

1. Privacy rules of ZSEM

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The Zagreb School of Economics and Management (hereinafter: ZSEM) adopts the "Privacy Rules" with the aim of protecting the personal data that you provide us with on the website www.zsem.hr and the related pages of ZSEM on social networks. Please read the "Privacy Policy" carefully to understand clearly how and why we collect, use and protect your personal information.

1. What is personal data?

Personal data is all data relating to an individual whose identity has been determined or can be determined. An identifiable individual is a person who can be identified directly or indirectly, in particular with the help of identifiers such as name, identification number, location data, online identifier or with the help of one or more factors inherent to physical, physiological, genetic, mental, economic, cultural or social identity of that individual. So, there is a very wide spectrum of personal data, but in simpler terms it is: name and surname, identification number, picture, voice, address, phone number, IP address, medical history, list of favorite literature or songs, if such data can lead to the direct or indirect identification of an individual. We emphasize that even before the collection of personal data, the entity that collects them has the obligation to provide information for the purpose for which the data is collected, on what legal basis, to whom the data is disclosed, and about the individual's right to access their data, to request their correction or possible deletion.

2. What is the processing of personal data?

Processing includes actions such as collection, recording, storage, inspection, disclosure, transfer or destruction. For example, we can state that the General Data Protection Regulation will cover the processing of data of employees, consumers and clients, citizens by the state administration, patients, pupils, students, members of associations, users of social networks and any other processing of personal data that is not within the scope of the above exceptions. Also, new or stronger rules will cover those activities that deal with the processing of high-risk personal data for which it will be necessary to carry out an impact assessment. These are processing related to the systematic and extensive assessment of personal aspects of individuals by automated means, extensive processing of special categories of data or data on criminal convictions or punishable acts, and systematic monitoring of publicly accessible areas to a large extent.

3. What are the legal bases of processing?

For the legal processing of personal data, it is necessary to fulfill at least one of the following legal bases:

(a) the subject has given his consent for the processing of his personal data for one or more special purposes - consent is a voluntary, specific, informed and unambiguous expression of the wishes of the subject by which he gives his consent to the processing of personal data relating to him by a statement or a clear affirmative action, Among other things, the regulation establishes that the condition of voluntariness is not met if the respondent does not have a true or free choice or if he is unable to refuse or withdraw consent without consequences (e.g. consent is given for the purpose of enrolling a consumer in a program

fidelity, while in the vast majority of labor law relationships it is impossible to use consent as a legal basis for processing employee data);

(b) processing is necessary for the execution of a contract in which the respondent is a party or in order to take actions at the request of the respondent before concluding the contract (e.g. processing the data of job seekers for the purpose of calling for testing, processing the data of insured persons for the purpose of executing an insurance contract or processing the data of workers on installation maintenance tasks for sending to the field);

(c) processing is necessary in order to comply with the legal obligations of the controller (eg sending data about workers to HZZO or HZMO or sending party data by a public notary to the Tax Administration in accordance with special regulations);

(d) the processing is necessary in order to protect the key interests of the data subject or other natural person (e.g. disclosure by competent authorities of the data of one parent to another for the purpose of child support);

(e) the processing is necessary for the performance of a task of public interest or in the exercise of the official authority of the data controller (e.g. due to the official authority of the State Statistical Office, certain data controllers are obliged to submit certain personal data to that bureau);

(f) processing is necessary for the purposes of the legitimate interests of the controller or a third party, except when those interests are stronger than those interests or the fundamental

rights and freedoms of the data subject that require the protection of personal data, especially if the data subject is a child, provided that this point does not apply to the processing carried out by public authorities in the performance of their tasks (e.g. the legitimate interest of the property owner to install a video surveillance system to prevent a real risk to his property).

4. What is the purpose of collecting personal data?

Providing your personal data is voluntary. Access to the website www.zsem.hr is free, and users are not required to register. If you are interested in enrolling in one of our programs, you fill in the application form in which you enter your personal data, and if you want to receive information about the activities of ZSEM, you have the option of giving your consent by placing a checkmark in the marked field. We collect personal data so that we can process your applications for admission to ZSEM as efficiently as possible, answer your inquiries and inform you about existing and new content and services that we provide independently or in cooperation with our partners.

