

## PRIVACY RULES

The aim of this document is to inform you about the rules governing our company when handling your personal data and about the scope and purpose of their processing.

### WHO PROCESSES THE DATA

The administrator and processor of personal data is the company ECOM s.r.o. (hereinafter also "administrator data") with registered office at Zahradní 276, 517 71 České Meziříčí, ID 15041042, registered in the commercial register held at the Regional Court in Hradec Králové, section C, file 613. All your provided personal data will be processed and protected in the manner described in these rules.

### HOW WE PROCESS YOUR PERSONAL DATA

We process your personal data in accordance with Act No. 110/2019 Coll., on the processing of personal data as amended (hereinafter referred to as "ZZOÚ"), accompanying Act No. 111/2019 Coll. and the EU Regulation 2016/679, on the protection of natural persons in connection with the processing of personal data and on free movement of this data (hereinafter referred to as "GDPR"). We process them exclusively for the purposes of our business activity and everyone our employees are properly trained in this matter, know that they must protect personal data and are bound by confidentiality. At the same time, our employees are instructed not to disclose personal data to unauthorized persons. We carry out the processing automatically using information technology, but also manually through our employees.

### WHAT PERSONAL DATA DO WE PROCESS AND WHY

We have personal data of our employees, suppliers and customers (name, surname, address, e-mail, phone number and other necessary personal data). We only have personal data necessary for business. We do not collect unnecessary personal data, unless the law requires data retention, so be it we erase We do not have sensitive data or keep health records (except for health reports condition and working capacity of employees).

### The reasons for processing may be the following:

- Fulfilling the administrator's legal obligations (obligation by law - accounting, tax, legal, ...)
- Fulfillment of the contract (exercise of rights and fulfillment of obligations from the contract, orders, ...)
- Legitimate interest (to ensure the protection of our legal rights – debt management,
- judicial/administrative/other proceedings)
- Marketing messages (news and information about the products offered)

### WHERE WE STORE PERSONAL DATA

We have personal data in electronic form protected on computers, servers and telephones password. We have documents with personal data in paper form in a locked cabinet (employment contracts, wage assessments, ...).

### HOW LONG WE KEEP PERSONAL DATA

We keep your personal data obtained for the purpose of fulfilling the contract for the duration of the rights and obligations resulting from this contract and for the period necessary according to applicable laws. We store your personal data obtained for the purpose of fulfilling legal obligations (e.g. invoicing data) for the period necessary according to applicable laws.

You provide your personal data obtained for the purpose of legitimate interest for the period absolutely necessary to exercise the administrator's legitimate interests, as soon as these facts have passed, the personal data will be deleted.

You consent to the processing of your personal data for marketing purposes for an indefinite period with the understanding that this consent can be revoked at any time with immediate effect.

#### **WHO WILL PROCESS YOUR PERSONAL DATA**

The administrator and processor of your personal data is ECOM s.r.o. Your personal data can also be provided to third parties on behalf of the administrator in connection with securing, for example, our websites, e-shop, technical support, consultancy and the like. With all these processors we act on the basis of a contract that contains the rules for the protection of personal data in accordance with applicable law regulations. These suppliers are bound by confidentiality.

#### **SAFETY**

The security of your personal data is a priority for us, that's why we have such set up in the company electronic, technical and system procedures to protect and secure your personal data so that they have not been misused or published. We do not disclose personal data to anyone unauthorized. We do not spam anyone. Our suppliers know that they must protect personal data, that they must not make available to unauthorized persons.

#### **WITHDRAWAL OF YOUR CONSENT**

Consent to the processing of personal data for marketing purposes can be revoked at any time, which will result in deletion of your data from the database for sending commercial messages. You can make an appeal at to sales@ecom.cz or in the footer of the received newsletter. Personal data that we have to keep by law cannot be deleted or revoked before we do imposes a legal obligation.

#### **WHAT OTHER RIGHTS YOU HAVE IN RELATION TO YOUR PERSONAL DATA**

We inform the holders of personal data that we process their personal data and that they have the right to:

**Access**-may request information from us about what personal data we process about you

**Correction**-may require us to correct inaccurate data

**Deletion**-may require us to remove from our database

**Data portability**-you can have your personal data transferred to another administrator

**Raise an objection**-you can object to the processing of your personal data directly with us company or contact the Office for Personal Data Protection

#### **FINAL PROVISIONS**

The privacy protection rules are issued in electronic form and take effect on 25.5. 2018.