



Privacy

I.

Personal data and processing

1. Categories of personal Data

We collect different data depending on which of our services you use.

- Name and contact details. First and last name, email address, mailing address, billing address, telephone number, bank connection, Demographics. Gender, date of birth, country and preferred language.
- Data arising from the duration of the contract – purchased products, customer segment, volume of services provided
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 - Name and contact details. First and last name, email address, mailing address, billing address, telephone number, bank connection.
 - Demographics. Gender, country and preferred language, date of birth.
 - Login. Login names and Passwords. We do not have access to the actual password.
- We collect marketing messages from us:
 - Name and contact details-e-mail address and first name. Telephone number for UÚ
 - Demographics – Country, gender.
 - By opening a user account, you agree to receive news on your email. You can cancel this consent in your user account settings.
 - You can also create a user account via Facebook, from which the above data is transferred.
- We also process this personal data:
 - Communication data between Oskola Print and the customer
 - Records of conduct on websites managed by Oskola.cz
 - Within the logs mainly IP address, data provided by the browser (resolution, version, operating system, fingerprint), language

- First name, surname, email, telephone and company for organizing events

2. Purposes of processing personal data:

- **Provision of services and their improvement.** In order to provide our services and improve them to your satisfaction, we process your personal data. Specifically, this includes:
- **Processing of orders of goods or services** ordered either through our website, mobile application or customer line. The legal reason here is the necessity for fulfilling the purchase contract or, where applicable, the UÚ contract and for the selected data to comply with legal obligations (e.g. accounting documents).
- **Item Availability Alerts.** If you request the monitoring of the availability of goods, we will process your personal data based on your consent.
- **Customer Support.** To provide customer service and to remedy any problems in fulfilling the purchase contract or the UÚ contract, we process your personal data on the basis of the necessary fulfilment of these contracts.
- **Communication.** We use the data we collect to communicate with you and personalize it. For example, we may contact you by phone, email, app, or other form to remind you that you have the goods in an online basket, to help you complete your order, to tell you the current status of your application, order or claim, or from You have received additional information or warned you that you must take the action necessary to maintain the active status of your account. We process data for this purpose due to the fulfilment of the UAA contract. If you are purchasing from us as a non-member, we process this data for reasons of legitimate interest in communicating with the client as described in this paragraph.
- **Improving services.** We use data to continually improve our services and systems, including adding new features and to make informed decisions using aggregated analytics and business intelligence, all based on our legitimate interest in the the necessity of improving the services provided for competition success. In order to ensure adequate protection for your rights and interests, we use personal data that are to the greatest extent anonymized in order to improve.
- **Protection, security and dispute resolution.** We may also process data from legitimate interest to ensure the protection and security of our systems and our customers, to detect and prevent fraud, resolve disputes and enforce our agreements on the basis of legitimate interest.

- **User testing.** If you participate in the user testing program, we process your data on the basis of consent in the testers list, we may reach out to you in order to participate in the testing and process the test data. If you agree, we will test you as part of your testing and evaluate this data.
- **Organizing events.** We use the data based on your consent for the purpose of planning, securing and evaluating the actions we organise.
- **Marketing Offers.**
 - Commercial communication about we send you business messages about similar products like you bought.
 - You can always decline these commercial communications via the unsubscribe link found in each email.
 - If you opt out of receiving commercial communications, we will not continue to use your electronic contacts for these purposes. We start using them again if you register them or request them explicitly.
 - The marketing offers you see may be selected based on other information we have collected over time based on your contact information, demographics, favourites and usage data from our products and websites (cookies, IP address , the information provided by your browser, the information about the Proklice, the business communications displayed, the products visited). We do not perform fully automated processing, which would have legal effects for you. ○ If you have a UÚ, we process data for this purpose due to the fulfilment of the UAA contract. If you are purchasing from us as a non-member, we process this data for reasons of legitimate interest which are in legitimate conventional marketing.
 - If you are not our customer, we process your consent based on your.
 - You have the right to object to such processing at any time. Contact details are provided at the end of this document. ○ Processing of **cookies from websites** operated by Oskola S. R. O.
 - In case you have cookies enabled in your Web browser, we process the behavioural records of cookies placed on websites operated by Oskola.cz for the purpose of ensuring better operation of the Oskola.cz website and for Purposes of Oskola.cz's internet advertising. For more information, see the separate chapter of this document.

3. Transfer of personal data to third parties

Your personal data will be transferred to third parties or otherwise mediated only if it is necessary in the performance of the purchase contract, the UAA contract, on the basis of a legitimate interest, or if you have consented in advance

- a) Affiliated companies and processors by fulfilling the purchase contract or the UAA contract for the performance of internal processes and procedures
- b) Credit card companies, payment service providers to process payments and banks based on your order, fulfilling the purchase contract
- c) Carriers to deliver the products or services you have ordered and claim solutions, including withdrawal from the
- d) To our partners, in the loyalty schemes you join
- e) Other service providers, third parties involved in the processing of data and
- f) Third parties, such as Legal or financial representatives, courts for the purpose of processing tax documents, enforcing claims or other reasons arising from the fulfilment of our legal obligations
- g) Public authorities (e.g. police)
- h) To third parties conducting customer surveys

II.