5. When do we collect data?

You provide us with your personal data for inspection and use when filling out the "online application form" on the website www.zsem.hr or the official Facebook pages of ZSEM when signing up for the newsletter, by sending an inquiry by e-mail to the address info@zsem.hr or by registering at prize contests on ZSEM's social network pages.

6. What personal data do we collect?

On our website or the pages of ZSEM connected to it on social networks when filling out the "online application form", registering for the newsletter or during correspondence by e-mail or other electronic channels

communication and when participating in online prize competitions, you may be asked to leave your first and last name, email address, phone number, date, place and year of birth, phone number and place of residence.

7. How do we use your personal data? We may use the data we collect to:

- personalize your user experience and deliver you the type of content or service you are most interested in

- improved the functionality of our website and social networks in order to improve the quality of content and services
- enable better and faster service in response to your user request or inquiry
- better administer promotions, contests, surveys or other similar content
- receive feedback on the quality of our services

8. How do we protect your data?

We apply appropriate personal data protection measures and procedures to prevent unauthorized access to personal data and to ensure that it is used in accordance with the purpose of processing. Unauthorized attempts to send or change data on the www.zsem.hr website are strictly prohibited.

9. Do we use "cookies"?

That. "Cookies" are small files that a website or service provider sends and stores in the memory of your computer through the Internet browser (if this is enabled on your part), which helps to activate the information, data and settings that you have previously entered faster and more efficiently with each new visit. communicated during past accesses and use of our site. Also, the information that cookies collect helps us understand your preferences based on past and current activities you take on our site and allows us to provide you with a better user experience. The data collected in this way do not enable personal identification of the user. If you do not want your computer to receive "cookies" from the website www.zsem.hr., you can turn them off by selecting this option in your Internet browser by clicking Tools-Options. In this case, some of the features of our site responsible for a better user experience may not function properly.

10. Links to other websites

Our website may contain links to other websites. Once you have left our site using these links, we cannot be responsible for the protection of any data you may leave when visiting those sites. Therefore, they are not covered by this privacy policy. Please read the privacy policies that apply to those websites. Wanting to protect the integrity of our pages, we welcome feedback on possible violations of your privacy on these pages.

11. Management of your personal data

ZSEM will not sell, distribute or rent your personal data to any third parties unless we receive your express permission or are legally obliged to do so.

However, when it is necessary to implement some of the functionality, content or service from our pages, we believe that by agreeing to the content in question, you give your consent to provide your personal data to our partners who are necessary for the implementation of that functionality. We will ensure that our partners process your personal data in the manner provided for in these Privacy Rules and the Rulebook on Methods of Processing and Using Personal Data of the Zagreb School of Economics and Management.

We may use your personal information to send you promotional offers or information that is within your area of interest and related to our services.

If you think that your data collected and used in the above way is not correct or you want us to stop using it, feel free to send us an email to info@zsem.hr.

12. Rulebook on ways of processing and using personal data of the Zagreb School of Economics and Management

12.1 Introduction

The Zagreb School of Economics and Management (ZŠEM) recognizes the importance of personal data and is committed to protecting the privacy and confidentiality of personal data of all individuals associated with the institution.

This rulebook prescribes the methods of processing and using personal data of students, employees, former students, visitors and other persons associated with ZŠEM.

12.2 Collection and processing of personal data

ZŠEM collects personal data directly from individuals or through third-party sources for the following purposes:

- Admissions and registrations
- Keeping academic records
- Financial aid and scholarships
- Student accommodation and accommodation

- Employment and payroll
- Alumni relations and development
- Marketing and communications
- Compliance with legal obligations

Personal data collected by ZŠEM includes, but is not limited to, the following:

- Name, date of birth and contact information
- Identification documents (e.g. passport, identity card)
- Academic records and transcripts
- Financial information (eg bank account details)
- Employment history and performance evaluations
- History of alumni engagement and donations
- Online activity (eg IP address, cookies)

ZŠEM processes personal data in accordance with the principles of honesty, transparency and responsibility. Personal data is collected, processed and stored only as long as necessary for the intended purpose.

12.3 Use and disclosure of personal information

ZŠEM can use personal data for the following purposes:

- To provide academic, administrative and support services
- To communicate with individuals
- To keep records and comply with legal obligations
- Conducting research and statistical analysis
- Improve and develop programs and services
- Facilitate alumni engagement and fundraising

ZSEM may disclose personal data to third parties, including:

- Government and regulatory authorities
- Educational partners and institutions
- Service providers (eg IT, marketing and fundraising vendors)
- Donors and alumni associations

ZSEM takes appropriate measures to ensure that any third party recipient of personal data is bound by similar obligations and privacy standards as ZSEM.

