

PROTECTION OF PERSONAL DATA

PRIVACY POLICY

If you are our customer or visitor of the podrimskymvrchem.cz website, you entrust us with your personal data. We are responsible for their protection and security. This document contains information regarding the protection of personal data provided by visitors to the above-mentioned website.

Please read the protection of personal data, principles and rights you have in relation to GDPR (EU Regulation 2016/679 On personal data protection).

Who is the administrator?

Bydlení Pasohlávky s.r.o., CRN 07729715, with its registered office at Makovského náměstí 3147/2, Žabovřesky, 616 00 Brno. We process your personal data as an administrator, i.e. we determine how personal data will be processed and for what purpose, for how long and we select any other processors who will assist us with the processing.

Contact details

If you want to contact us during processing, you can do so at +420 777 114 302 or by e-mail prodej@podrimskymvrchem.cz.

We declare

We declare that, as the administrator of your personal data, we comply with all legal obligations required by applicable legislation, in particular the Personal Data Protection Act No. 110/2019 Coll., On personal data processing and Regulation (EU) 2016/679 known as GDPR, and therefore that: we will process your personal data only on the basis of valid legal reasons, especially legitimate interest, performance of the contract, legal obligation or consent, we fulfil the information obligation under Article 13 of the GDPR before starting personal data processing, we allow you and we will support you in exercising and enforcing your rights under the

Personal Data Protection Act and the GDPR.

Types of personal data collected

Personal data may fall into the category of “common personal data” or it may be a special category of data, i.e. sensitive data, where the law stipulates stricter conditions for their processing.

1. Common personal data that we process

Name, surname, address, or other delivery addresses, CRN, VAT number (only for entrepreneurs), telephone number, e-mail, IP address, cookies, other information necessary for the performance of the contract (especially the content of the contract and the subject of performance), photos from our live meetings and educational events you have attended and videos from these events.

2. Special category of personal data (“sensitive” personal data) that we process

We do not process sensitive personal data.

Scope of personal data and processing purposes

We process personal data that you entrust to us yourselves and voluntarily, for the following legal reasons (and for the fulfilment of these purposes):

Provision of services, conclusion and performance of the contract

We need your personal data in the following scope: name and surname, e-mail, telephone number, invoicing data, information about the content of the contract and the subject of performance, to conclude and perform the contract.

We need your personal data in the following scope: name and surname, e-mail, telephone number and message text, which you enter in the contact form on our website, so that we can contact you based on your message.

Accounting, fulfilment of obligations from tax and other legal regulations

If you are a customer, we process your personal data in the following scope: name, surname, e-mail, telephone number,

invoicing data, subject of the provided performance, in order to comply with legal obligations for issuing and registering tax documents, as well as other obligations arising from applicable legislation (especially in the field of accounting, tax law and archiving). The period for which the data are processed is determined directly in the relevant legal regulations, which impose the obligation to process them.

Marketing - sending newsletters

We use your personal data (name, surname, e-mail), what you click on in the e-mail and when you open it most often, for the purpose of direct marketing - sending business messages. If you are our customer, we do so because of a legitimate interest, as we reasonably assume that you are interested in our news, for a period of 5 years from the last order. If you are not our customer, we send you newsletters only with your consent, for a period of 5 years from the granting of consent. In either case, you can withdraw this consent by using the unsubscribe link in each email we send.

Advanced marketing based on consent

Only with your consent can we send you inspiring articles, third-party offers or use your e-mail address, for example, for remarketing and targeting advertising on Facebook, for a period of 5 years from the granting of consent. Of course, consent can be withdrawn at any time via our contact details or in any such e-mail.

Legitimate interest - protection and demonstration of rights and legal claims

These are mainly rights and claims from concluded contracts or caused damages. For these purposes, we process personal data for a period of 5 years after the termination of the contractual cooperation or our last contact, if the contract was not concluded. This period is set with regard to the limitation periods of claims, taking into account the fact that we do not have to find out about a possible claim in court immediately at the moment of its application by the other party. For these purposes, data from orders, contracts and related documentation and our mutual communication are stored.

Photographic and video documentation - live events and training

Only with your consent can we take photos and videos of you as a training participant during the training, so that they can be used for video and photo documentation of the training on the website and in our promotional materials. You are entitled to withdraw this consent at any time later by e-mail sent to our e-mail address or by letter sent to the delivery address given above in the details about us. No other personal information will be provided with your photos and records unless we have explicitly agreed to do so.

COOKIES

Security and protection of personal data

We protect personal data as much as possible using modern technologies that correspond to the level of technical development. We protect them as if they were our own. We have taken and maintain all possible (currently known) technical and organizational measures to prevent the misuse, damage or destruction of your personal data.

