

Privacy policy of the e-shop cementum.cz

1. Cementum, s.r.o., with its registered office at Slunečná 1279/27, 664 91 Ivančice, ID 09916920 registered at the Regional Court in Brno, Section C, Insert 121620 (hereinafter referred to as the "**Seller**" or "**Controller**") processes within the meaning 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 and repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as the "Regulation"), the following personal data:
 - name, surname
 - e-mail address
 - telephone number
 - address/registered office
2. The above personal data must be processed for the handling of orders and further performance of the contract if a purchase contract is concluded between you and the seller. Such processing of personal data is permitted by Article 6(1)(b) Regulation – processing is necessary for the performance of a contract.

The Seller also processes these data for the purpose of recording the contract and possible future application and defense of the rights and obligations of the parties. The storage and processing of personal data is for the above purpose for a period of 10 years from the implementation of the last part of the performance under the contract, unless another legal regulation requires the preservation of contractual documentation for a longer period. Such processing is possible on the basis of Article 6 (1) (c) and (f) of the Regulation – the processing is necessary for the fulfilment of a legal obligation and for the purposes of the legitimate interests of the controller.

3. News and other commercial communications may be sent to the buyer's e-mail address or telephone number, this procedure is allowed by § 7 par. 3 of Act No. 480/2004 Coll., on Information Society Services, unless the buyer refuses it. These communications can be unsubscribed at any time – for example, by sending an e-mail or clicking on a link in a commercial message.

4. We determine your satisfaction with your purchase through e-mail questionnaires within the Verified by Customers program, in which our e-shop is involved. We send them to you every time you make a purchase from us, if within the meaning of § 7 para. 3 of Act No. 480/2004 Coll. on Certain Information Society Services, you will not refuse to send them. We process personal data for the purpose of sending questionnaires within the Verified by Customers program on the basis of our legitimate interest, which consists in determining your satisfaction with your purchase with us. To send questionnaires, evaluate your feedback and analyze our market position, we use a processor, which is the operator of the Heureka.cz portal; for these purposes, we may pass on information about the purchased goods and your e-mail address. Your personal data is not passed on to any third party for its own purposes when sending e-mail questionnaires. You can object to the sending of e-mail questionnaires within the Verified by Customers program at any time by rejecting further questionnaires using the link in the questionnaire e-mail. If you object, we will no longer send you the questionnaire.

5. The processing of personal data is carried out by Cementum, s.r.o., i.e. the personal data controller. Personal data for this controller is also processed by processors:
 - a) Service Provider, operated by Esmedia, s.r.o., with its registered office at Krapkova 1159/3, 779 00 Olomouc;Personal data will not be transferred to third countries outside the EU.

6. The administrator does not have a so-called DPO. The Administrator can be contacted at the e-mail address info@cementum.cz

7. The personal data controller, as the operator of the cementum.cz website, uses cookies on this website.

Cookies are short text files that a website stores on a visitor's computer and that are provided by the internet browser each time the user returns to the site. Standard web browsers (Internet Explorer, Mozilla Firefox, Google Chrome, etc.) support cookie management. Within the browser settings, you can manually delete, block or completely disable the use of individual cookies, they can also be blocked or allowed only for individual websites. For more detailed information, please use your browser's help. If your browser allows the use of cookies, we will assume that you agree to the use of cookies by our server and the cookies of our processors.

Cookies that are used here for the purpose of:

- measuring website traffic and creating statistics regarding traffic and visitor behaviour on the website;
 - Basic functionalities of the website.
- The collection of cookies for the purposes mentioned above may be considered as the processing of personal data. Such processing is possible on the basis of a legal reason - the legitimate interest of the controller, and is permitted by Article 6 para. 1 point. (f) Regulation.
 - Cookies that are collected for the purpose of measuring website traffic and creating statistics regarding traffic and visitor behaviour on the website are assessed in the form of a collective whole and in an anonymous form that does not allow the identification of an individual.
 - Collected cookies may be processed by other processors:
 - Provider of Google Analytics, operated by Google Inc., located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA;

8. Please note that under the Regulation you have the right to:

- cancel the sending of commercial communications at any time,
- to object to processing on the basis of the legitimate interest of the controller,
- request information from us about what personal data we process about you,
- request access to this data from us and have it updated or corrected, or request restriction of processing,
- request the deletion of these personal data from us, we will carry out the deletion unless it is contrary to applicable law or the legitimate interests of the controller,
- to data portability, if it is an automated processing based on consent or due to the performance of a contract,
- request a copy of the processed personal data,
- effective judicial protection if you consider that your rights under the Regulation have been infringed as a result of the processing of your personal data in contravention of this Regulation;
- file a complaint with the Office for Personal Data Protection.

