

# Data Protection Policy of Agdata s.r.o.



Agdata s.r.o. with registered office at Nové sady 988/2, Brno 602 00, VAT ID: CZ05171750. File No. C 93930 maintained at the Regional Court in Brno (hereinafter referred to as Agdata).

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## 1. Basic provisions

1. The controller of personal data pursuant to Article 4, point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter: "GDPR") is Agdata s.r.o., VAT ID: CZ05171750, with its registered office at Nové sady 988/2, Brno, 602 00, Czech Republic (hereinafter: "Controller").

2. The contact details of the controller are:  
address: Agdata s.r.o., Bechyňovo nám. 7, Přebyslav 582 22, Czech Republic  
email: [info@agdata.cz](mailto:info@agdata.cz)  
phone: +420 564 571 859

3. Personal data means any information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

4. The controller has not appointed a data protection officer.

## 2. Sources and categories of personal data processed

1. The controller processes personal data that you have provided to the controller or personal data that the controller has obtained as a result of the fulfilment of your order or by visiting or using the websites [www.agdata.cz](http://www.agdata.cz) and [www.agdatasmart.com](http://www.agdatasmart.com).

2. The controller processes your identification and contact data and data necessary for the performance of the contract.

## 3. Lawful basis and purpose of processing personal data

1. The lawful reason for processing personal data is

- performance of the contract between you and the controller pursuant to Article 6(1)(b) GDPR,
- the legitimate interest of the controller in providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6(1)(f) GDPR,
- your consent to processing for the purpose of providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6(1)(a) GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on certain information society services, in the absence of an order for goods or services.

2. The purpose of the processing of personal data is

- processing your order and exercising the rights and obligations arising from the contractual relationship between you and the controller; when placing an order, personal data are required that are necessary for the successful processing of the order (name and address, contact), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data, it is not possible to conclude the contract or its performance by the controller,
- sending commercial communications and other marketing activities.

3. There is no automatic individual decision-making by the controller within the meaning of Article 22 GDPR.

#### **4. Data retention period**

1. The controller shall store personal data

- for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the controller and to assert claims arising from this contractual relationship (for 15 years from the termination of the contractual relationship),
- for the period until consent to the processing of personal data for marketing purposes is withdrawn, but no longer than 20 years if the personal data is processed on the basis of consent.

2. After the expiry of the retention period, the controller shall delete the personal data.

#### **5. Recipients of personal data (subcontractors of the controller)**

1. The recipients of personal data are persons

- involved in the delivery of goods / services / making payments under the contract,
- involved in the operation of the services,
- providing marketing services.

2. The controller intends to transfer the personal data to a third country (non-EU country) or an international organisation. Recipients of personal data in third countries are mailing service providers / cloud service providers.

#### **6. Your rights**

1. Under the terms of the GDPR, you have

- the right to access your personal data in accordance with Article 15 of the GDPR,
- the right to rectification of your personal data pursuant to Article 16 GDPR or restriction of processing pursuant to Article 18 GDPR,
- the right to erasure of personal data pursuant to Article 17 GDPR,
- the right to object to processing pursuant to Article 21 GDPR,
- the right to data portability pursuant to Article 20 GDPR,
- the right to withdraw consent to processing in writing or electronically to the address or email of the controller indicated in Article 1 of this Data Protection Policy.

2. You also have the right to file a complaint with the Office for Personal Data Protection if you believe that your right to personal data protection has been violated.

#### **7. Personal data security conditions**

1. The controller declares that it has taken all appropriate technical and organisational measures to safeguard personal data.

2. The controller has taken technical measures to secure data storage and storage of personal data in paper

form, in particular secure storage of backups, secure access passwords and private keys, storage of data in 24-hour secure data centres.

3. The controller declares that only persons authorised by the controller have access to personal data.

## **8. Final provisions**

1. By submitting an order or registering at [www.agdata.cz](http://www.agdata.cz) or [www.agdatasmart.com](http://www.agdatasmart.com), you confirm that you are aware of the Data Protection Policy and that you accept it in its entirety.

2. You agree to this Data Protection Policy by ticking the consent box via the online form. By ticking the consent box, you confirm that you have read and accept the Data Protection Policy in its entirety.

3. The controller is entitled to change this Data Protection Policy. It will publish the new version of the Policy on its website or send you a new version of the Policy to the email address you have provided to the controller.

These terms will take effect on 1 January 2020.