Disclosure of personal data to third parties

We do not sell, exchange or otherwise transfer your personal identification information to third parties. This does not include trusted third parties who assist us in the operation of our website or the conduct of our business if the parties agree that this information is confidential.

Our associates therefore have access to your personal data. To ensure specific processing operations that we are unable to provide on our own, we use the services and applications of processors who can protect data even better than we do and specialize in the given processing. They are providers of the following platforms:

Analytical and marketing tools

Google Analytics - website traffic statistics

Google Inc., 1600 Amphitheatre Parkway, Mountain View,

CA 94043, USA

Facebook Pixel

Facebook Inc., located at 1601 Willow Road, Menlo Park,
CA 94025, USA

Marketing and customer support

Facebook - social network

Facebook Ireland Ltd, 4 Grand canal square, Dublin 2,
Ireland, VAT IE9692928F

This list may not be exhaustive and providers may change in the future. If we decide to use other applications or processors in the future, to facilitate and improve processing, we promise you that in such a case we will place at least the same demands on the processor for security and quality of processing as on ourselves. We conclude agreements on the processing of personal data with all external processors in accordance with the applicable legislation.

Personal data will also be made available to the relevant administrative authorities if such an obligation is imposed on us by law (i.e. especially in the case of an inspection during which the authority is entitled to request the submission of personal data).

Data transfer outside the European Union

All processing of personal data will be carried out in the EU.

Your rights in connection with the protection of personal data

You have a number of rights regarding the protection of personal data. If you want to exercise any of these rights, please contact us via e-mail prodej@podrimskymvrchem.cz.

You have the right to information that is already fulfilled by this information page with the principles of personal data processing. Thanks to the right of access to personal data, you can call us at any time and we will provide you within 30 days with what personal data we process and why. If something changes or you find your personal data out of date or incomplete, you have the right to supplement and correct your personal data. You can

exercise the right to restrict processing in the cases set out in Article 18 of the GDPR, i.e. if you believe that we are processing inaccurate data, that we carry out the processing illegally but you do not want to delete all the data or if you have objected to the processing. You can limit the scope of personal data or processing purposes. (For example, by unsubscribing from the newsletter, you limit the purpose of processing for sending business messages.)

In cases where we process personal data for legitimate interests, you have the right to object to such processing and then we will no longer process the data unless our legitimate interest outweighs your interests or your rights and freedoms. If direct marketing is a legitimate interest, then raising an objection always results in the termination of further processing for direct marketing purposes.

The right to the transferability of personal data

If you would like to take your personal data and transfer it to someone else if you meet the conditions of Article 20 of the GDPR, we will proceed in the same way as when exercising the right of access - except that we will provide you with the information in machine-readable form. We need at least 30 days for that.

Right to delete personal data (right to “be forgotten”)

Your next right is the right to delete personal data (to be forgotten) if the conditions of Article 17 of the GDPR are met. We do not want to forget you, but if you wish, you have the right. In this case, we will delete all your personal data from our system as well as from the system of all sub-processors and backups. We need 30 days to provide the right to delete.

In some cases, we are bound by a legal obligation, and for example, we must register the issued tax documents for the period stipulated by law. In this case, we will delete all such personal data that is not bound by another law. We will notify you by e-mail when the deletion is complete.

Complaint to the Office for Personal Data Protection

If you feel that we are not handling your data in accordance with the law, you have the right to contact the Office for Personal Data Protection at any time with your complaint. We will be very happy if you inform us of this suspicion first, so that we can do something about it and correct any mistakes. More information about the office and personal data protection can be found directly on the office's website www.uoou.cz.

Unsubscribing from newsletters and business messages

We send you e-mails with inspiration, articles or products and services, if you are our customer, based on our legitimate interest. If you are not a customer, we only send them to you with your consent. In either case, you can unsubscribe from our e-mails by clicking on the unsubscribe link in each email we send.

Confidentiality

We would like to assure you that our associates who will process your personal data are obliged to maintain the confidentiality of personal data and security measures, the disclosure of which would jeopardize the security of your personal data. This confidentiality persists even after the termination of your contractual relations with us. Without your consent, your personal data will not be disclosed to any other third party, unless such an obligation is imposed directly by law or by a directly binding EU regulation.

Other important information for exercising your rights

In case you have further questions about the processing of your personal data with us, you can contact us at the e-mail prodej@podrimskymvrchem.cz. By sending message to this e-mail or sending a written request to our address, you can also directly exercise your rights, which we mention in this document. We would just like to point out that for the purpose of verifying that the request is made directly by you, we may then contact you and verify your identity and request in an appropriate manner.

You can always find the current version of this document on the podrimskymvrchem.cz website.

This Privacy Policy applies from 31 January 2022.