

# Privacy Policy

## Basic Provisions

The controller of personal data pursuant to Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as:"GDPR") is BcA. Ladislav Mariaš, ID: 19277393, Residence: Jistebník 437; 74282(hereinafter: "Controller").

Contact details of the controller are:

address: Jistebník 437; 74282

email: ladislavmarias@gmail.com

phone: +420 776 563 592

Personal data means any information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

The controller has not appointed a data protection officer.

## Sources and categories of personal data processed

The controller processes personal data that you have provided to the controller or personal data that the controller has obtained as a result of fulfilling your order.

The controller processes your identification, contact and contract data.

## Lawful reason and purpose for processing personal data

The lawful reason for processing personal data is the performance of a contract between you and the controller pursuant to Article 6(1)(b) GDPR, the legitimate interest of the controller in providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6(1)(f) GDPR.

Your consent to processing for the purposes of providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6(1)(a) GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on certain information society services, in the absence of an order for goods or services.

The purpose of the processing of personal data is to process your order and to exercise the rights and obligations arising from the contractual relationship between you and the controller; when placing an order, personal data is required that is necessary for the

successful processing of the order (name and address, contact), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or its performance by the controller, sending commercial communications and other marketing activities.

There is no automatic individual decision-making by the controller within the meaning of Article 22 GDPR. You have given your explicit consent to such processing.

## Data retention period

The controller keeps personal data for the period necessary for the exercise of the rights and obligations arising from the contractual relationship between you and the controller and the exercise of claims under those contractual relationship (for a period of 15 years from the termination of the contractual relationship).

For the period until consent to the processing of personal data for marketing purposes is withdrawn, but no longer than 20 years if the personal data is processed on the basis of consent.

After the expiry of the retention period, the controller will delete the personal data.

## Recipients of personal data (subcontractors of the controller)

The recipients of the personal data are the following persons.

Involved in the delivery of goods / services / execution of payments under the contract.

Those involved in the operation of the services.

Providing marketing services.

The controller does not intend to transfer personal data to a third country (non-EU country) or an international organisation. Recipients of personal data in third countries are providers of mailing services / cloud services.

## Your rights

Under the terms of the GDPR, you have.

the right to access your personal data under Article 15 of the GDPR.

the right to rectification of your personal data pursuant to Article 16 GDPR, or restriction of processing pursuant to Article 18 GDPR.

The right to erasure of personal data pursuant to Article 17 GDPR.

The right to object to processing under Article 21 GDPR and the right to data portability under Article 20 GDPR.

The right to withdraw consent to processing in writing or electronically to the address or email of the controller set out in Article III of these terms and conditions.

You also have the right to lodge a complaint with the Data Protection Authority if you believe that your data protection rights have been violated.

## Personal data security conditions

The Controller declares that it has taken all appropriate technical and organisational measures to secure personal data.

The controller has taken technical measures to secure data storage and storage of personal data in paper form.

The controller declares that only persons authorised by it have access to the personal data.

## Final provisions

By submitting an order from the online order form, you confirm that you are aware of the privacy policy and that you accept it in its entirety.

You agree to these terms and conditions by ticking the consent box via the online order form. By checking the consent box, you confirm that you are that you have read the privacy policy and accept it in its entirety.

The controller is entitled to change these terms and conditions. It will publish the new version of the privacy policy on its website or send you a new version of the privacy policy to the email address you have provided to the controller.

**These terms will take effect on 1 March 2023.**