

Principles of personal data protection and processing

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(hereinafter referred to as "DPK")

Ensuring the information obligation of the administrator of personal data

The DPK personal data protection and processing principles are issued in accordance with Act No. 110/2019 Coll., on the processing of personal data, as amended, and Regulation of the European Parliament and Council No. 2016/679, on the protection of natural persons in connection with processing of personal data and on the free movement of such data ("regulation" or "GDPR") in order to ensure the information obligation of the personal data manager according to Article 13 of the GDPR.

Scope of personal data processing - categories of personal data

DPK, as a personal data administrator (and in some less frequent cases also as a processor), may act in accordance with the basic principles of personal data processing (legality, correctness and transparency of processing, purpose limitation, minimization of personal data, accuracy and timeliness, limitation of storage, integrity and confidentiality) and for fulfilling the conditions listed below for the processing of the following categories of personal data.

1. Data of identification and address data

Such data are, in particular, date of birth, first and last name, gender, social security number, address of permanent residence, address of registered office or place of business, business name, ID number, VAT number, billing address, numbers of identification documents and their possible copies (all data that cannot be copied, are blacked out on copies of documents), photo, bank details, username, password, signature

2. Contact details

Such data are, in particular, contact e-mail, telephone number.

3. Other data

It is data, including a special category of personal data (sensitive data), which the subject of personal data voluntarily provides to the administrator of personal data for the purposes established on the basis of the legal reasons for processing, including Consent to the processing of special categories of personal data (sensitive data), including data regarding the sexuality of the subject of personal data and other information contained mainly in photographs and videos of a confidential nature.

4. Operational data

These are data for the purposes of billing and the fulfillment of legal obligations, as well as data available from regularly operated registries. The registries used are mainly the commercial registry, the insolvency registry and the central record of executions.

5. Data processed based on the consent of the data subject

This is the processing of personal data that is not absolutely necessary for the fulfillment of the contract, the legal obligations of the administrator or the protection of the legitimate interests of DPK. by DPK These data are processed only in case of consent and can only be processed for the period of validity of this consent. Consent can be revoked at any time.

6. Location data

Will they be processed???

7. Cookies

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Next ???...

The scope of personal data processing (ranging from the processing of only a limited range of identification data to the possible publication of some data) depends on and consistently corresponds to the categorization of registrations (unregistered visitor, registered user – viewer, registered user – model, production registration, distribution registration) and is consistent with the legal reasons and purposes of processing.

Sources of personal data

Personal data is provided by the subject of personal data to the administrator of personal data for specified purposes on the basis of legal reasons for processing, including consents.

The source of personal data for the specified purposes is, to the extent necessary, also data available from regularly operated registries, in particular the commercial registry, the trade registry, the insolvency registry and the central record of executions.

Purposes and legal reasons for processing personal data

The scope of processed data depends on the purpose of processing. For some purposes, it is possible to process data directly on the basis of a contract or a legitimate interest of DPK or on the basis of the law, all without the consent of the subject of personal data. For other purposes, personal data may be processed only on the basis of consent, or on the basis of consent to the processing of a special category of data (sensitive data) and / or on the basis of consent for business purposes.

1. Processing due to the fulfillment of the contract, fulfillment of legal obligations and due to the legitimate interests of DPK

The provision of personal data necessary for the performance of the contract, the fulfillment of DPK's legal obligations and the protection of DPK's legitimate interests is mandatory. Without the provision of personal data for these purposes, it would not be possible to contract, provide services or properly fulfill legal obligations. Processing for the purpose of fulfilling the contract and the fulfillment of legal obligations cannot be refused.

These are mainly the following partial purposes: fulfillment of accounting and tax obligations (fulfillment of legal obligations), invoicing (fulfillment of the contract), debt collection and other customer disputes (legitimate interest).

Protection and management of property, life and health (legitimate interest and fulfillment of legal obligations), provision of evidence in the event of the need to defend the company's rights (legitimate interest) and in the event of fulfillment of legal obligations in the prevention and detection of fraud, security incidents, copyright infringements and phenomena, which are not in accordance with the law.

Purposes established by special laws for the needs of misdemeanor, administrative, criminal proceedings, etc. and for the fulfillment of the obligation to cooperate with the state authorities of the Czech Republic, including the Police of the Czech Republic (fulfillment of legal obligations). All this for the purpose of protecting the rights and freedoms and ensuring security within the entertainment industry of the activity of the personal data manager.

2. Processing DPK data with consent for business purposes

DPK, with the consent of the data subject, may process some data beyond the scope necessary to fulfill the contract and also for business purposes, based on the Consent for Business Purposes, to create a suitable offer of goods and services from DPK to the client, to improve the quality of services and for possible acceleration and improving the level of mutual communication. The specific form/forms – e.g. by telephone, in writing, through internet advertising, by means of electronic communication, is always at the free disposal of the data subject who grants any consent. The administrator only performs the necessary processing in order to contact clients with suitable offers. The provision of consent is voluntary and can be revoked at any time. If the data subject withdraws his consent, this does not affect the processing of his personal data by DPK for other purposes and on the basis of other legal titles, in accordance with these DPK Personal Data Protection and Processing Principles Business communications can be sent either to the contacts of our clients/existing customers due to the legitimate interest of DPK, and only until the client/existing customer expresses any disagreement. Or on the basis of a valid consent to the processing of personal data for business purposes. The sent commercial messages always include the option to refuse further sending of these messages.

Personal data processing times

Personal data for DPK activities is processed to the extent necessary for the fulfillment of these activities and for the period necessary to achieve them or for the period directly stipulated by legal regulations. After that, the personal data is deleted and disposed of within the proper time limits.

