

Privacy Policy

I.

Basic Provisions

The controller of personal data under Article 4 point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) is Edita Kirkby, ID No. 72405724, with registered office at Bystrc 2111, Brno, 63500, CZ (hereinafter referred to as the “controller”).

Contact details of the controller:

Email: edita@kirkby.cz

Phone: +420 774 534 417

Personal data means any information about an identified or identifiable natural person. An identifiable natural person is one who can be identified directly or indirectly, particularly by reference to an identifier such as a name, identification number, location data, online identifier, or one or more specific factors related to physical, physiological, genetic, mental, economic, cultural, or social identity.

The controller has not appointed a data protection officer.

II.

Sources and Categories of Processed Personal Data

The controller processes personal data provided by you or personal data obtained in connection with fulfilling your order.

The controller processes your identification and contact details and the data necessary for fulfilling the contract.

III.

Legal Grounds and Purpose of Personal Data Processing

The legal grounds for processing personal data are:

- performance of a contract between you and the controller under Article 6(1)(b) GDPR,

- the legitimate interest of the controller in providing direct marketing (especially sending commercial messages and newsletters) under Article 6(1)(f) GDPR,
- your consent to data processing for the purposes of direct marketing (especially for sending commercial messages and newsletters) under Article 6(1)(a) GDPR in conjunction with § 7(2) of Act No. 480/2004 Coll., on Certain Information Society Services, if no order for goods or services has been placed.

The purpose of processing personal data is:

- to process your order and exercise the rights and obligations arising from the contractual relationship between you and the controller. When placing an order, personal data required for successful completion (name, address, contact details) are requested. Providing this personal data is a necessary requirement for entering into and fulfilling the contract; without this data, the contract cannot be concluded or fulfilled by the controller.
- to send commercial communications and conduct other marketing activities.

No automatic individual decision-making within the meaning of Article 22 GDPR takes place on the part of the controller. You have given your explicit consent for such processing.

IV.

Data Retention Period

The controller retains 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 under these contractual relationships (for 15 years after the end of the contractual relationship),
- until the consent to processing for marketing purposes is revoked, or for a maximum period of 10 years, if the personal data is processed based on consent.

After the data retention period expires, the controller will delete the personal data.

V.

Recipients of Personal Data (Controller's Subcontractors)

Recipients of personal data may include persons:

- involved in the delivery of goods/services or payment processing based on the contract,
- ensuring the operation of services,
- providing marketing services.

The controller does not intend to transfer personal data to a third country (outside the EU) or an international organization. Recipients of personal data in third countries may include providers of mailing or cloud services.

VI.

Your Rights

Under the GDPR, you have the following rights:

- the right to access your personal data under Article 15 GDPR,
- the right to rectify personal data under Article 16 GDPR or restrict processing under Article 18 GDPR,
- the right to erase personal data under Article 17 GDPR,
- the right to object to processing under Article 21 GDPR,
- the right to data portability under Article 20 GDPR,
- the right to withdraw consent in writing or electronically via the contact details provided in Section I of this policy.

You also have the right to lodge a complaint with the Data Protection Authority if you believe your rights regarding personal data protection have been violated.

VII.

Personal Data Security

The controller declares that they have taken all appropriate technical and organizational measures to secure personal data.

The controller has implemented technical measures to secure data repositories and physical documents.

The controller declares that access to personal data is granted only to authorized persons.

VIII.

Final Provisions

By submitting a message via the website's contact/order form, you confirm that you are familiar with the privacy policy and fully accept it.

By ticking the consent box on the website form, you confirm that you have read and accepted this privacy policy.

The controller reserves the right to amend this privacy policy. A new version will be published on the website or sent to your email address if provided.

This privacy policy is effective from 1 January 2025.