

Privacy Policy

1 Basic Information

1.1 Company

Zabojova s.r.o.

Rebešovice Reg. No. 25

Postcode 664 61

Czech Republic

ID No. 08084734

VAT ID No. CZ08084734

registered in the Commercial Register at the Regional Court in Brno, Section C, File 111795
(hereinafter the "Company").

1.2 Personal Data Controller

The Company processes your personal data and is their controller.

2 What types of personal data does the Company process?

2.1 Personal data you provide to the Company:

1. The Company processes the personal data you provide to us.
2. If you order goods or services from the Company, the Company needs from you information that is marked as mandatory within the ordering process, in particular your name and surname, delivery address, e-mail address.
3. The Company needs these data to process the order, in particular to deliver the goods correctly, to send the order confirmation, a copy of the General Business Terms and Conditions (hereinafter referred to as the "GTC") and the Complaints Procedure, or to send a link to download the said documents.
4. You can also fill in optional data when ordering goods or services. These help us to better and more effectively perform the concluded contract. For example, when filling in your telephone number, the Company can send you information about the delivery of goods, etc. You provide the Company with optional information on a voluntary basis.
5. After the goods have been delivered to you, an e-mail message can be delivered to you requesting your evaluation of the purchased goods.
6. If you contact the Company by phone, e-mail or in writing, the Company shall process your personal data contained in such communication.

7. By filling in optional data in your user profile, the Company may also disclose your other personal data.

2.2 Personal data obtained by the Company other than directly from you

1. As part of joint marketing campaigns, the Company may process your personal data. For the purposes of marketing campaigns or for the purpose of proper performance of the contract, the Company may combine them.
2. If your personal data are transferred to another entity, the Company will inform you in advance, indicating to whom the personal data are being transferred. If someone transfers your personal data to the Company, they must also inform you in advance.

2.3 Personal data of third parties that you provide to the Company

If you provide the Company with personal data of third parties, it is your duty to inform the person concerned and obtain its consent to this Privacy Policy.

2.4 Personal data processed by the Company automatically

1. When visiting the Company's website, certain information, in particular IP address, date and time of access to the website, information about your Internet browser, operating system or settings of your language, may be collected.
2. The Company may process information about your behaviour on the Company's website, in particular the links you visit on the Company's website, which goods are displayed to you and others.
3. The data on your behaviour on the web are anonymized for reason of maximisation of your privacy and the Company cannot assign them to a specific user or a specific person.
4. If you access the Company's website from a mobile phone or similar device or via one of the mobile applications, the Company may process information about your mobile device (data about your mobile phone, possible records of application failure, etc.).

2.4.1 Cookies

1. The Company automatically processes cookies.
2. A cookie is a small text file created upon visiting each website. It is used as a standard tool to store information about how websites are used.
3. The company can distinguish individual users from each other through cookies and adapt the content to their preferences, but cannot identify the users. Cookies are important, without Cookies the Company's website cannot be browsed or orders sent.
4. Technical cookies are used to make the Company's internet shop work properly so that you can, in particular, create a user profile, log in to it and purchase goods and services.
5. Functional cookies are used to make sure that you do not have to log in on each website and re-set your preferences (including but not limited to setting the language in which the Company's internet shop will be displayed).

6. Analytical cookies are used to improve the Company's internet shop. Analytical cookies are collected in anonymized form. After anonymization, this no longer concerns personal data because anonymized cookies cannot be assigned to a specific user or person.
7. Anonymized cookies do not allow a particular user's or person's behaviour on the Company's website to be determined, in particular what pages were visited, what goods were viewed and others.
8. Knowledge from these cookies is also used by the Company for advertising purposes; based on this information, the Company may also display advertising on other websites that it considers relevant to you.
9. If you disagree to the storage of cookies in your browser and the collection of cookies with information about your person, you can block cookies from being stored in your browser. In such a case, however, some functions of the Company's website will not work or the entire Company website will not work.
10. If you use the Company's website from a telephone, tablet or similar device, the Company will optimize it for these devices. The Company processes your personal data in a manner similar to when it is accessed from a computer.

2.4.2 Location data

1. If you allow the use of location data, the Company may use the location of your device to provide greater user comfort and more relevant personalised offers of goods and services.
2. The data collected in this way may be used by the Company to send commercial communications. If you do not wish to receive commercial communications, you can easily unsubscribe from sending commercial communications by sending such a request by e-mail.

