

# **Personal Data Protection Policy**

The present Personal Data Protection Policy (hereinafter the “**Policy**”) describes the process of acquisition, use, and further processing of personal data collected through the web interface at [www.lasertech.cz](http://www.lasertech.cz) (hereinafter the “**Web Interface**”) or otherwise (for instance, by personal contact, e-mail, telephone, etc.).

## **Personal data controller:**

LASER-TECH, spol. s r. o., with headquarters at Vejdovského 1102/4a, CZ-77900 Olomouc, Czech Republic

Business ID No.: 43962963

VAT number: CZ43962963

The company is registered in the Czech Commercial Register maintained by the Regional Court in Ostrava, File C/2318.

## **Contact details of the personal data controller:**

Address for service: Vejdovského 1102/4a, CZ-77900 Olomouc, Czech Republic

Telephone number: (+420) 585 208 830

Contact e-mail address: [laser-tech@laser-tech.cz](mailto:laser-tech@laser-tech.cz)

**Personal data protection is very important to us. We hereby ask you to thoroughly familiarise yourself with this Policy, which contains relevant information on the processing of your personal data and on related rights and obligations.**

## **1. INTRODUCTORY PROVISIONS**

### **1.1 What regulations do we follow when processing personal data?**

When processing personal data, we proceed in accordance with the legislation of the Czech Republic and directly applicable European Union legislation, especially Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter the “**Regulation**”); Act No. 110/2019 Czech Law Coll., on personal data processing, as amended; and Act No. 480/2004 Czech Law Coll., on certain information society services and on changes to certain other laws, as amended.

### **1.2 What is personal data?**

Personal data denotes all information that identifies or could identify a specific individual. Personal data includes (but is not limited to):

- **Identification data**, such as name and surname, identification number (ID No.), VAT identification number, date of birth, sex, user name associated with the user account;
- **Contact details**, such as home address (or mailing address), telephone number, e-mail address;
- **Other information**, such as information collected through cookies, IP address (network identifier) including the type of browser, device and operating system, duration and number of accesses to the Web Interface, and other similar information.

### **1.3 What personal data do we process?**

We process your personal data, i.e. the personal data of customers and other business/contractual partners.

As regards the types of personal data processed, it depends on whether you communicate with us purely through the Web Interface, or by other means (personal contact, e-mail or otherwise).

Data collected through the Web Interface:

- 1) Name, surname, title;
- 2) E-mail address;
- 3) Telephone number;
- 4) Information retrieved via cookies (see below);
- 5) IP address (network identifier) including the type of browser, device and operating system, duration and number of accesses to the Web Interface (collected automatically).

You are required to provide the following personal data to us: 1), 2), 3).

If the customer is a legal entity and you are acting on its behalf, we also process the following data on you:

- 1) Name, surname, title;
- 2) Name of the business corporation you represent;
- 3) Function in the business corporation you represent.

The legal entity you represent is required to provide this data to us.

Data collected through other means (personal contact, e-mail or otherwise):

- 1) Name, surname, title;
- 2) Identification number (if you are an entrepreneur);
- 3) VAT identification number (if you are a VAT payer);
- 4) Date of birth;
- 5) Registered address;
- 6) Home address;
- 7) Mailing address;
- 8) Telephone number;
- 9) Fax number;
- 10) E-mail address;
- 11) Bank account number.

You are required to provide the following data to us:

1), 2) or 4) – depending on whether you act as an entrepreneur, or not; if you are not an entrepreneur and provide an advance payment, we will not process your date of birth (i.e. you are not required to provide it to us); 3) – only if you are a VAT payer; 5) or 6) – depends on whether you are acting as an entrepreneur, or not; 7) – only if different from the registered/home address; 8),10),11).

If the customer is a legal entity and you are acting on its behalf, we also process the following data on you:

- 1) Name, surname, title;
- 2) Name of the business corporation you represent;
- 3) Function in the business corporation you represent.

The legal entity you represent is required to provide this data to us.

Should you fail to provide to us any of the personal data specified above which you are required to provide, it will not be possible to conclude a contract with you.

## **2. COLLECTION AND USE OF PERSONAL DATA**

### **2.1 How do we collect your personal data?**

We collect personal data directly from you. **Please inform us of any and all changes to your personal data.**

Certain personal data may be collected and stored through cookies when visiting and using the Web Interface. For more information about cookies, see Article 5 of this Policy.

