

GDPR Privacy Policy

I. Basic Provisions

1. The controller of personal data under Article 4(7) of Regulation (EU) 2016/679 (GDPR) is HCV group a.s., Company ID 25395009, registered at Chodská 1203, Rožnov pod Radhoštěm, 75661, Czech Republic.
2. Contact details:
 - Address: Chodská 1203, 756 61 Rožnov pod Radhoštěm
 - Email: obchod@hcv.cz
 - Phone: +420 571 677 099
3. Personal data means any information relating to an identified or identifiable natural person.
4. The controller has not appointed a Data Protection Officer.

II. Sources and Categories of Personal Data

1. The controller processes personal data provided by you or obtained in connection with fulfilling your order.
2. The controller processes identification, contact, and contractual data.

III. Legal Basis and Purpose of Processing

1. Legal bases:
 - Contract performance (Art. 6(1)(b) GDPR)
 - Legal obligation (Art. 6(1)(c) GDPR)
 - Legitimate interest (Art. 6(1)(f) GDPR)
 - Consent (Art. 6(1)(a) GDPR and §7(2) of Act No. 480/2004 Sb.)
2. Purposes:
 - Order processing and contract execution
 - Legal obligations
 - Marketing and commercial communication
3. No automated decision-making under Article 22 GDPR.

IV. Data Retention Period

1. Personal data is retained:

- For the duration of contractual obligations and claims
 - For marketing purposes until consent is withdrawn, max 5 years
2. After expiration, data is deleted.

V. Data Recipients

1. Recipients include:
 - Delivery and payment service providers
 - E-shop platform provider (Wix.com Ltd.)
 - Marketing service providers
2. Data may be transferred to third countries (outside EU) for mailing/cloud services.

VI. Data Processors

1. Personal data is processed only by the controller.

VII. Your Rights

You have the right to:

- Access (Art. 15 GDPR)
- Rectification (Art. 16 GDPR)
- Erasure (Art. 17 GDPR)
- Restriction (Art. 18 GDPR)
- Objection (Art. 21 GDPR)
- Data portability (Art. 20 GDPR)
- Withdraw consent via email or post

You may also lodge a complaint with the Czech Data Protection Authority (www.uoou.cz) or take legal action.

VIII. Data Security

1. The controller has implemented appropriate technical and organizational measures.
2. Data storage is secured both digitally and physically.
3. Only authorized personnel have access.

IX. Final Provisions

1. By submitting an order, you confirm acceptance of this privacy policy.

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2. The controller may update this policy and notify you via email.

Effective from: May 25, 2018