

INFORMATION ON THE PROCESSING AND PROTECTION OF PERSONAL DATA INFORMATION ON COOKIES

INTRODUCTORY INFORMATION

Please pay attention to the following document, through which we provide you with information about the processing of your personal data and the rights related to the processing of your personal data in the context of our activities, i.e. in connection with the service provided to you. Any processing of personal data is governed by applicable legislation, in particular Act No. 110/2019 Coll., on the processing of personal data and Regulation No. 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 referred to as

"General Data Protection Regulation"). In accordance with the provisions of Article 13 et seq. of the General Data Protection Regulation, we provide the following information to you as so-called data subjects. This document is public and serves to inform you properly about the scope, purpose, duration of the processing of personal data and to inform you about your rights in relation to the protection of personal data.

WHO IS THE DATA CONTROLLER?

The data controller is the company

Akari Tech s.r.o., ID No.: 17754666, Nad Panenskou 523/3, Střešovice, 169 00 Prague 6, registered in the Commercial Register maintained by the Municipal Court in Prague, under file no.: C 375549 (hereinafter referred to as the "Personal Data Controller").

WHAT PERSONAL DATA?

Personal data is any information relating to an identified or identifiable natural person (human being) on the basis of which a specific natural person can be directly or indirectly identified. Thus, personal data includes a wide range of information such as name, gender, age and date of birth, personal status, photograph (or any representation of likeness), birth number, place of residence, telephone number, e-mail, health insurance data, nationality, health data (physical and mental), but also fingerprint, signature or IP addresses.

ON WHAT BASIS CAN WE PROCESS YOUR PERSONAL DATA?

Processing is lawful only if at least one of these conditions is met and only to the extent applicable:

- a. the data subject has given consent to the processing of his or her personal data for one or more specific purposes;

- b. the processing is necessary for the performance of a contract to which the data subject is a party or for the implementation of measures taken prior to the conclusion of the contract at the request of the data subject;
- c. the processing is necessary for compliance with a legal obligation to which the controller is subject;
- d. the processing is necessary to protect the vital interests of the data subject or another natural person;
- e. the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- f. the processing is necessary for the purposes of the legitimate interests of the controller or third party concerned, except where those interests are overridden by the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data, in particular where the data subject is a child.

SCOPE OF PROCESSING OF PERSONAL DATA

We process the following personal data:

Identification data, which primarily means first and last name, username and password, ID number and VAT number, or function in the organisation you represent, which is registered with us as a legal entity;

Contact data - which means personal data that enables us to contact you, in particular your telephone number, email address, delivery address and billing address;

Data on ordered services and products, which are mainly data on purchased goods or services. We also process information regarding payment details, payment account numbers, data on complaints, service repairs;

We collect CCTV footage that may capture you based on our legitimate interest (without your consent) in order to protect our property, your property and persons in and around the store.

Data about your behaviour on the website, including data about the device from which you view our website, such as IP address and its derived location, device identification, its technical parameters. In addition, data obtained from cookies and similar device identification technologies.

Data related to the use of the call centre or a visit to our premises, in particular records of incoming telephone numbers, identification of messages you send, incl. Identifiers, such as IP addresses, recordings of CCTV systems in the branches.

PURPOSE OF PROCESSING PERSONAL DATA

Within the scope of its activities, the personal data controller processes and stores the personal data of the data subject for the following purposes under the conditions and within the limits set by the applicable legislation, in particular in accordance with the provisions of Article 6(1)(b) of the General Data Protection Regulation:

- the implementation of the legal relationship with the data subject as the buyer and the data controller as the seller for the purpose of processing orders from the online store operated by the data controller on the website www.irmagard.com, including the delivery of goods and the resolution of rights from liability for defects or the implementation of measures by the controller before the conclusion of such a contract and the performance of related public law obligations by the controller.
- sending you an update on the personal data controller's offer, or contacting you back when personal communication and marketing purposes are necessary.

