



## Privacy Policy

### I.

#### Basic provision

1. The personal data controller referred to in 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 ("**GDPR**") is čezeta motors s.r.o. IČ 29132070 with its registered office at Polská 16, Praha 2 12000 (hereinafter referred to as "**administrator**").
2. Contact manager information is  
address: Polská 16, Praha 120 00  
email: post@cezeta.com  
phone: +420 323 654 015
3. Personal information means any information about an identified or identifiable natural person; an identifiable natural person is a natural person that can be identified directly or indirectly, in particular by reference to a particular identifier such as name, identification number, location data, network identifier or one or more specific physical, physiological, genetic, psychological, economic, the social identity of this individual.
4. The administrator did not appoint a Data Protection Officer.

### II.

#### Sources and categories of processed personal data

1. You may provide us with information by filling in forms on the administrator's websites or by corresponding by phone, email or otherwise.
2. The administrator handles the personal data you have provided to him / her or the personal data that the administrator has received on the basis of your order.
3. The administrator handles your identification, contact information and data necessary for the performance of the contract.

### III.

#### Legitimate reason and purpose of processing personal data

1. The legitimate reason for the processing of personal data is
  - performance of the contract between you and the administrator under Article 6 (1) b) GDPR,
  - the legitimate interest of the controller in providing direct marketing (in particular for sending business messages and newsletters) under Article 6 (1) f) GDPR,
  - Your consent to processing for the purpose of providing direct marketing (in particular for sending business messages and newsletters) pursuant to Article 6 (1) a) GDPR in conjunction with Section 7 (2) of Act No. 480/2004 Coll., on Certain Information Society Services in the Event of Non-Order of Goods or Services.



2. The purpose of processing personal data is
  - executing your order and exercising the rights and obligations arising from the contractual relationship between you and the administrator; (personal name, address, contact), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or to fulfill it by the administrator,
  - sending business messages and doing other marketing activities.
3. The administrator uses Google Analytics and Cookies in order to improve its service. Aside from the approximate location (IP address), the information collected by Google Analytics is mostly anonymous traffic data including browser information, device information, language. The administrator does not collect additional information such as age, gender, interests or bank details. The collected information is used to produce an overview of how people are accessing the administrator's websites and is not used for any additional purposes, such as to profile those who access the websites.
4. No automatic decision-making within the meaning of Article 22 GDPR takes place on the part of the administrator. You have given your explicit consent to such processing.

#### **IV.**

#### **Retention time of data**

1. The administrator keeps personal data
  - for the period necessary to exercise the rights and obligations arising out of the contractual relationship between you and the administrator and the enforcement of the claims under these contractual relationships (for 99 years from the termination of the contractual relationship).
  - until consent to the processing of personal data for marketing purposes is withdrawn, at the latest 99 years if personal data is processed on the basis of consent.
2. At the end of the retention period, the administrator will erase personal information.

#### **V.**

#### **Recipients of personal data (subcontractors)**

1. The recipients of personal data are persons
  - contributing to the delivery of goods / services / making payments on the basis of a contract,
  - providing e-shop services and other services related to the operation of an e-shop,
  - providing marketing services.
2. An administrator does not intend to pass personal data to a third country (to a non-EU country) or an international organization.



## **VI.**

### **Your rights**

1. Under the terms of the GDPR you have
  - the right of access to their personal data under Article 15 of the GDPR,
  - the right to correct personal data pursuant to Article 16 of the GDPR, or the restriction of processing under Article 18 GDPR.
  - the right to delete personal data under Article 17 of the GDPR.
  - the right to object to processing under Article 21 GDPR and
  - the right to data portability pursuant to Article 20 GDPR.
  - the right to withdraw consent to processing in writing or electronically to the address or email address of the administrator referred to in Article III of these Terms.
2. You also have the right to file a complaint with the Personal Data Protection Office if you believe that your privacy has been violated.

## **VII.**

### **Privacy Policy**

1. The Administrator declares that he has taken all appropriate technical and organizational measures to safeguard personal data.
2. Administrator has taken technical measures to secure data repositories and personal data repositories in paper form.
3. The Administrator declares that personal data can only be accessed by authorized persons.

## **VIII.**

### **Final Provisions**

1. By sending an order from the online order form, you acknowledge that you are aware of the privacy policy and that you accept it in its entirety.
2. You agree with these terms by ticking your consent via the online form. By confirming your consent, you acknowledge that you are aware of the privacy policy and that you accept it in its entirety.
3. The administrator is entitled to change these terms. A new version of the privacy policy will be published on your website, and will send you a new version of these terms and conditions to your e-mail address that you have provided to your administrator.

These terms come into effect on May 25, 2018.