

Customer Privacy Policy

1. Basic information

Plexiplast s.r.o., with registered office at K Horoměřicům 1183/45, 165 00 Prague 6, Suchbát, ID No. 02522934, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 220460, is the administrator of your personal data.

2. What personal data we process

In the vast majority of cases, we only process personal data that you provide us in connection with the normal business activities of the company, the implementation of custom production, the sale of goods through our e-commerce or a visit to our website.

We process the following personal data:

- a) **identification data**, which means in particular first and last name, username and password, VAT number and tax identification number if you are a business;
- b) **contact data**, which means personal data that enables us to contact you, in particular your email address, telephone number, delivery address, billing address, or your contact on social media;
- c) **your settings**, which means your account information, including but not limited to your saved addresses and profiles, newsletter settings, products tracked, and your ratings of products and services;
- d) **information about your orders**, which includes in particular information about the goods and services you have ordered, the method of delivery and payment, including the payment account number and details of complaints;
- e) **data about your behaviour on the website**, in particular the goods and services you view, the links you click on, the way you move around our website and scroll the screen, as well as data about the device from which you view our website, such as the IP address and the location derived from it, technical parameters of the device such as the operating system and its version, screen resolution, the browser used and its version, as well as data obtained from cookies and similar technologies to identify the device;
- f) **data related to the visit to the shop**, in particular recordings from CCTV systems in shops.

3. Why do we process personal data and what entitles us to do so?

In the course of our business, we process personal data either without your consent on the basis of **the performance of a contract**, **on the basis of our legitimate interest**, **for the performance of a legal obligation**, or **on the basis of your consent**. What processing we may carry out without your consent depends on the purpose of the processing in question and your position vis-à-vis us.

We process your personal data for different purposes depending on the specific situation:

- If you use our website as a visitor, we use your personal data mainly to track traffic and improve our services (cookies).
- If you **r e g i s t e r** with us, we use your information to manage your account and provide related features.
- If you make a purchase with us, we use your data to process your order, protect our legal claims and comply with our legal obligations.
- If you contact us via one of our web interfaces (chat applications, web forms, etc.), we use your data to create an offer.
- If you visit our premises

3.1 If you visit our website

When you visit our website, we store and then read small files called cookies on your device. Some cookies allow us to link your browsing activities to our website from the moment you open your browser window until the moment you close it. These cookies are deleted the moment you close your browser window. Others remain on your device for a set period of time and are activated each time you visit the website that created the particular cookie. Cookies are stored on your device and you can therefore delete them at any time or prevent their collection by using anonymous browsing modes or special browser add-ons.

3.1.1 Cookies and other technologies

Some cookies are placed on your device directly by our website. We use the following cookies on our online shop pages:

- **Technical cookies:** to make our online shop work properly (e.g. so that you can create a user profile, log in and add goods and services to your basket). Without them, the functions of our shop would be significantly limited.
- **Functional cookies:** to help you avoid having to constantly log in and repeatedly set your preferences (e.g. language settings), functional cookies

cookies. In this case, your password is always encrypted. Functional cookies also include data that allows us to personalize the content of our website for you, for example, to show you preferentially products you have already viewed and to show you other tailored offers on our website. The use of these cookies is not essential, but they will make your visit to our online shop much more pleasant and easier.

- **Analytical cookies:** analytical cookies help us to improve our online shop. Analytical cookies on our website are collected by a script from Google Inc., which then anonymises this data. We are therefore unable to determine from the cookies how a particular user has behaved on our website (which pages they have visited, which products they have viewed, etc.). Analytical cookies are mainly used by us to continuously improve our website based on tracking the traffic of our website by analyzing the traffic.
- **Social network cookies** are used to connect to social networks such as Facebook, including providing features such as the "Like" or "Share" button. However, we do not pass on your identifying information.

You can actively prevent the use of cookies yourself by using internet browsers with an anonymous browsing function that prevents the storage of visitor data (included in Internet Explorer, Safari, Firefox, Chrome, etc.) with the anonymous browsing function enabled. You can also disable the storage of cookies completely.

We do not only obtain data about your behaviour on the website from cookies. We also supplement it with data on:

- The IP address of your device (the address of your device that identifies your devices on the Internet), from which we derive your approximate location and language preference;
- your device's operating system, version and language settings;
- the browser you're using on your device, its version and language settings;

3.1.2 Use of personal data of website visitors

If you visit the Plexiplast.cz website, we process data about your behaviour on the website [on the basis of our legitimate interest](#) (i.e. without your consent) in order to:

- obtaining information on the basis of which we will be able to use the website for you in the future improve; our legitimate interest here is to improve our services;
- generating statistics, in particular tracking traffic to our website, its individual pages and measuring the effectiveness of advertising; our legitimate interest here is to measure the effectiveness of our website and advertising expenditure;
- preventing attacks on our website and compromising its functionality and the security of your data; our legitimate interest here is the smooth functionality of our services and the security of your data.