PERIOD OF PROCESSING OF PERSONAL DATA

The personal data will be processed by the data controller for the time necessary to ensure mutual rights and obligations arising from legal relations, as follows:

- the legal relationship with the data subject as the buyer and the data controller as the seller for the purpose of ordering items from the online shop operated by the data controller on the website **www.irmagard.com** for the time necessary to fulfill the purpose of the legal transaction, as well as for the possible settlement of a claim for defective performance;
- for the purpose of sending the current offer of the personal data controller, or contact back for necessary personal communication and marketing purposes for a maximum of 5 years.

FURTHER INFORMATION ON THE PROCESSING OF PERSONAL DATA

The personal data of the data subject are processed automatically in electronic form. The processed personal data will not be disclosed to third parties.

INFORMATION ON THE RIGHTS OF DATA SUBJECTS

The data subject has the right to request the Controller to provide information about the processing of his/her personal data.

The data subject shall have the right to have inaccurate personal data concerning him or her rectified by the controller without undue delay. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by providing an additional declaration.

The data subject shall have the right to have the controller erase the personal data concerning the data subject without undue delay and the controller shall be obliged to erase the personal data without undue delay if one of the grounds set out in the General Data Protection Regulation applies.

The data subject has the right to have the controller restrict the processing of personal data in the cases provided for in the General Data Protection Regulation.

The data subject has the right to object to the processing of personal data concerning him or her if the Controller processes personal data on the following grounds:

- the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller,
- the processing is necessary for the purposes of the legitimate interests of the data controller or a third party,
- for direct marketing purposes;
- for scientific or historical research or statistical purposes.

The data subject shall have the right to obtain the personal data concerning him or her which he or she has provided to the controller in a structured, commonly used and machine-readable format and to transmit those data to another controller, without hindrance from the controller, in the cases provided for in the General Data Protection Regulation.

If the processing of personal data is based on consent to the processing of personal data provided by the data subject, the data subject has the right to withdraw this consent at any time.

If the data subject considers that there has been a breach of the law in relation to the protection of his or her personal data, he or she has the right to lodge a complaint with a supervisory authority. The supervisory authority in the Czech Republic is the Office for Personal Data Protection.

INFORMATION ABOUT COOKIES

Cookies are small text files that are stored on your computer. They are stored by your internet browser at the request of the individual websites you are viewing. Websites can request the contents of the file back. They can tell which pages you have visited before, if you have something in your basket or if you are logged in. Cookies are necessary for the proper functioning of most websites on the internet.

You can look at cookies on our website according to their validity period or purpose.

Validity:

- short-term cookies - valid for the duration of your visit and expire a few minutes after you leave our website. They help the basic functions of our website.
- long-term cookies - valid for several days or months. They make it easier to set up our website and, when you return, help you to log in or be reminded of our website's offerings in other websites' advertising areas.

Technical cookies: technical cookies are necessary for the proper functioning of the website and all the functions it offers. These cookies ensure that products are stored in the shopping cart, that the list of favourites is displayed, that the filters work properly, or that you log in. Without these cookies, the website will not function properly and they are enabled by default and cannot be disabled. These cookies do not store any personally identifiable information.

We divide **marketing cookies** into three subtypes. These are analytical cookies, personalised cookies and advertising cookies. These cookies help us to optimise our offer

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Personalised cookies: we use personalised cookies to tailor our store to the needs and interests of our customers to provide a better shopping experience for you. With personalised cookies we can tailor our offer to you.

By using personalised cookies, you will avoid irrelevant product recommendations or unhelpful special offers.

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The processing time of each type of cookie or its expiration varies and changes over time. You can find it in your browser settings.

CONTACT DETAILS OF THE ADMINISTRATOR

The controller shall inform the data subject of the following contact details to enable the data subject to contact the controller:

- the Administrator may be contacted in writing at the address of the Administrator's registered office listed above;
- The administrator can be contacted in writing via the email address: hey@irmagard.com;
- The administrator can be contacted by phone +420 737 410 489.