its response to the Client by registered letter to the contact address indicated by him/her, or having regard to the manner of response specified by the Client.

SIA KATZ ensures compliance with the requirements for the processing and protection of data in accordance with applicable legislation, and in the event of a Client's objection, takes appropriate steps to resolve it. However, if this proves unsuccessful, the Client has the right to approach the supervisory authority – the Data State Inspectorate.

CLIENT'S CONSENT TO DATA PROCESSING AND THE RIGHT TO WITHDRAW IT

The Client may give consent to the processing of personal data, where the legal basis is consent, on the Company's website (e.g., newsletter sign-up forms), by phone, or in person at the Company's showrooms.

The Client has the right to withdraw, at any time, the consent given for data processing, in the same manner in which it was given, i.e., by phone, by sending an e-mail, or in person at SIA KATZ's office, in which case further processing of data based on the previously given consent for the specific purpose will not be carried out.

Withdrawal of consent does not affect processing carried out at the time when the Client's consent was in effect.

Withdrawal of consent does not stop data processing carried out on the basis of other legal grounds.

COMMUNICATION WITH THE CLIENT

The Company communicates with the Client using the contact information provided by the Client (phone number, e-mail address, postal address).

The Company communicates regarding the performance of contractual service obligations on the basis of the concluded contract (e.g., delivery of goods or services, invoice information, changes to services, etc.).

COMMERCIAL COMMUNICATIONS

SIA KATZ sends commercial communications about the Company's and/or third parties' services, and other communications not related to the provision of the directly agreed services (e.g., customer surveys), in accordance with external legislation or with the Client's consent.

The Client may give consent for the Company and/or its business partners to send commercial communications on the Company's website (e.g., newsletter sign-up forms), by phone, or in person at the Company's showrooms.

The consent given by the Client to receive commercial communications remains valid until withdrawn (including after termination of the service contract). The Client may, at any time, opt out of receiving further commercial communications in any of the following ways:

- by sending an e-mail to info@katzhq.com;
- by calling +371 25420555;
- in person at the Company's office;
- by using the automated opt-out option included in the commercial communication, by clicking the unsubscribe link at the end of the relevant commercial communication (e-mail).

The Company stops sending commercial communications as soon as the Client's request has been processed. Processing of the request depends on technological capabilities and may take up to seven days.

By expressing an opinion in surveys and providing contact information (e-mail, phone number), the Client agrees that SIA KATZ may contact him/her regarding the assessment provided by the Client, using the contact information left by the Client.

USE OF COOKIES ON SIA KATZ WEBSITES

The Company's websites use cookies. Cookies are small text files that a web browser (e.g., Chrome, Mozilla Firefox, Safari, etc.) stores on the user's device (computer, mobile phone, tablet) when the user visits a website, in order to identify the browser or information or settings stored in the browser. In this way, cookies enable the website to store the user's individual settings, recognise

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the user, and respond accordingly, with the aim of improving the user's experience of using the website. The user may disable or restrict the use of cookies, but without cookies it will not be possible to make full use of all website functions.

Depending on the functions performed and the purpose of use, the Company uses the following cookies:

- Necessary cookies

These cookies are necessary so that the user can freely visit and browse the website and use the features it offers, including obtaining information about news and products. These cookies identify the user's device but do not disclose the user's identity, nor do they collect or compile information. Without these cookies, the website will not be able to function properly, e.g., to provide the user with the necessary information. These cookies are stored on the user's device until the web browser is closed.

- Functional cookies

Functional cookies allow the website to remember the settings and choices selected by the user, so that the user can use the website more conveniently. These cookies are stored on the user's device permanently.

- Analytical cookies

Analytical cookies collect information about how the user uses the website, and identify the most frequently visited sections, including content selected by the user while browsing the website. This information is used for analytical purposes, to determine what interests website users, in order to improve the website's functionality and make it more user-friendly. Analytical cookies identify only the user's device but do not disclose the user's identity. In certain cases, some analytical cookies are managed, on behalf of the website owner, in accordance with its instructions and only for the purposes indicated, by third parties – data processors (operators), e.g., Google Analytics.

- Targeting (advertising) cookies

Targeting (advertising) cookies are used to collect information about the websites visited by the user, and to offer the Company's or its business partners' products of specific interest to a particular user, or to present offers corresponding to the interest shown by a particular user. These cookies are usually placed by third parties, e.g., Google Ads, with the website owner's permission and in accordance with the specified purposes. Targeting cookies are stored permanently on the user's device.

SIA KATZ uses cookies for the following purposes:

- to improve the user experience of websites;
- to ensure website functionality;
- to adapt website functionality to the user's usage habits, including language, search queries, previously viewed content;
- to obtain statistical data on website visitor traffic – number of visitors, time spent on the site, geographic location, device used, etc.;
- to offer content and offers created or distributed by the Company.

Cookie retention period

Unless otherwise specified, cookies are stored for as long as the action for which they were collected is being performed, after which they are deleted.

Cookie information is not transferred for processing outside the European Union and EEA countries.

Cookie consent and disabling

When visiting the Company's websites, the user is shown a window with a notice that the website uses cookies. By closing this notice window, the user confirms that he/she has read the information about cookies, their purposes of use, and instances in which such information is transferred to a third party, and agrees to them. Accordingly, the legal basis for the use of cookies is the user's consent. Cookies may be restricted and deleted in the security settings of any web browser. It should nevertheless be noted that it is not possible to opt out of the use of necessary and functional cookies, as without them it is not possible to ensure the full use of the website and websites.

SIA KATZ's websites may contain links to third-party websites, which have their own terms of use and personal data protection rules, for which the Company bears no responsibility.

OTHER PROVISIONS

The Company has the right to make amendments to the Privacy Policy, making its current version available to the Client on the Company's website – www.katz.lv.

This version is effective as of 01.01.2026.