

Privacy Policy

I. Basic provisions

1. RUTEX CZ, s.r.o., ID 27683168, with its registered office at Komenského 2877, 688 01 Uherský Brod, (furthermore just “**controller**”) pursuant to Article 4(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 (furthermore just “**GDPR**”).
2. Contact details of the controller are:
 - o address: Komenského 2877, 688 01 Uherský Brod
 - o e-mail: obchod@rutexcz.cz
 - o +420 725 532 691
3. Personal data includes any and all information about an identified or identifiable natural person; an identifiable natural person is any natural person that can be directly or indirectly identified, mainly by using an identifier, such as name, ID number, location data, network identifier or any and all specific identifiers in the physical, physiological, genetic, psychological, economic, cultural or social identity of a given natural person.
4. The controller has not appointed a data protection officer.

II. Sources and categories of processed personal data

1. The controller processes personal data that is either provided by you or that the controller has obtained as a result of the completion of your order.
2. The controller processes your identification and contact data, as well as all data necessary for the completion of the contract.

III. Legal reasons and purpose of processing personal data

1. The legal reasons for processing personal data are:
 - completion of the contract between you and the controller pursuant to Article 6(1)(b) of the GDPR,
 - the controller’s legitimate interest in providing direct marketing (especially for the sending of commercial communications and newsletters) pursuant to Article 6(1)(f) of the GDPR,
 - Your consent to processing of data for the purpose of providing direct marketing (especially for the sending of commercial communications and newsletters) pursuant to Article 6(1)(a) of the GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on certain information society services in case that no order for goods or services has been placed.

2. The purpose of the processing of personal data is:
 - The completion of your order and the exercise of the rights and obligations arising from the contract between you and the controller; personal data required when placing an order (name, address, contact details) are necessary for a successful processing of the order, the provision of personal data is a necessary requirement for the completion of the contract, without the provision of personal data, it is not possible to complete the contract by the controller,
 - Sending commercial communications and other marketing activities.
3. There is no automatic individual decision-making by the controller pursuant to Article 22 of the GDPR. You have given your explicit consent to such processing.

IV. Data retention period

1. The controller stores personal data
 - for the period necessary to exercise the rights and obligations arising from the contract between you and the controller, as well as the claims arising from this contract (15 years from the termination of the contract).
 - until the consent to the processing of personal data for marketing purposes is withdrawn.
2. After the retention period expires, the personal data shall be deleted by the controller.

V. Recipients of personal data (subcontractors of the controller)

1. Recipients of personal data are:
 - involved in the delivery of goods/services/making payments under the contract,
 - involved in the operation of services,
 - providing marketing services.
2. The controller does not intend to transfer personal data to a third country (non-EU country) or an international organization. The recipients of personal data in third countries are mailing and cloud service providers.

VI. Your rights

1. Under the terms and conditions of the GDPR, you have
 - the right of access to your personal data pursuant to Article 15 of the GDPR,
 - the right to rectify personal data or to restrict the processing of personal data pursuant to Article 16 and Article 18 of the GDPR respectively.
 - the right to delete personal data pursuant to Article 17 of the GDPR.
 - the right to object to processing of personal data pursuant to Article 21 of the GDPR.

- the right to transfer data pursuant to Article 20 of the GDPR.
 - the right to withdraw consent to processing, either in writing or electronically to the address or email of the controller specified in Section III of the Privacy 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.

VII. Personal data security terms and conditions

1. The controller has taken all appropriate technical and organizational measures to ensure the security of personal data.
2. The controller has taken technical measures to secure data storage and storage of personal data in paper form, in particular through the use of antivirus programs, secure storage of backups, secure passwords, etc.
3. The controller declares that personal data can only be accessed by persons authorized by the controller.

VIII. Final provisions

1. By submitting an order from the online order form, you confirm that you are aware of the privacy policy and that you accept it in its entirety.
2. You agree to these terms and conditions by checking the consent box via the online form. By checking the consent form, you confirm that you are aware of the privacy policy and that you accept it in its entirety.
3. The Privacy Policy is subject to change. The controller will publish a new version of the Privacy Policy on its website or send you a new version of the Privacy Policy to the email address you have provided to the controller.

The Privacy Policy shall take effect on 1 August 2022