

# **PRIVACY POLICY**

## **I. Basic Provisions**

The controller of personal data pursuant to Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation, "GDPR") is Mgr. Jiří Kučík, ID No. 05845858, with registered office at Břestek 383, 687 08 (hereinafter referred to as the "controller").

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

**Address:** Břestek 383, 687 08, Czech Republic

**Email:** info@yorge.com

**Phone:** +420 739 649 049

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

The controller has not appointed a data protection officer.

## **II. Sources and Categories of Personal Data Processed**

The controller processes personal data that you have provided or that the controller has obtained based on the fulfillment of your order.

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

### **III. Legal Grounds and Purpose of Processing**

**The legal grounds for processing personal data are:**

- performance of a contract between you and the controller pursuant to Article 6(1)(b) GDPR;
- the legitimate interest of the controller in providing direct marketing (especially for sending commercial messages and newsletters) pursuant to Article 6(1)(f) GDPR;
- your consent to processing for the purposes of direct marketing pursuant to Article 6(1)(a) GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on certain services of the information society, in the event that no order was placed.

**The purpose of processing personal data is:**

- processing your order and fulfilling the contract;
- sending commercial communications and conducting marketing activities.

The controller does not engage in automated individual decision-making or profiling within the meaning of Article 22 GDPR.

### **IV. Data Retention Period**

**The controller retains personal data:**

- for the period necessary to fulfill the contract and assert claims arising from it (maximum 15 years);
- for the duration of the consent to processing (maximum 5 years).

After the expiration of these periods, personal data will be deleted.

## **V. Recipients of Personal Data (Subcontractors)**

Recipients of personal data include:

- persons involved in the fulfillment of the contract and service operation;
- providers of marketing and cloud services;
- providers of mailing services (including outside the EU).

The controller does not intend to transfer personal data outside the EU except in the context of standard cooperation with service providers (e.g. newsletter platforms).

## **VI. Your Rights**

**Under the GDPR, you have:**

- the right to access your personal data (Art. 15);
- the right to rectification (Art. 16) or restriction of processing (Art. 18);
- the right to erasure (Art. 17);
- the right to object to processing (Art. 21);
- the right to data portability (Art. 20);
- the right to withdraw consent at any time by email or post.

You also have the right to lodge a complaint with the Office for Personal Data Protection if you believe your rights have been violated.

## **VII. Data Security**

The controller has taken appropriate technical and organizational measures to secure personal data:

- protection of data and physical storage (passwords, backups, antivirus);
- access to data is granted only to authorized persons.

## **VIII. Final Provisions**

By submitting a form or placing an order, you confirm that you have read and accept these privacy terms in full.

The controller may amend these terms; the new version will be published on the website or sent to your email address.

These terms are effective from 2 February 2024.