### **2.2 On what basis and for what purposes do we process your personal data?**

- Personal data entered **when requesting or ordering goods** may be processed by us, without your express consent, on the basis and for the purposes of **concluding and performing a contract**, i.e. for the purposes of supply of goods or provision of services. Furthermore, we may process this data on the basis and for the purposes of **fulfilling our legal obligations** (in particular, record-keeping obligations, archiving of VAT invoices, etc.) and on the basis of our legitimate interest for the purposes of **protecting ourselves against legal claims**. As regards e-mail addresses and telephone numbers, we process this personal data on the basis of our legitimate interest in order to facilitate or expedite communication.
- **Without your express consent, we are entitled** to use your e-mail address on the basis of our legitimate interest for **sending commercial communications regarding our goods similar to those you have requested from us**. You are entitled to opt out of receiving commercial communications from us at any time.
- If you give us your **consent** by confirmation on the Web Interface, your personal data entered via the Web Interface, especially that entered when completing an order or creating a user account, may be processed by us for the purposes of sending **commercial communications** and **direct marketing**, or for other purposes you have expressly accepted. If you are under 16 years old, such consent must be given by your legal guardian. If in doubt, we are entitled to demand proof of age from you.
- Personal data collected **via cookies** is processed by us based on your consent (which you give via the respective internet browser setup). Personal data collected via cookies is used by us for the purposes of **user support, improvement of our services including analysis of user behaviour, and marketing**.

**Use of your personal data for purposes other than for which it was collected must always be based on your consent.**

### **2.3 For how long do we use your data?**

Personal data entered when requesting or ordering goods is only used by us as long as necessary for the performance of the contract, fulfilment of legal duties, or protecting us against legal claims.

If you give us an express consent to the processing of personal data or if we use your e-mail address to send you commercial communications and/or to check and improve our service and our goods in accordance with the previous article, said data shall only be used throughout the operation of the Web Interface, on which we will offer services or goods similar to those provided to you.

## **3. YOUR RIGHTS RELATING TO PERSONAL DATA**

### **3.1 Right to withdraw consent to the processing of personal data**

If we process your personal data solely based on your consent (i.e. without any other legal grounds), you are entitled to withdraw your consent at any time.

You can withdraw your consent to the processing of personal data at any time:

- By sending an e-mail to our contact e-mail address;
- By calling to our contact telephone number;

- By a letter sent to our address for service;
- In case of commercial communications – in a manner specified in each e-mail that contains the commercial communication (i.e. by clicking on the unsubscribe link or otherwise).

The consent withdrawal is without prejudice to the lawfulness of data processing conducted up to the withdrawal of the consent to the processing.

### **3.2 Right to request access to personal data**

You are entitled to ask for information as to whether or not we process your personal data. If we process your data, you are entitled to access said personal data, especially the following information:

- Purpose of processing;
- Category of personal data processed;
- Recipients or categories of recipients of the personal data;
- Period for which the personal data will be stored;
- Existence of the right to request from us rectification or erasure of personal data, restriction of processing, or the right to object to the processing;
- Right to lodge a complaint with a supervisory authority;
- Any and all available information about the source of personal data.

We will provide you with a copy of the data processed at your request. We are entitled to charge you an administrative fee for further copies, which will not exceed the costs of execution and handover of such further copies.

### **3.3 Right to rectification**

If your personal data is inaccurate or incomplete, you are entitled to require immediate rectification, i.e. rectification of inaccurate data and/or completing of incomplete data.

### **3.4 Right to object to the processing**

You are entitled to object at any time to the processing of your personal data if the data is processed by us for the purposes of direct marketing including any automated processing of personal data. After your objection we will no longer process your personal data for these purposes.

You are entitled to object at any time to the processing of personal data you have provided for the purposes of our legitimate interest. We will no longer process this personal data unless we document serious reasons for the processing that outweigh your interests or rights and freedoms, or, if necessary, for the establishment, exercise, or defence of legal claims.

### **3.5 Right to erasure (“right to be forgotten”)**

You are entitled to demand from us erasure of your personal data, if:

- The personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
- You have withdrawn consent to the processing and there are no other grounds for the processing;
- You have objected to the processing of personal data;
- The personal data has been unlawfully processed;
- The personal data has to be erased due to our compliance with legal obligations;
- The personal data has been collected in relation to the offer of services referred to in Article 8(1) of the Regulation.

Where there are no legal grounds to refuse erasure, we are required to satisfy your request. The grounds for refusal of the right to erasure are as follows:

- The processing is necessary for exercising the right of freedom of expression and information;
- The processing is necessary for compliance with a legal obligation under valid legislation or for the performance of a task carried out in the public interest;
- For reasons of public interest in the area of public health;
- For archiving purposes in the public interest, scientific or historical research purposes or statistical purposes;
- For the establishment, exercise, or defence of legal claims.

### **3.6 Right to request restriction of the processing**

You are entitled to obtain from us restriction of the processing of your personal data, if:

- You contest the accuracy of your personal data;
- The processing is unlawful and you oppose the erasure of the personal data and request the restriction of its use instead;
- We no longer need your personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims;
- You object to the processing.

In case of restriction of the processing, we are only entitled to store your personal data; further processing is only possible with your consent, or for legitimate reasons.

If the processing of the personal data is restricted due to an objection against the processing, the restriction lasts throughout the period necessary for us to determine whether we are required to satisfy your objection.

If the processing of the personal data is restricted after its accuracy has been contested, the restriction lasts throughout the period necessary to verify the data's accuracy.