We use personal data for these purposes for a maximum period of 36 months, during which time we only store the data in pseudonymised form.

We also process data about your behaviour on the website [on the basis of our legitimate interest](#) (i.e. without your consent) in order to create customised ones that we display on our website. Our legitimate interest here is to offer you a personalised and effective offer. In order to tailor the offer of our e-shop to the display of the products you have viewed, we use data about your behaviour on the site for 1 valid visit.

[You have the right to object](#) to processing on the basis of our legitimate interest.

3.2 If you register with us

In order to register, you must visit our website, so you are subject to the processing described in section 3.1 *If you visit our website*. If you register, we also carry out the following processing:

3.2.1 Processing on the basis of contract performance

If you create an account on the [eshop.plexiplast.cz](#) website, **we process your identification and contact data and your settings and data about your orders** (if you later purchase from us) [on the basis of the performance of a contract](#) with you (without your consent) in order to maintain your user account. The contract on which our processing is based is created by the creation of your account. We use personal data for this purpose for as long as your account exists, which you can use at any time

Delete. We automatically delete your account 5 years after your last login.

3.2.2 Processing on the basis of legitimate interest

If you create an account on the [eshop.plexiplast.cz](#) website, we also process **data about your behaviour when you visit our shop on the basis of our legitimate interest** (i.e. without your consent) for the following purposes:

- by providing you with tailored offers and targeted advertising that we may show you on our store based on the contents of your basket and your browsing history based on similarity to other orders in our store; our legitimate interest is
- reminder of an incomplete order registered on the basis of a basket that does not have an order assigned, our legitimate interest here is to prepare the conclusion of the contract

In order to prepare a tailored offer for you, we analyse the above data and extract further **derived data** from it, which we use for this purpose. In this way, we may also use data about your behaviour on the website that we collected before you registered and we may collect data about your behaviour on the website even before you logged in.

3.2.3 Processing by consent

For the purpose of sending commercial communications (e-mail marketing), we process your personal data **on the basis of your consent**. You can give your consent when you create your user account or when you enter your identity when making a purchase without registration. We process personal data on the basis of your consent for a maximum period of 5 years. If you do not give us your consent and you are our customer, we will not send you information and business emails.

You can simply disable your consent by using this [contact form](#).

3.3 If you buy from us

You must visit our website in order to make a purchase from us, therefore the processing described in section 3.1 *If you visit our website* applies to you. If you make a purchase from us, we also carry out the following processing:

3.3.1 Processing on the basis of contract performance

If you purchase from us, we process your **identification, contact and order data for the purpose of fulfilling the contract**. If you have a user account with us, we may also use the data contained in your user account for this purpose.

Use for the purpose of performing a contract means in particular that we will use your personal data for:

- Execution of your order in the e-shop, for example, so that you do not delete the goods placed in the basket or the data from the order in progress;
- Communicate with you about your order, for example to send you a confirmation or to notify you when the goods have been dispatched;
- For payment purposes, where we may also pass your contact details to our payment system partners;
- For the purpose of delivery of goods; in this context, we may also pass your data to our transport partners, solely for the purpose of delivering these goods;
- Complaining about ordered goods or services;
- In connection with your further requirements (e.g. additional custom modifications), which you can contact us with, e.g. via the information line;

For this purpose, we store personal data for the periods of time specified by the statutory deadlines (e.g. 10 years for tax documents, according to the Accounting Act) or for the time necessary to process your request plus 2 years for legal protection and possible handling of complaints.

3.3.2 Processing on the basis of legitimate interest

If you make a purchase with us, we will retain your **identification, contact and order data on the basis of our legitimate interest** (without your consent) for the purpose of protecting legal claims and our internal records and controls. Our legitimate interests here are the protection of legal claims and the control of the proper provision of our services. On this basis, we process personal data for the duration of the limitation period of 3 years and one year thereafter with respect to claims made at the end of the limitation period. In the event of the initiation of judicial, administrative or other proceedings, we process your personal data to the extent necessary for the duration of such proceedings and the remainder of the limitation period after its conclusion.

[You have the right to object](#) to processing on the basis of our legitimate interest.

3.3.3 Processing based on compliance with legal obligations

We have to process and provide your personal data to public authorities **on the basis of a statutory obligation** upon conclusion of a contract. We process your **identification, contact and order data** on this legal basis in order to comply with the following laws in particular:

- Act No. 89/2012 Coll., Civil Code,
- Act No. 634/1992 Coll., on Consumer Protection,
- Act No. 235/2004 Coll., on value added tax,
- Act No. 563/1991 Coll., on Accounting.