For clients of DPK, DPK is authorized to process some of their basic identification, address and contact data in the client database for a period of 1 year from the month following the month in

which the last contract was terminated, provided that they have fulfilled all their obligations towards it with DPK

If invoices are issued by the data controller in accordance with the Value Added Tax Act, they are archived for a period of 10 years from their issuance in accordance with § 35 of Act No. 235/2004 Coll., on Value Added Tax. Due to the need to document a legal reason for issuing invoices, the corresponding contracts are subsequently archived for a period of 10 years from the date of termination of the contract.

Regime of personal data provided as part of negotiations that did not lead to the conclusion of a contract

In the case of a negotiation between the company DPK and a potential interested party to conclude a contract, which did not end with the conclusion of the contract, the company DPK is entitled to process the provided personal data for a period of 3 months from the end of the relevant negotiation.

Other recipients of personal data

In fulfilling its obligations and responsibilities, DPK uses the professional services of other entities. If these suppliers process personal data transferred from DPK, they have the status of personal data processors. They process personal data only within the framework of the instructions given by DPK. This may in particular be the activities of an IT system administrator, legal advisor, tax advisor, accountant, etc. With all such entities, DPK concludes a contract on the processing of personal data, in which the processor has obligations to protect and security of personal data, corresponding to the European standard.

For the implementation of its activities, DPK uses cooperation with external partners who are in the position of personal data administrator and/or personal data processor. To these entities, DPK can transfer personal data only to the extent absolutely necessary, determined for the purpose of the given agenda and after prior verification of the protection of personal data at the level of European standards by these entities.

As part of fulfilling its legal obligations, DPK transfers personal data to administrative bodies and authorities established by applicable legislation.

DPK is not, with the exception of specific registration categories, a joint controller of personal data of any third parties. The personal data administrator bears no responsibility regarding the personal data of third parties and any links to third parties.

Categories of processors, administrators and other recipients of personal data

DPK maintains an up-to-date list of individual categories of processors, administrators and other recipients of personal data that may process personal data of data subjects. These are mainly providers of accounting, tax, financial and legal services and consultancy, IT services, service and technical services, postal services and other beneficiaries such as tax administrators, statistical office, law enforcement authorities.

Transfer of personal data to other countries within the EU

DPK does not transfer personal data to another country within the EU.

Transfer of personal data to third countries

DPK does not transfer personal data to a third country or international organization outside the EU.

Ways of processing personal data

DPK processes personal data manually and automatically and keeps proper records of such activities during which personal data is processed.

Personal data processing procedures are regularly evaluated, especially in terms of proper security, regulation of limited access to personal data and confidentiality.

Information on the rights of data subjects

1. Right of access to personal data

According to Article 15 of the GDPR, the data subject has the right to access personal data, which includes both the right to obtain from DPK a confirmation of the processing of personal data, the right to information about the purposes of processing, categories of personal data that are processed. Furthermore, about the recipients to whom personal data is made available and about the processing time. In addition, the data subject has the right to request from the administrator the correction or deletion of personal data concerning the data subject, or to limit their processing, or to object to such processing. He may request a copy of the personal data, and in the event of a repeated request, DPK will be entitled to charge a reasonable fee for a copy of the personal data.

2. The right to correct inaccurate data

According to Article 16 GDPR, the data subject has the right to correct inaccurate personal data, or to supplement incomplete personal data that DPK processes about him. The data subject has an adequate obligation towards the data administrator to notify a change in his personal data and to document that such a change has occurred.

3. Right to erasure

Pursuant to Article 17 of the GDPR, the data subject has the right to the erasure of personal data concerning him or her, if the company DPK does not demonstrate legitimate reasons for the processing of such personal data. The DPK company has set up mechanisms for deleting personal data when the purpose that determined the scope and parameters of personal data processing has ceased to exist.

4. Right to restriction of processing

According to Article 18 of the GDPR, the data subject has the right to limit processing until the resolution of the complaint, if he denies the accuracy of personal data, the reasons for their processing or if he files an objection against their processing.

5. Right to notification of correction, erasure or limitation of processing

According to Article 19 of the GDPR, the data subject also has the right to be notified by DPK in the event of correction, deletion or restriction of the processing of personal data.

6. Right to portability of personal data

Art. 20 of the GDPR grants the data subject the right to the portability of the data concerning him and which he has provided to the administrator, in a structured, commonly used and machine-readable format, and the right to request the DPK to transfer this data to another administrator. The request cannot be granted if, in a specific case, the rights and freedoms of third parties could be negatively affected.

7. The right to object to the processing of personal data

According to Article 21 of the GDPR, the data subject has the right to object to the processing of his personal data due to DPK's legitimate interest. Otherwise, the company DPK will terminate the processing based on the objection without unnecessary delay.

8. The right to withdraw consent to the processing of personal data

Consent to the processing of personal data can be revoked at any time, in the same simple form as it was granted.

9. The right not to be subject to automated decision-making based solely on automated processing

The subject of personal data has the right not to be the subject of a decision based solely on automated processing, including profiling, which has legal effects for the subject of personal data.

Automated decision making

DPK does not carry out automated decision making or profiling.

Contacts for managing the protection agenda of the Office of the DPK

Subjects of personal data can use the contacts below to exercise their rights, in written or electronic form.

Address: DPK, dept. personal data protection agendas,

Email address:

The right to contact the Office for Personal Data Protection

The data subject has the right to file a complaint and contact the Office for Personal Data Protection
www.uoou.cz

Effectiveness and updating of the Policy on the protection and processing of personal data

The principles of protection and processing of personal data of the company DPK are subject to continuous updating, always indicating the serial number of the update and the date of its implementation.

These Principles of protection and processing of personal data of DPK take effect in their first version on the day of publication., i.e.