

## **I. Basic provisions**

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 individuals with regard to the processing of personal data and on the free movement of such data (hereinafter: "GDPR") is D.M.D.-Group spol. s ro, ID number 26475600 with its registered office at Jeremenkova ul. 1171/102, 14000 Prague Podolí (hereinafter: "administrator").

Personal data means any information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to a specific identifier, such as name, identification number, location data, network identifier or one or more specific physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

The administrator did not appoint a data protection officer.

## **II. Sources and categories of personal data processed**

The controller processes personal data that you have provided to him or personal data that the controller has obtained on the basis of fulfillment of a legal obligation, performance of a contract, legitimate and vital interest, consent of the data subject to the processing of personal data.

The administrator processes your identification and contact data and data necessary for the personalization of content, advertisements, traffic analysis and contract performance.

## **III. Legal reason and purpose of personal data processing**

Processing of personal data on the basis of a legitimate interest In some cases, the Administrator processes personal data in order to ensure the protection of its rights and legally protected interests, or the rights and legally protected interests of other entities. Such processing may be performed by the Administrator without the consent of the data subject. The Administrator always carefully assesses the existence of a legitimate interest.

Processing of personal data on the basis of contractual conditions

performance of the contract between you and the administrator pursuant to Article 6 (1) (a) b) GDPR,

the legitimate interest of the administrator in the provision of direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6 (1) (a) f) GDPR,

Your consent to processing for the purposes of providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6 (1) (a) a) GDPR in conjunction with § 7 paragraph 2 of Act No. 480/2004 Coll., on certain information society services in the event that no goods or services have been ordered.

settlement of your order and exercise of rights and obligations arising from the contractual relationship between you and the administrator; when ordering, personal data are required, which are necessary for successful processing of the order (name and address, contact),

provision of 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 perform it by the administrator,

The purpose of personal data processing is to process your order and exercise the rights and obligations arising from the contractual relationship between you and the administrator; when ordering, personal data are required, which are necessary for successful processing of the order (name and address, contact), provision of 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 perform it by the administrator,

Processing of personal data on the basis of the consent of data subjects

The administrator processes personal data on the basis of the granted consent in the cases that you will find listed with the administrator.

There is no automatic individual decision by the administrator within the meaning of Article 22 of the GDPR.

#### **IV. Data retention period**

The administrator stores personal data

for the duration of the mutual contractual relationship

for the time necessary to exercise the rights and obligations arising from the contractual relationship between you and the administrator and to assert claims arising from these contractual relationships (for a period of 5 years from the termination of the contractual relationship).

until the consent to the processing of personal data for marketing purposes is revoked, for a maximum of 5 years if the personal data are processed on the basis of the consent.

After the retention period of personal data, the administrator will delete the personal data.

#### **V. Recipients of personal data (subcontractors of the controller)**

Recipients of personal data are persons involved in the delivery of goods / services / execution of payments on the basis of a contract

The controller does not intend to transfer personal data to a third country or international organization and the existence or non-existence of a Commission decision on adequate protection or, in the cases referred to in Articles 46, 47 or the second subparagraph of Article 49 (1), a reference to appropriate safeguards and obtaining a copy of this data or information on where this data has been made available.

#### **VI. COOKIES**

We use "cookies" on our website to provide visitors with greater convenience when viewing them. "Cookies" are literally small text files that the Website creates on your device the moment you access them.

Our website uses both so-called "session cookies" and so-called "persistent cookies".

Session cookies allow you to browse through individual bookmarks of our website and remember any information you enter here. The session cookie is automatically deleted the moment you close the browser or shortly thereafter.

Persistent cookies allow these websites to remember your preferences and settings for your next visit, and thanks to them, for example, you do not have to log in all the time. Persistent cookies automatically expire after a set time.

Our website uses cookies that:

improve the performance of the Website by collecting information about the way visitors use it (eg which bookmarks are most visited).

they increase the functionality of the Website and bring it closer to you by allowing us to remember your previous choices. However, this information is not used to identify you or remember where you have been on the Internet.

they allow some tools to work, provide anti-spam measures and also access to age-restricted content; and

they allow some of our suppliers to provide the services they provide on our behalf on our behalf.

"Cookies" are not viruses. These are just text files that do not contain any program and therefore cannot be run as a program. The "cookies" file cannot be copied and sent on the Internet itself. However, each time you visit your Internet browser, it sends them to the Website to which they belong, and this is then displayed in your settings in the Internet browser.

Using cookies, we can also generally record statistical data on the behavior of visitors to this Website. Thanks to this, we can purposefully adapt them to your interests and requirements.

"Cookies" help us to identify a particularly popular or problematic part of the Website, but it is not possible to link them to a specific user.

We also use "cookies" for the purposes of your authentication, ie to eliminate the need to enter identification data about your person each time you access the Website. At the same time, we also use them for the purpose of adapting the Website to your needs, ie for example, so that the Website continues to be displayed in the language of your choice or in a certain graphic design.

Of course, you can view this Website without "cookies", but it is possible that some of their functionality will be limited and the comfort of use will be reduced. Most browsers accept these files automatically, but you can prevent them from being saved by selecting the "do not accept cookies" option in your browser settings. You can also delete cookies that have already been

stored on your device at any time. You can find out the exact settings of this function using the "help" of your browser.

By using the Website, you agree to the use of cookies in the manner described above.

## **VII. Your rights**

Under the conditions set out in the GDPR, you have

the right of access to their personal data pursuant to Article 15 of the GDPR,

the right to correct personal data pursuant to Article 16 of the GDPR, or restrictions on processing pursuant to Article 18 of the GDPR.

the right to delete personal data pursuant to Article 17 of the GDPR.

the right to object to processing under Article 21 of the GDPR a

the right to data portability according to Article 20 of the GDPR.

the right to withdraw the consent to processing in writing or electronically to the address or email of the controller referred to in Article III of these Terms and Conditions, without prejudice to the lawfulness of the processing based on the consent given before its revocation.

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.

## **VIII. Terms of personal data security**

The controller declares that it has taken all appropriate technical and organizational measures to secure personal data.

The administrator has taken technical measures to secure data and personal data repositories in paper form, in particular with a password, anti-virus program and backups.

The administrator declares that only persons authorized by him have access to personal data.

## **IX. Final Provisions**

By submitting an order from the online order form, you confirm that you are familiar with the conditions of personal data protection and that you accept them in full.

You agree to these terms by checking your agreement via the online form. By checking the agreement, you confirm that you are familiar with the conditions of personal data protection and that you accept them in full.

The administrator is entitled to change these conditions. The new version of these terms and conditions will be published on its website and at the same time the new version of these terms and conditions will be sent to you by the e-mail address you provided to the administrator.

These conditions take effect on 1.11.2021.

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