

Privacy Policy

I.

Basic provisions

1. 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 the Zelenka & Kovanic, s.r.o. Company, ID: 024 03 463, with its registered office at Nádražní 134, 277 45 Úžice (hereinafter referred to as: "**Controller** ").
2. The administrator's contact details are
address: Nádražní 134, 277 45 Úžice
email: info@z-k.cz
phone: +420 602 590 753
3. Personal data means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
4. The administrator has not appointed a data protection officer.

II.

Sources and categories of personal data processed

1. The administrator processes personal data that you have provided to him/her or personal data that the administrator has obtained based on the fulfillment of your order.
2. The administrator processes your identification and contact data and data necessary for the performance of the contract.

III.

Legal basis and purpose of processing personal data

1. The lawful reason for processing personal data is
 - performance of the contract between you and the controller pursuant to Article 6(1)(b) of the 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) of the GDPR,
2. The purpose of processing personal data is
 - processing your order and exercising the rights and obligations arising from the contractual relationship between you and the administrator; when placing an

order, personal data is required that is necessary for the successful processing of the order (name and address, contact), providing personal data is a necessary requirement for concluding and fulfilling the contract, without providing personal data, it is not possible to conclude the contract or for the administrator to fulfill it,

- sending commercial communications and carrying out other marketing activities.
3. The controller does not make any automatic individual decision-making within the meaning of Article 22 GDPR. You have provided your explicit consent to such processing.

IV.

Data retention period

1. The administrator stores personal data
 - for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the administrator and to assert claims from these contractual relationships (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 revoked, for a maximum of 5 years if personal data is processed on the basis of consent.
2. After the personal data retention period has expired, the administrator will delete the personal data.

V.

Recipients of personal data (subcontractors of the controller)

1. The recipients of personal data are persons
 - involved in the delivery of goods/services/payments under the contract,
 - participating in ensuring the operation of services,
 - providing marketing services.
2. The Administrator does not intend to transfer personal data to a third country (a country outside the EU) or an international organization. The recipients of personal data in third countries are providers of mailing services / cloud services.

VI.

Your rights

1. Under the conditions set out in the GDPR, you have
 - the right to access your personal data pursuant to Article 15 of the GDPR,
 - the right to rectification of personal data pursuant to Article 16 of the GDPR, or restriction of processing pursuant to Article 18 of the GDPR.
 - the right to erasure of personal data pursuant to Article 17 of the GDPR.

- the right to object to processing pursuant to Article 21 of the GDPR and
 - the right to data portability pursuant to Article 20 GDPR.
 - the right to withdraw consent to processing in writing or electronically to the address or email of the administrator specified in Article III of these terms and conditions.
2. You also have the right to file a complaint with the Office for Personal Data Protection if you believe that your right to personal data protection has been violated.

VII.

Personal data security conditions

1. The Administrator declares that it has taken all appropriate technical and organizational measures to secure personal data.
2. The administrator has taken technical measures to secure data storage and personal data storage in paper form, in particular the secure storage of backups.
3. The administrator declares that only persons authorized by him have access to personal data.

VIII.

Final provisions

1. By submitting an order from the online order form, you confirm that you are familiar with the terms and conditions of personal data protection and that you accept them in their entirety.
2. You agree to these terms and conditions by checking the consent box via the online form. By checking the consent box, you confirm that you are familiar with the terms and conditions of personal data protection and that you accept them in their entirety.
3. The Administrator is entitled to change these terms and conditions. The Administrator will publish the new version of the personal data protection terms and conditions on its website or send you a new version of these terms and conditions to the e-mail address you provided to the Administrator.

These terms and conditions come into effect on January 28, 2025.