

# Privacy Policy

## 1. Basic Provisions

The controller of personal data pursuant to Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter referred to as "GDPR") is:

**Bc. Gabriela Volfová**

ID: **23522411**

Registered office: **Rokycanova 1236, 282 01, Český Brod**  
(hereinafter referred to as the "Administrator").

Contact details: [gabrielapeceslaskou@email.cz](mailto:gabrielapeceslaskou@email.cz) tel.  
731281286

## 2. What data we process

The following personal data may be processed as part of your purchase, registration or communication with the Controller:

- name and surname
- e-mail address
- billing data (address, registration number)
- order and payment information
- IP address

## 3. Purpose of processing

We process personal data for the following purposes:

- order processing and delivery of digital content
- keeping accounting records
- sending commercial communications (if you give your consent)
- improving the services and functionality of the website (e.g. analytical data)

## 4. Legal basis for processing

We process your personal data on the basis of:

- performance of a contract (e.g. purchase of an e-book)
- legitimate interest (e.g. for sending newsletters)
- performance of a legal obligation (e.g. for bookkeeping)
- consent (e.g. for sending a newsletter)

## 5. Cookies

The website may use cookies to analyse traffic, remember user settings or display personalised content. By using the website, you consent to this. Cookies can be disabled in your browser.

## 6. Data retention period

We retain personal data for as long as necessary to fulfil the above purposes, but no longer than 10 years.

## 7. Recipients of personal data

Your data may be disclosed to the following third parties:

- web and email service providers
- the operator of the **SimpleShop.cz** platform, which handles orders and payments
- accounting and tax advisors

## 8. Your rights

Under the GDPR you have:

- The right to access your personal data
- the right to rectification or restriction of processing
- the right to erasure
- the right to data portability
- the right to object to processing
- the right to lodge a complaint ([www.uoou.cz](http://www.uoou.cz))

## 9. Security of personal data

Personal data is stored in a secure database and protected against misuse by technical and organisational measures.

## 10. Final provisions

The Administrator reserves the right to modify this document. The new version will always be published on this website.

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