### **3.7 Right to data portability**

You are entitled to receive your personal data, as provided to us, in a structured, commonly used and machine-readable format and transmit said data to another controller of personal data.

### **3.8 How can you exercise your rights?**

You can exercise your rights regarding personal data via our contact details. All information and actions will be provided to you without undue delay.

We will accommodate you as much as possible in protecting your personal data. Should you be not satisfied with the settlement, you are entitled to refer to competent authorities, in particular, the Czech Office for Personal Data Protection (<http://www.uouu.cz>) that supervises personal data protection, or you are entitled to judicial protection. This stipulation is without prejudice to your right of directly referring your cause to the Office for Personal Data Protection.

If your domicile, place of employment, or place of the alleged breach of personal data protection is outside the Czech Republic in another European Union Member State, you are entitled to refer to the respective supervisory authority in that Member State.

### **3.9 What is the procedure in case of personal data breach?**

If it is likely that a certain case of the breach of your personal data will entail a high risk to your rights and freedoms (except cases where the stipulations of Art. 34 of the Regulation do not require this procedure), we are bound to report any and all personal data breaches to the Office for Personal Data Protection, **without undue delay, but at the latest within 72 hours after recognising the breach**. Should we fail to report the personal data breach within 72 hours, we are required to report the reasons for the delay to the Office for Personal Data Protection together with the delayed reporting. The rule regarding the reporting duty to the Office for Personal Data Protection is not

applied if it is unlikely that the personal data breach would entail a risk to your rights and freedoms. The report to the Office for Personal Data Protection must contain the elements specified in Art. 34 of the Regulation.

If it is likely that a certain case of breach of your personal data entails a high risk to your rights and freedoms (except cases where the stipulations of Art. 34 of the Regulation do not require this procedure), we are also bound to report this to you without undue delay. The report must specify any and all information stated in the Regulation and related legislation.

## **4. PERSONAL DATA MANAGEMENT AND PROCESSING**

### **4.1 Who processes your personal data?**

We are the personal data controller within the meaning of the Regulation.

Insofar as necessary for the performance of a contract or our legal duties, we are entitled to submit your personal data to other entities participating in the performance of the contract (such as forwarders) and to other entities who assist us in performing our duties or defending our rights and legitimate interests (administrator and provider of our web presentation, information system administrator, accountant, legal adviser, public authorities, etc.). We will inform you about the specific processors of your personal data based on your inquiry. Your personal data will not be transferred to states outside the European Union, unless it is necessary for the performance of the contract or for other reasons in accordance with the rules for such transfers as stipulated in the Regulation.

### **4.2 How do we process personal data?**

Personal data as well as other data acquired is fully protected against any misuse. Personal data will be processed in electronic form by automated means or in printed form by non-automated means.

## **5. COOKIES**

### **5.1 What are cookies?**

Cookies are text files stored in a computer or another electronic device of each visitor to the Web Interface, which allow the functioning of the Web Interface.

Not all cookies collect personal data; some of them only allow proper functioning of the Web Interface. The use of cookies may be refused in the respective internet browser setup.

Please note that by disabling cookies, it cannot be excluded that you will not be able to fully use all functions of the Web Interface.

### **5.2 Which cookies and for what reasons are they used by the Web Interface?**

The Web Interface uses session (temporary) cookies which are deleted automatically after leaving the Web Interface. The Web Interface also uses persistent cookies which remain in your device until you delete them.

Cookies used by the Web Interface are as follows:

- **First-party cookies** – these cookies are allocated to our website domain; they are strictly necessary cookies and performance cookies, either temporary, or persistent;
  - **strictly necessary cookies** allow navigation within the Web Interface and the use of basic functions; they do not identify you and do not contain personal data;
  - **performance cookies** serve for analysing the use of the Web Interface (sessions per user, session duration, etc.); data acquired by these cookies is anonymous;

- **Third-party cookies** – these cookies are allocated to a domain different from our website domain even if you browse our website; they allow us to analyse our website and display customised advertising for you; they are functionality cookies and targeting and advertising cookies;
  - **functionality cookies** personalise the content by remembering the login information, geolocation, etc.; personal data is likely to be acquired and processed through them;
  - **targeting and advertising cookies** serve to display targeted advertising on as well as outside the Web Interface; personal data is likely to be acquired and processed through them. Information about how you use our website is gathered through the Google Analytics service.

### **5.3 Services using cookies**

The Web Interface uses the Google Analytics and the Google Ads services provided by Google LLC (hereinafter “**Google**”), the Facebook Pixel service provided by Facebook Inc., and the Sklik service provided by Seznam.cz, a. s. Said services use information gathered through cookies.

If you are interested in how Google uses data gathered from us and how to adjust or disable the processing, you can enter the following link into the search engine: Jak Google používá informace z webu nebo aplikací, které používají naše služby (How Google uses information shared by the website or applications used by our services).

**This Policy is valid and in effect as of 1 May 2018.**