

INFORMATION ON PERSONAL DATA PROCESSING FOR THE DATA SUBJECTS

MARKETING (consent)

1. Purpose of personal data processing:

Personal data is processed for the purpose of sending commercial offers, the purpose of which is (for example) to inform data subjects about new services of the controller in order to promote their sales. Commercial offers are sent to data subjects who have given their consent to the controller.

2. Legality of personal data processing:

Personal data are processed pursuant to point (a) of Article 6 (1) of regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

3. Legal obligation of personal data processing:

Personal data is processed in accordance with Act no. 452/2021 Coll. on electronic communications.

4. List of personal data:

Personal data is processed in the following scope: name, surname, email address, date of subscription to the newsletter and category (client, non-client, etc.).

5. Data subjects:

Data subjects are persons who have given the controller their consent to send business (marketing) offers.

6. The period for which the personal data will be stored:

Personal data are processed until the consent is revoked but for a maximum period of 5 years from its granting. After withdrawal of consent, the consent is archived for 4 years.

7. Legitimate interests of the controller:

The processing of personal data is not based on the legitimate interest of the controller.

8. Transfer of personal data to third countries:

Personal data are not provided to third countries.

9. Technical and organizational security measures:

Organizational and technical measures for the protection of personal data are processed in the operator's internal regulations. Security measures are implemented in the areas of physical and facility security, information security, cryptographic protection of information, personnel, administrative security and protection of sensitive information, with precisely defined powers and duties specified in the security policy.

10. Category of personal data.

General category of personal data.

11. Disclosure of personal data:

Personal data are not being disclosed.

12. Automated individual decision-making and profiling:

Not performed.

13. The processor:

Marketing platform for email communication	On the basis of Art. 28 Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons in the processing of personal data and on the free movement of such data, which repeals Directive 95/46/EC (General Data Protection Regulation).
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14. Other authorized body:

Another authorized entity	Legal basis	Scope of personal data forwarded to a third party
Public authorities	However, public authorities that may receive personal data as part of a specific investigation in accordance with Union law or the law of a Member State are not considered recipients; the processing of said data by said public authorities is carried out in accordance with applicable data protection rules, depending on the purposes of processing.	Personal data to the extent requested from an authorized entity (e.g. the police as part of the investigation of misdemeanors or crimes)

15. Rights of the data subjects

The data subject shall have the right to request from the controller access to the personal data processed about him or her, the right to rectification of personal data, the right to restriction of the processing of personal data, the right to object to the processing of personal data, the right to portability of personal data, as well as the right to submit a petition to the supervisory authority. Where the controller processes personal data on the basis of the data subject's consent, the data subject shall have the right to withdraw his or her consent to the processing of personal data at any time. The withdrawal of consent shall not affect the lawfulness of the processing of personal data based on consent prior to its withdrawal. The data subject may exercise the rights by sending an email to the controller's address or by writing to the controller's address.