



PRIVACY POLICY

ARTGLASS Ltd. is responsible for the protection and security of your personal data that you entrust to us when purchasing our products or visiting our website.

ARTGLASS Ltd. protects your personal data in accordance with the Regulation (EU) 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 (General Data Protection Regulation) (hereinafter referred to as "GDPR") and in accordance with relevant national legislation on the protection of personal data.

1. PERSONAL DATA CONTROLLER

Personal Data Controller is:

ARTGLASS s.r.o.

Dolní Černá Studnice 45

468 21 Pěnčín

Česká republika

Identification Number: 48269743

(hereinafter referred to as "Controller" or "ARTGLASS")

ARTGLASS processes your personal data as a Controller, ie determines how the personal data will be processed and for what purpose, for how long and selects any other processors.

Contact information

If you wish to contact us during the processing of your data, please contact us by e-mail: dhuskova@artglass.cz.

2. DECLARATION

This declaration describes how we handle your personal information, options for collecting, using, updating, correcting and accessing your personal information.

We declare that, as the Controller of your personal data, we fulfill all obligations arising from the applicable legislation, in particular Act No. 110/2019 Coll., on the processing of personal data and GDPR.

We will process your personal data only on the basis of a valid legal reason, in particular a legitimate interest, performance of the contract, legal obligation or consent.

Before starting the processing of personal data, we fulfill the information obligation according to Article 13 of the GDPR.

3. THE SCOPE OF PERSONAL DATA AND PURPOSE OF PROCESSING

3.1 Categories of personal data processed and purpose of such processing

Performance of the contract and provision of goods and services

We process your personal data to the extent that we obtained it on the basis of your order. The provision of this personal data is a necessary requirement for the conclusion and performance of the contract, without the provided personal data it is not possible to conclude the contract or to perform it on our part.

The legal reason for the processing of this personal data is therefore the performance of the contract between you and the Controller pursuant to Article 6 (1) (b) of the GDPR.

Fulfillment of legal obligations (especially accounting, tax and archiving)

If you are an ARTGLASS customer, your personal data (invoicing data) is also necessary for us to meet the legal requirements for the issuance and recording of tax documents (according to Article 6 (1) (c) of the GDPR).

What personal data we process and on what legal basis can be clearly summarized in the following table:

Personal data	Purpose of processing	Legal basis of processing
Basic contact and identification data: - name and surname, - job title, company name, - e-mail, telephone number, - address (or delivery address if different) - payment information.	- business communication for the purpose of concluding and performance of a contract. - sending business messages to business partners of the Controller.	- conclusion and performance of the contract (pursuant to Article 6 (1) (b) of the GDPR), - legitimate interest of ARTGLASS in ensuring communication with business partners.
Data for marketing purposes: - name and surname, - job title, company name, - e-mail, telephone number, - information on previous business cooperation and communication, - entitlement to discounts and benefits.	- sending information about new products, installations and exhibitions and other business or marketing communication. - promotion and sales support of ARTGLASS products.	- consent of the data subject to receive commercial communications, - legitimate interest in reaching customers through direct marketing.
Information about visits to our website (eg IP addresses and cookies).	- analysis of the behavior of the website visitor, - improving of our website, - information for statistical and analytical purposes. You can find more about Cookies in section 5 below.	- the legitimate interest of the Controller in the administration and improvement of the website www.artglass.cz - consent to the processing of cookies provided when visiting our website.

3.2 Marketing - sending newsletters

If you are our customer, we send you a business message of legitimate interest, as we reasonably assume interest in our goods, for a period of 5 years from the last order.

3.3 Photos and videos

It is possible that we will take photographic documentation or video recording during the installation of our lighting fixtures. We always ask for your consent before publishing such photos or videos in promotional materials or on our website. These materials never contain the customer's name or address.

3.4 Data processing when sending an inquiry via the contact form

In case of your request for goods or services, the Controller processes the following personal data provided via the contact form: name and surname, e-mail, telephone number, text of the inquiry. The name, surname, e-mail and telephone number must be processed in order to create an offer of services, negotiate this offer or in order to answer your question. Such processing is permitted by Article 6(1)(b) GDPR. This personal data will be processed by the Controller during the negotiations on the conclusion of the contract between you and the Controller, no later than 1 year from your inquiry, unless you give your consent to further processing.

4. DATA RETENTION PERIOD

We retain your personal data for the time necessary to exercise the rights and obligations arising from the contractual relationship between you and the Controller and to assert claims arising from these contractual relationships (for a period of 15 years from the termination of the contractual relationship).

Or, until the consent to the processing of personal data for marketing purposes is revoked, for a maximum of 5 years, if the personal data are processed on the basis of the consent.

After the retention period of personal data expires, the Controller deletes the personal data.