For these purposes, we use personal data for a maximum of 10 years from the date of the last receipt for your order.

3.4 Communication through common communication channels:

If you communicate with us through normal communication channels, in particular via telephone, email, chat tools and social media, we will process **your identification and contact data and records of the communication on the basis of our legitimate interest** (i.e. without your consent) in order to:

- processing your requests; if you have purchased from us and your request relates to an order, we may carry out this processing on the basis of the performance of a contract with you;
- keeping a record of your requests so that we can check that we are meeting them properly and on time;
- proving that we have received and dealt with your request, for example, if you order goods from us or make a claim;
- their analysis to improve the quality of our services.

For these purposes, we store personal data for 1 year. If you place an order with us through one of our channels, we may retain the data for the protection of legal claims for the duration of the limitation period of 3 years and one year thereafter in respect of claims made at the end of the limitation period. In the event of the initiation of judicial, administrative or other proceedings, we process your personal data to the extent necessary for the duration of the proceedings and the remainder of the limitation period after the end of the proceedings.

[You have the right to object](#) to processing on the basis of our legitimate interest.

3.5 If you visit our shop or its surroundings:

Our brick-and-mortar establishment is continuously monitored by a camera system with online transmission and recording. The recording is kept in a loop for 10 days. We operate cameras on our premises [on the basis of our legitimate interest](#) for the prevention and protection of the health of our employees, as well as for the clarification of possible illegal activities, in particular the protection of our and your property. The camera system is not primarily focused on the customer area, it only occurs when you pass through the entrance to the shop.

The operator of the camera system is us, Plexiplast s.r.o., company registration number 02522934. You have the [right to](#) object to processing on the basis of our legitimate interest.

4. How long do we process your personal data?

In the first instance, we will process your data for the duration of the contractual relationship between us. Please also note that we must process personal data that are necessary for the proper performance of our obligations, whether these obligations arise from the contract between us or from generally binding legal provisions, regardless of the consent you have given us, for the period of time specified by or in accordance with the relevant legal provisions (e.g. for tax documents for at least 10 years).

In the case of processing of personal data for which consent has been given, your personal data will generally be processed for a period of 5 years or until such consent is withdrawn. In case you subscribe to commercial communications, we will process your personal data for a period of 5 years or until you have opted out of receiving further communications. You can easily express your objection using this [contact form](#).

We process the data collected through the user account or in any other similar way for the duration of the use of our services and usually for 3 years after cancellation. Thereafter, only basic identification data and information on the reason for which the user account was cancelled or data forming part of operational backups are usually stored for a reasonable period of time.

We store camera footage for 10 days as standard. If an illegal act occurs in the monitored area, we can contact the police and hand over the records to the relevant authority (police, court, etc.). In this case, the records are not deleted after 90 days, but for evidentiary reasons we keep them until the final conclusion of the case.

5. From what sources do we obtain personal data?

We usually obtain personal data directly from you through our website, e-shop or in direct communication with you. In most cases, we process personal data that you provide to us in the context of ordering goods or services, creating and using an account, or communicating with us, for example, on the customer service line. We also obtain personal data directly from you by monitoring your behaviour on our website and from messages from contact forms and chat rooms, and by CCTV footage of our branch. If we have approached you as a potential customer ourselves, we obtain your contact details from public company profiles and websites.

If you purchase finished goods from us or order a custom-made production, we may receive **additional information about your orders** from banks, our payment system partners, shipping partners, such as your account number, successful payment or delivery and acceptance of goods, in connection with the performance of the concluded purchase contract.

We may also obtain general personal data (name, surname, residence, all according to your personal settings) about you from www.facebook.com if you follow the Facebook profile <https://www.facebook.com/Plexiplast.cz/> or if you mark it as "Like".

6. Who Your Personaldata processes a to whom do we transfer it?

In most cases, we process your data for our own purposes as data controller. This means that we determine the above defined purposes for which we collect your personal data, determine the means of processing and are responsible for their proper implementation. We also transfer the data to our processors who process it according to our instructions.

We may also transfer your personal data to other entities in the role of controller, namely:

- in connection with the processing of your order to our partners who are specifically involved in this processing:
 - partners operating **payment systems** for the purpose of securing payment, especially in connection with card payments, in particular FIO banka, a.s., ID No.: 61858374, Prague 1, V Celnici 1028/10, Postal Code 11721; PayU S.A., ul. Grunwaldzka 182, 60-166 Poznań, Republic of Poland, NIP: 779-23-08-495;
 - **shipping partners** (if they deliver your order), in particular PPL s.r.o., ID No.: 25194798, Česká pošta, s.p., ID No.: 47114983, Direct Parcel Distribution CZ s. r. o., ID No.: 61329266, TOPTRANS EU, a.s., ID No.: 28202376,

- **government authorities:** in the event of enforcement of our rights, your personal data may be transferred to a third party (e.g. a lawyer). If we are required by law or a public authority (e.g. the Police of the Czech Republic) to transfer your personal data to them, we must do so.