12.4 Security and retention of personal data

ZSEM takes appropriate technical and organizational measures to protect personal data from unauthorized access, loss or destruction. These measures include, but are not limited to, physical, technical and administrative safeguards.

Personal data is kept for as long as it is necessary to fulfill the intended purpose or as prescribed by law. When personal data is no longer needed, it is securely deleted or destroyed.

12.5 Rights of individuals

Individuals have the following rights in relation to their personal data:

- The right to access and receive a copy of your personal data
- The right to correct or update your personal data
- The right to request the deletion of your personal data
- The right to object to the processing of your personal data
- The right to withdraw consent for the processing of your personal data

Individuals can exercise the aforementioned rights by contacting ZSEM's Data Protection Officer (DPO) at ida.cavar@zsem.hr. ZSEM will respond to each request within the deadlines prescribed by the applicable law.

12.6 Conclusion

This rulebook describes ZSEM's ways of processing and using personal data in accordance with applicable laws and regulations. ZSEM stands for the protection of personal data and ensuring respect for the right to privacy of individuals.

2. Privacy policy

This privacy notice tells you what you can expect when the Zagreb School of Economics and Management (hereinafter referred to as ZSEM) collects personal data about you when you use our services. ZSEM undertakes to protect your personal data when you use our services. Whenever you provide such information, we will only use your information in accordance with all applicable data protection laws, including the General Data Protection Regulation (GDPR). Your data will be stored in a secure environment and access will be limited.

- We promise to collect, use and store your personal data securely way.
- We promise to use your personal data only for specific purposes.
- We promise to inform you about how we use your data and to whom we give.

[What information will we collect about you?](#)

The personal data we collect is related to the reason for collection. In most cases, it is about basic personal data such as:

- name and surname, social security number, address, e-mail, date of birth, signature, contact information, etc.

[How will we use the information we collect?](#)

ZSEM will use your personal data for a number of purposes, including the following:

- Due to the previous actions necessary for the conclusion of the contract.
- For the purpose of concluding and fulfilling contracts on the use of our products and services.
- In order to fulfill legal obligations in accordance with positive legal regulations.
- To provide feedback on your inquiries and complaints.
- To send you marketing communications about our company's products and services.

We will only do this if you give us clear consent that you want it. The legal justification for sending you marketing communications about our products and services is that you have given your express consent for your personal data to be used for this purpose. You always have control over your data, and you can opt out of further receiving marketing communications in the same way as you agreed to.

We will keep your data within our company and our confidential third parties, except in cases where disclosure is prescribed by law, for example, to state bodies and agencies for law enforcement. Some of our trusted partners with whom we share your personal information include businesses from our group. Our legitimate interest in such transmission is to provide you with the best possible complete service. Since we are responsible for your personal data, we always check that Your data remains protected and secure during transmission.

[How long will we keep your data?](#)

Your personal data will be kept for the period necessary to fulfill obligations from the law, contract or in accordance with the intended collection purposes. Your personal data for marketing communications will be kept for the period of your existence consent.

[What rights do I have over my personal data?](#)

According to the General Data Protection Regulation, you have the right to:

- Access to your personal data by making an access request.
- Correcting, deleting or limiting the processing of your data if justified
- Data transfer
- The right to object

Detailed information on categories of personal data, purposes of collection and legal basis, as well as your rights, can be found in our Rulebook on methods of processing and use of personal data that is available to you on our official website: www.zsem.hr

To exercise your rights, please contact us at:

Zagreb School of Economics and Management, Filipa Vukasovića Street 1, 10000 Zagreb.

Or

To the data protection officer of ZSEM, Mrs. Ida Čavar to the e-mail address:

ida.cavar@zsem.hr

3. Rulebook on methods of processing and use of personal data

https://zsem.hr/wp-content/uploads/2021/05/Pravilnik-o-nacinima-obrade-i-koristenja-osobnih-podataka-Zagrebacke-skole-ekonomije-i-managementa_compressed-1.pdf

With respect,

Zagreb School of Economics and Management