

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 (GDPR) is Ing. Monika Turoňová, Company ID: 73080624, with registered office at No. 1482, 739 95 Bystřice (hereinafter referred to as the "Controller").

2. Contact details of the Controller:

Address: No. 1482, 739 95 Bystřice

Email: liin@liin.cz

Phone: +420 725 685 068

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, identification number, location data, network 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 Controller has not appointed a Data Protection Officer.

II. Sources and categories of processed personal data

1. The Controller processes personal data that you have provided or personal data that the Controller obtained when fulfilling a contract based on your order.

2. The Controller 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 legal basis for processing personal data is:

- performance of a contract pursuant to Article 6(1)(b) GDPR,
- fulfilment of legal obligations (especially accounting and tax) pursuant to Article 6(1)(c) GDPR,
- legitimate interest of the Controller in direct marketing, assessment of claims and defence against unjustified claims pursuant to Article 6(1)(f) GDPR,
- legitimate interest of the Controller in ensuring proper functioning of the e-shop, especially through cookies pursuant to Article 6(1)(f) GDPR,
- your consent to processing for marketing purposes pursuant to Article 6(1)(a) GDPR,
- your consent to the use of analytical and marketing cookies and tools such as Google Analytics, Google Ads, Sklik, Smartsupp, Facebook and other social networks pursuant to Article 6(1)(a) GDPR.

2. The purpose of processing personal data is:

- processing your order and exercising rights and obligations arising from the contractual relationship,
- sending commercial communications and performing marketing activities,
- ensuring proper functioning of the e-shop.

3. The Controller does not carry out automated individual decision-making within the meaning of Article 22 GDPR.

IV. Data retention period

1. The Controller stores personal data:

- for the period necessary to fulfil the purpose of processing and exercise rights and obligations arising from contractual relationships (usually no longer than 15 years),
- until consent to processing is withdrawn, if processing is based on consent.

2. After the retention period expires, the Controller deletes personal data.

V. Recipients of personal data (processors)

1. Recipients of personal data are persons:

- involved in delivery of goods/services and payment processing,
- providing e-shop operation services (Shoptet) and related services,
- providing marketing services.

2. The Controller does not intend to transfer personal data to a third country or international organisation.

VI. Your rights

1. Under the conditions set out in GDPR, you have:

- the right of access pursuant to Article 15 GDPR,
- the right to rectification pursuant to Article 16 GDPR,
- the right to restriction of processing pursuant to Article 18 GDPR,
- the right to erasure pursuant to Article 17 GDPR,
- the right to object pursuant to Article 21 GDPR,
- the right to data portability pursuant to Article 20 GDPR,
- the right to withdraw consent at any time.

2. You also have the right to lodge a complaint with the Office for Personal Data Protection (www.uoou.cz).

VII. Conditions for securing personal data

1. The Controller declares that all appropriate technical and organisational measures have been adopted to secure personal data.
2. The Controller has adopted technical measures to secure data storage and physical documents, especially by storing them in locked premises and securing electronic data with passwords and standard protection tools.
3. The Controller declares that only authorised persons have access to personal data.

VIII. Final provisions

1. By submitting an order, you confirm that you are familiar with this Privacy Policy.
2. The Controller is entitled to change these rules and will publish the new version on its website.

These rules are effective as of 10 October 2021.