We also use the services of other processors to process personal data, who only process personal data on our instructions and for the purposes described in the section **Why we process personal data and what entitles us to do so**. Such processors are:

- cloud service providers and other technology and support providers, such as Web4U s.r.o. Reg. No.: 28502787, Microsoft Ireland Operations Ltd., located at One Microsoft Place South County Business Park Leopardstown Dublin 18, D18 P521, Ireland under Office 365; ABRA, s.r.o Reg. No.: 25097563
- analytics service providers such as Google Ireland Limited (registration number: 368047), based at Gordon House, Barrow Street, Dublin 4, Ireland; the privacy policy of this company is available here:
<https://policies.google.com/technologies/ads>
- processors of external communications, especially chat tools, such as Zendesk, Inc., San Francisco, California, United States

7. Security of personal data

Your personal data is safe with us. To prevent unauthorised access and misuse of your personal data, we have put in place appropriate measures, both technical and organisational. We not only check the security regularly, but also continuously improve it. We strive to use security measures that provide sufficient security in light of the current state of technology.

All communication between your device and our web servers is encrypted. Login credentials are stored only as a hash and all your data is stored on servers in secure data centers with limited, carefully controlled and audited access. Operator computers that contain personal data related to current business cases (including email communications) are secured with individual credentials, and hard drives are encrypted. At the same time, we thoroughly train staff on the proper handling of personal data.

8. What rights you have in relation to the protection of your personal data

You have a number of rights in relation to your personal data. These include the right to access, rectification, erasure, restriction of processing, portability, objection and complaint. For requests related to individual rights, please use our single contact form at: <https://www.plexiplast.cz/kontaktni-formular-ouu.html>

8.1 Access

If you are not sure which personal data we process about you specifically, you can ask us to confirm whether or not the personal data concerning you is processed by us. If we are processing your personal data, you have the right to access that personal data, including information:

- What are the purposes of processing your personal data
- What are the categories of personal data concerned
- Who, apart from us, are the recipients of your personal data
- The planned period for which your personal data will be stored
- Information about the source of the personal data, unless we have obtained it from you

As part of your right of access, you can ask us for a copy of the personal data we process, and we will provide you with the first copy free of charge and subsequent copies at a charge.

8.2 Correction and completion

If you find that the personal data we process about you is inaccurate or incomplete, you have the right to have it corrected or completed. You can make this correction yourself in the "[My Account](#)" section if you have registered on our e-shop, or you can ask us to correct it via our unified communication form.

8.3 Delete

You can request that we delete your data. However, this right cannot be exercised in the case of documents that we are required by law to keep (e.g. invoices, complaint reports or credit notes). If we need your personal data to establish, exercise or defend our legal claims, your request may be refused (e.g. if we have a record of an outstanding claim against you or in the case of a pending claim).

In particular, you have the right to erasure in the following cases:

- a. The personal data are no longer necessary for the purposes for which they were processed
- b. You have withdrawn your consent on the basis of which the data was processed and there is no further legal basis for processing it

- c. Personal data are processed unlawfully
- d. The obligation to erase is laid down in a special legal regulation
- e. This is personal data of children under 16 years of age

8.4 Portability

You have the right to obtain from us your personal data that you have provided to us and that we process on the basis of your consent and for the performance of a contract. We will provide you with your personal data in a structured, machine-readable format. By default, we only provide data that we process automatically in our electronic databases.

8.5 Lodging an objection

We process some of your personal data on the basis of our legitimate interest (see the section of this policy entitled "We process personal data on these legal grounds"). If there are specific grounds on your side, you may object to the processing of this personal data.

8.6 Restrictions on processing

This right allows you in certain cases to request that your personal data is temporarily not subject to any further processing operations. We must restrict the processing of personal data when:

- you dispute the accuracy of the personal data before we agree what data is correct;
- we no longer need your personal data for the stated processing purposes but you require it for the establishment, exercise or defence of your legal claims, or
- object to processing (during the investigation period)

8.7 Filing a complaint

If you believe that we are processing your personal data unlawfully, you also have the right to lodge a complaint with the Office for Personal Data Protection. You can lodge a complaint against our processing of your personal data with the Office for Personal Data Protection.

This Privacy Policy, including its components, is valid and effective as of May 25, 2018 and is available electronically at <https://www.plexiplast.cz>.