

## PERSONAL DATA PROCESSING POLICY

### CONTROLLER:

**AB - Cont s.r.o.**, company ID No.: 274 82 341

having its registered office at Kladská 465/4, Slezské Předměstí, 500 03 Hradec Králové  
registered in the Commercial Register maintained by the Regional Court in Hradec Králové  
Section C, File 21610

contact e-mail address: info@ab-cont.cz

telephone number: +420 733 111 000, +420 731 512 447

### **I. Introductory Provisions**

1. This Policy regulates issues related to the processing of personal data of natural persons by the Controller and contains information on how, on what basis, and for what purposes the Controller processes personal data of natural persons in connection with the operation of the e-shop on the website [www.ab-cont.cz](http://www.ab-cont.cz), as well as information about the rights of natural persons in the processing of their personal data by the Controller.

2. The Controller has not appointed a data protection officer.

3. The Controller does not perform automatic individual decision-making within the meaning of Article 22 of GDPR.

### **II. Sources, Legal Basis, and Purpose of Personal Data Processing**

1. The Controller processes personal data provided by natural persons themselves to the Controller.

2. The Controller processes the personal data of a natural person for the following purposes and on the following legal basis:

#### **2.1. Purpose of Processing: Processing an order placed by a natural person and exercising the rights and obligations arising from the contractual relationship between the Controller and the natural person.**

For this purpose, the Controller processes personal data of the natural person that are necessary for the successful processing of the order: name, surname, address, telephone number, and email address.

**Legal Basis:** The provision of those personal data for the above processing purpose is necessary for the conclusion of a purchase contract and its performance, i.e., to order goods and to deliver the goods to the natural person (the Customer). Therefore, the legal basis for processing personal data for this purpose is the performance of a contract between the natural person (the Customer) and the Controller pursuant to Article 6(1)(b) of GDPR and no consent of the natural person is required for this method of personal data processing. Without provision of these personal data, the purchase contract cannot be concluded.

#### **2.2. Purpose of Processing: Promotional and marketing purposes of the Controller, particularly sending promotional e-mails and newsletter messages by**

**the Controller, which contain information about discounts, special offers, new goods, and other news and sending similar commercial communications.**

For this purpose, the Controller processes the e-mail address of the natural person.

**Legal Basis for the Processing:** If a natural person is an existing Customer of the Controller to whom the Controller has delivered goods, the legal basis for the processing of the e-mail address of this person for promotional and marketing purposes of the Controller is the legitimate interest of the Controller pursuant to Article 6(1)(f) of GDPR.

In the case of other natural person, the legal basis for the processing of their e-mail address for promotional and marketing purposes of the Controller is the natural person's consent to processing pursuant to Article 6(1)(a) of GDPR.

### **III. Period of Personal Data Processing**

The period of personal data processing by the Controller is 10 years.

### **IV. Recipients of Personal Data**

1. Recipients of the personal data are

- persons through whom the Controller fulfils its obligations under the purchase contract concluded with the Customer, i.e., persons through whom the Controller delivers goods to Customers and persons who participate in conducting payment transactions under the purchase contract,
- persons providing the e-shop operation services and other services in connection with the operation of the e-shop,
- persons providing marketing services.

2. The Controller does not intend to transfer the personal data to a third country.

### **V. Rights and Obligations of Customers**

1. The Customer has the right to withdraw the given consent to the processing of their personal data at any time, by a written notification sent to the address of the Controller's registered office or to the contact e-mail address of the Controller mentioned above. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

2. The Customer has the right to request immediate correction of their personal data pursuant to Article 16 of GDPR if the data are inaccurate or incomplete.

3. The Customer has the right of access to personal data, i.e., the right to obtain information (confirmation) from the Controller, whether their personal data are processed or not and, if they are processed, the Customer has the right to a copy of such personal data.

4. The Customer has the right to request the erasure of their personal data pursuant to Article 17 of GDPR if there is no legal basis for their further processing. The Customer also has the right to restriction of personal data processing according to Article 18 of GDPR.

5. The Customer has the right to object to processing pursuant to Article 21 of GDPR.

6. The Customer has the right to portability of personal data, i.e., the right to request the Controller to transfer personal data to another controller.

7. The Customer has the right to file a complaint with the Office for Personal Data Protection against the processing of personal data if he believes that their right to personal data protection has been violated.

## **VI. Final Provisions**

1. The Policy takes effect on 1 April 2022.

2. The Controller is entitled to amend the Policy. The Controller will publish a new version of the Personal Data Processing Policy on its website without undue delay.