

PURPOSE OF PERSONAL DATA PROCESSING

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 the affected persons about new services of the operator in order to promote their sales. Commercial offers are sent to affected persons who have given their consent to the operator.

2. Legality of personal data processing:

Personal data is processed on the basis of Article 6, paragraph 1 letter a) Regulations of the European Parliament and of the Council (EU) 2016/679 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).

3. Legal obligation to process personal data:

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. Affected persons:

Affected persons are persons who have given the operator consent to send business (marketing) offers.

6. Personal data storage periods:

Personal data are processed until the consent is revoked but for a maximum period of 5 years from its granting. The operator is obliged to keep a durable medium on which the demonstrable consent of the person concerned is recorded for a period of at least 4 years from the withdrawal of consent by the person concerned.

7. Legitimate interest of the operator:

Personal data is not processed for the legitimate interests of the operator.

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.

Common personal data.

11. Disclosure of personal data:

Personal data is not published.

12. Automated individual decision-making and profiling:

It does not occur when processing personal data for the purposes mentioned above to automated individual decision-making and profiling.

1. Intermediary:

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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2. Other authorized entity:

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)

3. Rights of the affected person

The person concerned has the right to request from the operator access to personal data that is processed about him, he has the right to correct personal data, the right to delete or limit the processing of personal data, the right to object to the processing of personal data, the right to the ineffectiveness of automated individual decision-making, including profiling, the right to portability of personal data, as well as the right to submit a proposal to initiate proceedings to the supervisory authority. In case the operator processes personal data based on consent of the person concerned, the person concerned has the right to withdraw his consent to the processing of personal data at any time. Withdrawal of consent does not affect the lawfulness of personal data processing based on consent prior to its withdrawal. The affected person can exercise his rights by sending an email to the operator's address, or in writing to the operator's address. Handling of the rights of affected persons is ensured individually through a responsible person