3 Why the Company collects and processes your personal data

1. The Company collects and processes your personal data for the following reasons:
 - a. Purchase of goods and services: The company processes your personal data in order to properly process and deliver your order. In some cases, personal data may also be transmitted to third parties, in particular the carrier of goods and others.
 - b. Help desk: If you contact the Company with questions or problems, the Company must process your data in order to answer them and resolve them.
 - c. User account: The Company may use your personal data to provide a number of functions on the website, in particular easier ordering of goods and services.
2. Marketing activity:
 - a. Email marketing: The Company will send you e-mail commercial communications based on your consent. If you do not wish to receive commercial communications, you can easily unsubscribe from sending commercial communications by sending such a request by e-mail.
 - b. Telemarketing: The Company may make marketing calls for the purpose of offering our goods and services and marketing communications. If you do not wish to be contacted within telemarketing, you can express your disagreement by phone or e-mail.
 - c. Marketing competitions: The winner of the contest may be photographed, filmed, etc., by the Company, especially in order to increase the transparency of the Company's

marketing competitions. Such processing of personal data is carried out by the Company on the basis of a legitimate interest, which is to increase the credibility and attractiveness of marketing competitions.

- d. Retargeting: The Company may use retargeting. If you do not wish to receive commercial communications, you can easily unsubscribe from sending commercial communications by sending such a request by e-mail.
 - e. Customer evaluation of goods and services: The Company may request you to evaluate the goods and/or services provided. The evaluation can also be entered on your own initiative.
3. If you contact the Company by phone, the Company can record the telephone call.
 4. Application of rights and legal claims and checks by public authorities:
 - a. The Company may process your personal data for the purpose of exercising its rights and legal claims, in particular in the event of an outstanding claim or when proving delivery of the ordered goods.
 - b. The Company may process your personal data because it needs them for the purposes of inspections by public authorities and for other similarly serious reasons.

4 Legal basis for the processing of personal data

4.1 Performance and conclusion of the contract

The Company needs your personal data in order to be able to enter into a purchase agreement or other contract for goods or services with you and to duly deliver the purchased goods or services.

4.2 Legitimate interest

1. Based on the legitimate interest, we process personal data and cookies in this way.
2. The Company uses your personal data to provide relevant content.
3. The Company uses your personal data to send email and SMS messages.

4.3 Consent

1. The Company processes your personal data for the purpose of sending commercial communications and telemarketing on the basis of your consent.
2. The conclusion of a purchase agreement between the Buyer and the Company is also deemed to be consent to the sending of commercial communications and telemarketing. You can withdraw this consent at any time by phone or e-mail.

5 Transfer of personal data to third parties

The Company transfers your personal data to third parties in the following cases:

1. Goods delivery: The Company shall transmit your personal data to the carrier, in particular your name and surname, delivery address, telephone number, e-mail address and others.

The carrier is entitled to process the transferred personal data only for the purpose of delivery of the goods and then it is obliged to delete the personal data without delay.

2. Delivery of goods from a contractual partner: If you have entered into a contract with the Company for goods from a contractual partner, the Company shall transfer your personal data to that contractual partner. The contractual partner of the Company transfers your personal data to the carrier according to point Goods Delivery.
3. Payment cards: The Company has no details about your payment card. Only the secure payment gateway and the relevant banking institution have the details of your payment cards.
4. Commercial communications: For the purpose of sending commercial communications or telemarketing, the Company may use a third party. This entity is bound by the confidentiality obligation and may not use your personal data for any other purpose.
5. Public authorities: In case of enforcement of the Company's rights, your personal data may be transferred to a third party. If the law or the state authority imposes an obligation to transfer your personal data, the Company is obliged to do so.

6 Personal data processing period

1. The Company processes your personal data for a period of 7 years, but at least for the duration of the contractual relationship or until the statement of disagreement.
2. If required by binding legislation, the Company must process your personal data regardless of your consent for the period prescribed by or in accordance with the applicable legislation.

7 Security of personal data

1. The Company has taken appropriate technical, organisational and security measures to prevent unauthorized access and misuse of your personal data.
2. The Company regularly updates the technical, organisational and security measures.

8 Personal data of persons under 18 years of age

The Company's websites are not intended for use by persons under 18 years of age. A person under 18 years of age may use the Company's website only with the consent of his/her legal representative.

9 Personal data protection rights

1. You have the right to the protection of your personal data. In particular, you may at any time correct or complete your personal data, request restriction of their processing, request deletion of personal data, withdraw your consent to the processing of personal data, make an objection or complaint, etc.
2. You have the right to access this information concerning your personal data.
3. You may apply the right to the protection of personal data by e-mail or via a contact form.
4. You have the right to lodge a complaint with the Office for Personal Data Protection.

10 Final Provisions

This Privacy Policy including its parts is valid and effective from 19/11/2019 and cancels the previous wording of the Privacy Policy, including its parts, and is available electronically on the Seller's website (www.zabojova.cz).