5. COOKIES

For the proper functioning of the website, it is sometimes necessary to place small data files on your device, which are called cookies. Cookies do not pose a danger and are not used to obtain any sensitive personal data, but they are important for the protection of privacy. Cookies are not used to identify users of websites.

When browsing our website, we record your IP address, how long you stay on the page and from which page you come. We perceive the use of cookies to measure website traffic and customize the display of websites as our legitimate interest of the Controller, as we believe that thanks to this we can offer you even better services.

Websites can also be browsed in a mode that does not allow the collection of personal data. You can disable the use of cookies on your computer in your internet browser.

By using the Controller's website, you agree to the use of „cookies“ as described above.

Google Analytics

Our website also uses Google Analytics. Google Analytics is a web analytics service provided by Google Inc. This service uses „cookies“ (in the case of Google Analytics, these are third-party cookies) text files that are stored on your computer and allow analysis of the use of the website, for example, remember the settings of individual users. The information generated by the cookies about your use of this website is usually sent to a Google server in the USA and stored there. These cookies are controlled by third parties and the Controller does not have access to read or write this data.

You can block the storage of cookies by adjusting the settings in your browser. However, if you do so, you may not be able to use all the features of our website to the full. Google Analytics is performed in accordance with the terms and conditions which can be found [here](#).

6. SECURITY AND PROTECTION OF PERSONAL DATA

ARTGLASS protects your personal data to the maximum extent possible using modern technologies that correspond to the state of technical development and has taken all possible (currently known) technical and organizational measures to secure personal data, which prevent their misuse, damage or destruction.

7. TRANSFER OF PERSONAL DATA TO THIRD PARTIES

Access to your personal data have our employees and co-workers, who signed a nondisclosure agreement and who are trained in the security of personal data processing.

In order to provide some specific processing operations that we can not provide ourselves, we use the services and applications of providers that specialize in these processes and are in compliance with the GDPR.

They are providers of the following platforms and services:

Carriers, for example:

BOHEMIA CARGO
DB SCHENKER
Czech Post
PPL
DHL
TOPTRANS

Further:

Google - Google Analytics
Minion Interactive s.r.o.
Facebook
LinkedIn

It is possible that in the future we will decide to use other applications or processors to facilitate and improve processing. In this case, we always select companies in accordance with the GDPR.

8. TRANSFER OF DATA OUTSIDE THE EUROPEAN UNION

We process data only in the European Union or in countries that provide an adequate level of protection on the basis of the European Commission's decisions.

9. YOUR RIGHTS IN CONNECTION WITH THE PROTECTION OF PERSONAL DATA

Under the conditions set out in the GDPR, you have:

- **the right to information**
This right is already fulfilled by this document with the principles of personal data processing,
- **the right to access your personal data pursuant to Article 15 of the GDPR**
You can make a claim and we will provide you all your personal data and reasons for their processing within 30 days.
- **the right to rectification personal data pursuant to Article 16 of the GDPR**
You have the right to add and change your personal information if something changes or you find your personal data outdated or incomplete.
- **The right to restriction of processing according to Article 18 of the GDPR**
If you believe that we are processing your inaccurate data, but do not want to erase all data, or if you have objected to the processing, you may limit the scope of personal data or processing purposes (e.g. (For example, by unsubscribing from a newsletter, and restrict the purpose of sending business information to you).
- **the right to erasure ('right to be forgotten') pursuant to Article 17 of the GDPR**
In this case, we will delete all your personal data from our system as well as from the system of all sub-processors and backups. We need 30 days to secure the right to erasure. In justified cases, we are bound by a legal obligation. We must register the issued tax documents for the period stipulated by law. In this case, we will delete all such personal data that is not bound by another law. We will notify you by email when the erasure is complete.
- **the right to object to the processing pursuant to Article 21 of the GDPR**
- **the right to data portability according to Article 20 of the GDPR**
- **the right to withdraw consent to processing in writing or electronically to the Controller's address or email.**
- **the right to lodge a complaint with the Office for Personal Data Protection in the event that you believe that your right to personal data protection has been violated.**

If you wish to exercise any of these rights, please contact us via e-mail: dhuskova@artglass.cz.

10. UNSUBSCRIBE FROM SENDING NEWSLETTERS AND BUSINESS MESSAGES

Emails with inspiration, articles or information about products and services are sent to you if you are our customer. It is based on our legitimate interest. You can unsubscribe from the newsletter by replying to the e-mail sent.

11. CONFIDENTIALITY

Our employees and co-workers, who will process your personal information, are required to maintain your personal data confidentially and safely. This confidentiality persists even after the termination of the contractual relations.

12. FINAL PROVISIONS

In the event that we become aware of a security risk associated with personal data, we will notify you without undue delay. ARTGLASS may decide to change or update this Privacy Policy. You will always have the latest version of the policy available on our website www.artglass.cz in the [Download](#) section.

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Czech Republic

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Commercial Register Entry: Regional Court
in Ústi nad Labem, Section C, Insert 4742