

Personal Data Protection Policy

I. Fundamental Provisions

1. The Personal Data Protection Policy was prepared by the Personal Data Controller (hereinafter referred to as the 'Controller') for purposes of performing the obligation to inform the Users (hereinafter referred to as the 'Data Subject'), as the personal data subjects, about the circumstances of processing of their personal data in line with the provisions of Article 13 of the Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016, the General Data Protection Regulation.

II. Terms and Definitions

1. Regulation – Regulation (EU) No 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, and repealing Directive 95/46/EC.

2. Personal data – information about the identified or identifiable natural person, provided such natural person can be, directly or indirectly, identified based on such data provided.

3. Controller – Merz s.r.o., U Siroťčince 353/7, 46001 Liberec, Company Registration No: 40232433, means the personal data controller which determines the purposes and means of the personal data processing.

4. Website – the following website: www.merz.cz.

5. Data Subject – a natural person that can be, directly or indirectly, identified based on personal data.

6. User – a natural person using the website and that is a personal data subject in terms of the Regulation.

7. Processor – a company that processes the personal data for the Controller.

8. Operator – the Controller in the given case.

III. Information about Personal Data Processing Functions

1. Cookies

1.1. The website system uses third party analytical and marketing tools that evaluate the User's behaviour and actions on the website using small data files known as 'cookies'. The purpose of using these tools is to analyse the use of the website by the User, which the Controller does in order to improve the User's comfort when using the website.

1.2. Technically, operation of the tools used is done through the use of cookies, which the User's device accepts. Refusing the given tool means refusing the cookie used by the tool.

1.3. Use of cookies can be set in the internet browser. Most internet browsers' default settings are to accept cookies. Within their internet browser, the User can refuse cookies or set the use of only some of them.

1.4. The legal ground for processing is the Controller's legitimate interest in analytical or statistical evaluation of the website's operations.

1.5. The cookie processing period is the entire period that the cookie is stored in the User's computer until it is removed or its validity ends.

1.6. The internal recipients of the personal data are the Controller's employees. External recipients of the personal data are external providers of marketing and analytical tools, operating as personal data processors.

2. Enquiry, Contact Forms

2.1 In the form, by ticking 'I agree to the personal data processing.', the User confirms that they are aware of voluntarily giving consent to the personal data processing, in particular:

- in the scope of any and all information entered in the form (which means email, first name, last name, telephone, etc.);
- for purposes of the Controller's marketing activities, including distribution of commercial notices solely related to the Controller's services or products;
 - for the period strictly necessary, though not more than 2 years as of the dispatch date;
- the User is aware of the fact that their consent to the personal data storage and processing granted in line with the Personal Data Protection Act and the Act on certain services of information company is purely voluntary and can be withdrawn at any time as per Article IV of this Personal Data Protection Policy, whereas the consent withdrawal shall be submitted to the Controller in writing.

3. Registration and Administration of User Accounts for Purposes of Provision of Services, Sales of Goods, Technical Support, and Authentication of Users' Identities

3.1. The User's personal data sent to the Controller electronically upon registration and placement of a purchase order shall be processed solely for the purposes of concluding and performing the purchase contract, which shall also include the settlement of any claims by the User arising from defective performance of the contract, as well as technical support for the User, including authenticating the User's identity.

3.2. Therefore the legal grounds for processing the User's personal data include performance of the purchase contract concluded by the User in placing the purchase order, as well as performance of the Controller's statutory obligations as per the statutory regulations of the Czech Republic stipulating the rights and obligations related to consumer protection and conduct of accounting procedures.

3.3. The reason for providing the User's personal data to the Controller is to identify the parties, which is required for concluding and performing the purchase contract.

3.4. The Controller processes the User's personal data for the duration of the contractual relationship with the User, i.e. for the duration of its user account. Upon termination of the User account, the data shall be processed only for the period, for which the Controller has the obligation by law to store such data in line with the applicable statutory regulations, i.e. for a period of at least 10 years as per the Value Added Tax Act and least for 5 years as per the Accounting Act.

IV.

Instructions for the Data Subject

1. The Data Subject is entitled to:

- request from the Controller access to their personal data,
- raise an objection against processing,
- rectification of their personal data,
- erasure of their personal data,
- restriction of the processing of their personal data,
- portability of the data to another controller,
- file a complaint at the Personal Data Protection Office should they believe that the Controller is processing personal data inconsistently with the Regulation.

V.

Personal Data Processing Specifications

1. The Controller is authorised to process Users' personal data through its authorised employees or through a provider in the position of personal data Processor.

2. The personal data is processed in the form of electronic databases in secure data storage.

3. During the processing the Data Subject's personal data, there is no automated decision-making or profiling that would have any legal consequences for the Users.
4. The operator does not provide Users' personal data to third countries or to international organisations.

VI. Final Provisions

1. By continuing to use the website, the Data Subject expresses their free, informed, and unambiguous demonstration of will, confirming that they are aware of the personal data processing according to this Personal Data Protection Policy and that they have been instructed on and informed about the personal data processing in a right and proper manner.
2. The Controller is entitled to unilaterally amend this Personal Data Protection Policy according to the valid legislation, whereas the Data Subject expresses its consent to such entitlement by using the website.
3. The Personal Data Protection Policy is released in an electronic form and is available on the website.

This Personal Data Protection Policy takes effect on 25 May 2018.