

Privacy Policy

I. Basic Provisions

1. The controller of personal data pursuant to Article 4 point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter: "GDPR") is Pola Fashion, s.r.o., ID No.: 04717473, VAT No.: CZ04717473, with registered office at Na Vyhlídce 2582, 73801 Frýdek-Místek, Czech Republic, registered at the Regional Court in Ostrava, Section C, Insert (hereinafter: "Controller").
2. Contact details of the Administrator are address: Na Vyhlídce 2582, Frýdek-Místek, Czech Republic,, email: info@polacosmetics.cz, phone: +420739485550.
3. 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 an identifier such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
4. The controller has not appointed a data protection officer.
5. The terms and relations not regulated in these Terms and Conditions of Personal Data Protection are governed by the legal order of the Czech Republic, in particular the relevant provisions of the following legal regulations: the Personal Data Protection Act, the Civil Code, Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

II. Sources and categories of personal data processed

1. The Controller processes personal data that you have provided to it or personal data obtained by the Controller on the basis of the fulfilment of your order (hereinafter referred to as the "Contract").
2. The Controller processes your identification, contact and additional data necessary for the performance of the Contract.

III. Lawful basis and purpose of the processing of personal data

1. The lawful reason for processing personal data is:
 - 1.1. performance of the contract between you and the Controller pursuant to Article 6(1)(b) GDPR,
 - 1.2. the legitimate interest of the Controller in providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6(1)(f) GDPR,
 - 1.3. Your consent to processing for the purpose of providing direct marketing (in particular for sending commercial communications 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 absence of an order for goods or services.
2. The purpose of the processing of personal data is
 - 2.1. processing your order and exercising the rights and obligations arising from the contractual relationship between you and the Controller; when placing an order, personal data is required that is necessary for the successful processing of the order (mainly name and address, contact, or identification of the company), 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 its performance by the Controller,
 - 2.2. sending commercial communications and doing other marketing activities.
3. There is no automatic individual decision-making by the Controller within the meaning of Article 22 GDPR.

IV. Data retention period

date: 8.2.2024

1. The controller stores personal data
 - 1.1. for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the Controller and to assert claims under these contractual relationships (for a period of 15 years from the termination of the contractual relationship).
 - 1.2. for a period of time before consent to the processing of personal data for marketing purposes is withdrawn, but no longer than 15 years if the personal data is processed on the basis of consent.
2. After the expiry of the retention period, the Controller will delete the personal data.

V. Recipients of personal data (subcontractors of the Controller)

1. Recipients of personal data are persons:
 - 1.1. involved in the delivery of goods, services or payments under the contract,
 - 1.2. providing e-shop operation services and other services in connection with the operation of the e-shop,
 - 1.3. providing marketing services,
 - 1.4. providing economic, legal and advisory services in connection with the fulfilment of the purpose of the Contract.
 - 1.5. We determine your satisfaction with your purchase by means of e-mail questionnaires within the framework of the Verified by Customers program, in which our e-shop is involved. These are sent to you every time you make a purchase with us, unless you refuse to receive them in accordance with Section 7(3) of Act No. 480/2004 Coll. on certain information society services. The processing of personal data for the purpose of sending questionnaires within the framework of the Verified by Customers programme is carried out on the basis of our legitimate interest, which consists in determining your satisfaction with your purchase with us. We use the processor Heureka.cz, the operator of the Heureka.cz portal, to send questionnaires, evaluate your feedback and analyse our market position; we may pass on information about the goods you have purchased and your e-mail address to Heureka.cz for these purposes. Your personal data is not passed on to any third party for its own purposes when sending email questionnaires. You can object to the sending of email questionnaires within the framework of the Customer Verified programme at any time by rejecting further questionnaires using the link in the email with the questionnaire. If you object, we will not send you the questionnaire any further.
2. The controller does not intend to transfer personal data to a third country (non-EU country) or an international organisation.

VI. Your rights

1. Under the conditions set out in the GDPR you have:
 - 1.1. the right of access to your personal data under Article 15 GDPR,
 - 1.2. the right to rectification of personal data pursuant to Article 16 GDPR or restriction of processing pursuant to Article 18 GDPR.
 - 1.3. the right to erasure of personal data pursuant to Article 17 GDPR.
 - 1.4. the right to object to processing under Article 21 GDPR,
 - 1.5. the right to data portability under Article 20 of the GDPR,
 - 1.6. in the case of consent given to the processing of personal data, the right to withdraw consent to processing in writing or electronically to the address or email provided by the Controller of these Terms.
2. 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.

VII. Personal Data Security Terms and Conditions

1. The controller declares that it has taken all appropriate technical and organisational measures to safeguard personal data.

date: 8.2.2024

2. The controller has taken technical measures to secure data storage and storage of personal data in documentary form, in particular passwords, anti-virus programs, encryption, lockable and separate premises.
3. The controller declares that only persons authorised by it have access to the personal data.

VIII. Personal data security conditions

1. By submitting an order from the online order form, you confirm that you are aware of the terms of the privacy policy and that you accept it in its entirety.
2. You also agree to these terms and conditions by checking the consent box via the online form. By checking the consent box, you confirm that you have read the privacy policy and accept it in its entirety.
3. The administrator is entitled to change these conditions. It will publish the new version of the Privacy Policy on its website and will also send the new version of the Privacy Policy to the email address you have provided to the Controller.

These terms and conditions are valid and effective from 8.2.2024.