Customer account and purchase without registration

1. As part of the conclusion of the UÚ agreement, we will establish a customer account which is secured by a password. As part of the customer accounts you get direct access to your data, including editing them, and you can look into your data on completed and incomplete orders and edit the newsletter. You can also manage your personal data and send a newsletter via customer login..
2. It also includes UÚ, in which we offer a number of advantages. For more information please refer to the relevant terms and conditions .
3. If you do not wish to create a customer account for the purchase, you can also buy in our E-shop without registration, ie. As a non-member. However, if you want to purchase your own product or a tailor-made product, creating a user account is necessary.
4. You have the right to terminate the UAA agreement in accordance with the applicable.

III.

Personal data security and retention period

1. Personal Information Security • Your personal data is transmitted to us in an encoded form. We use a Secure Socket Layer (SSL) coding System. We secure our websites and other systems with technical and organisational measures

- Against the loss and destruction of your data, against access by unauthorised persons to your data, alteration or dissemination.
- We require our processors to demonstrate compliance of their systems with the GDPR.
- Access to your customer's bill is only possible after entering your personal password. In this context, we would like to remind you that it is essential that you do not disclose your Access data to third parties and, upon termination of your business, always close your web browser window, especially if you are using the computer together with Other users. Oskola S.R.O. does not assume responsibility for misuse of used passwords, unless this situation Oskola s.r.o. directly caused.

2. Processing time

We process and store personal data

- For a period strictly necessary to ensure all rights and obligations arising from the purchase contract
- For the duration of the UAA contract
- 1 year after the end of the warranty period in order to resolve potential disputes
- For as long as Oskola s.r.o. is obliged as an administrator to keep it under generally binding legislation. Accounting documents, e.g. Invoices issued by Oskola.cz are lawfully archived for a period of 10 years following their issuance.
- Consent to Marketing offers is valid for 4 years or until further notice
- Review 6 years
- Communication 2 years
- Competitions 1 year

In other cases, the processing time is due to the purpose of the processing or is given by the legislation on the protection of personal data.

IV.

Rights of data subjects

1. If we process your personal data, you can request free information about the processing of your personal data at any time.
2. In the event that you believe that the processing of personal data is contrary to the protection of your personal data and the legal conditions for the protection of personal data, you may request clarification, request that we remove the condition so created, in particular you may require , making corrections, additions, dispositions of personal data or blocking of personal data.
3. To exercise your rights, please contact the business Data processor directly at the email address gdpr@oskola.cz. You can also contact the Office for Personal Data protection.
4. You may revoke your consent to the processing of personal data at any time. If you revoke your consent to the processing of personal data, your personal data will be erased or anonymized; However, this does not apply to personal data that Oskola.cz needs to comply with legal obligations (e.g. processing an order already placed) or to protect its legitimate interests. Personal data will also be disposed of if personal data are not needed for the specified purpose or if the storage of your data is inadmissible for other legal reasons.

V.

Website

1. Cookies

Our site uses the so-called. Cookies to make our offer relevant, interesting and user-friendly. Cookies are small text files that are stored on your computer, smartphone or other device and that are used in your browser. More information about cookies can be found here. We use cookies e.g. For:

- For proper functionality of the basket so that you finish your order as easily as possible
- To remember your login credentials, so you do not have to enter them repeatedly
- Make the best possible adaptation of our site to your requirements by tracking traffic, your site movement and the functions you use
- Finding information about your ad viewing so we don't show you ads for items you don't want

Some cookies may collect information that is subsequently used by third parties and which, for example, is Directly support our promotional activities (so-called "Third party Cookies"). For example, information about purchased products on our site may be displayed by the advertising agency as part of the display and adaptation of internet advertising banners on the websites you display. However, you cannot be identified by this data.

2. Use of cookies

The cookies used on our site can be divided into two basic types. Short term "Session cookies" are deleted as soon as you stop visiting our site. D. "Persistent cookies" remain stored on your device much longer or until you manually delete them (the time the cookie on your device depends on the settings of the cookie itself and your browser settings).

Cookies can also be divided according to their functionality on:

- Analytics that help us improve the user experience of our website by understanding how users use it
- Conversion that allows us to analyze the performance of different sales channels
- tracking, which in combination with conversion help analyze the performance of different sales channels
- Remarketing that we use to personalise ad content and target them properly
- Essential to the basic functionality of Weburefusal of cookies

3. Rejecting cookies

The cookie settings are included in your Internet browser. Most browsers automatically accept cookies by default. Cookies can be used by your web browser to refuse or restrict them to your chosen types of.

Information about browsers and how to set preferences for cookies can be found on the following Web pages or in other Internet browser documentation

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Android](#)
- [Iphone a Ipad](#)



An effective cookie management tool is also available on the website <http://www.youronlinechoices.com/cz/>

4. Links

Our website contains links to other websites that are practical and contain information. Please note that these sites may be owned and operated by other companies and organizations and have different security and privacy policies. Our company has no control and assumes no responsibility whatsoever for any information, material, products or services contained or accessible through this website.

VI. Contact Us

If you have any questions, comments or requests regarding this policy, please do not hesitate to contact us at the address or customer line provided in the footer of this policy..

- Personal Data Processor: gdpr@oskola.cz
- Contact: Oskola s.r.o., Jana Babáka 2733/11, 612 00 Královo Pole
- Customer Service: 545 218 653 nebo info@oskolaprint.eu

VII. Efficiency

This privacy policy applies from 1.10.2019.