

## **Information on the processing of personal data**

**Information on the processing of personal data of data subjects under Art. 13 and 14 of European Parliament and Council Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter “the Regulation”)**

The purpose of this information is to provide you with information about how we process personal data, how we handle it, for what purposes we use it, to whom we can provide it, where you can obtain information about your personal data and exercise your rights when processing personal data.

### **Identification and contact details:**

The controller processing your personal data is **Lyreco CE, SE, organizační složka, Na Strži 65/1702, 140 00 Praha 4, Company Reg. No.: 27592537**

### **Profiling**

The controller does not process personal data by profiling nor by any similar method based on automated individual decision-making.

### **Rights of the data subject**

The data subject has the right to request from the controller access to the personal data processed about him/her, the right to rectify personal data, the right to erase or restrict the processing of personal data, the right to object to the processing of personal data, the right to ineffectiveness of automated individual decision-making, including profiling, the right to portability of personal data, as well as the right to initiate proceedings by the supervisory authority. In the event that the controller processes personal data with the consent of the data subject, the data subject has the right to withdraw his/her consent to the processing of personal data at any time. The consent withdrawal shall be without prejudice to the lawful character of the personal data processing taking place based on that consent before its withdrawal. The data subject may exercise his/her rights by sending an email to: [gdpr.cz@lyreco.com](mailto:gdpr.cz@lyreco.com), or by writing to the address of the controller.

### **E-shop**

#### **Purpose and legal basis of personal data processing**

The purpose of the processing of personal data includes: the sale of goods to the buyers, preparation of invoices and dispatch of goods.

Personal data is processed on the basis of: pre-contractual and contractual relationship under Art. 6 (1) (b) and in compliance with the legal obligation under Art. 6 (1) (c) of the Regulation.

#### **Legitimate interests of the controller or a third party**

The processing of personal data for the legitimate interests of the controller or a third party is not carried out.

#### **Identification of the personal data processed concerning data subjects**

The data subjects whose personal data is subject to the processing include: customers and potential customers.

The scope of personal data processed includes: title, name, surname, delivery address, telephone number and e-mail address.

**Identification and categories of recipients**

The controller may provide personal data to authorized entities, such as institutions and organizations authorized to process personal data by special legislation, or to contractors (especially processors) who have contractually undertaken to take reasonable assurances to maintain the protection of personal data processed, as follows:

Delivery companies, carriers	Art. 6 (1) (b) of the Regulation
Other authorized entity	generally binding legislation pursuant to Art. 6 (1) (c)

Personal data may be provided to other recipients with the consent of the data subject or upon his/her instruction.

**Transfer of personal data to third countries or to an international organization**

The controller transfers personal data to the USA (United States of America) as part of the adequacy of the protection provided by the EU-US Privacy Shield.

**Identification of the source from which the personal data were obtained**

Directly from the data subject (via e-shop website, email, telephone)

**Retention period for personal data**

The controller may process personal data for the time necessary to fulfill the purpose, but for a maximum of 10 years.

**Obligation to provide personal data**

The provision of personal data is a legal requirement/contractual requirement, or a requirement that is necessary to conclude a contract. The data subject is obliged to provide personal data, failing which the controller cannot guarantee the acceptance and delivery of an order made by the data subject.

**Marketing****Purpose and legal basis for personal data processing**

The purpose of the processing of personal data is: marketing (information on news, discounts and other marketing offers)

Personal data is processed on the basis of: the voluntary consent of the data subject under Art. 6 (1) (a) of the Regulation

Personal data is processed on the basis of: the legitimate interest of the controller under Art. 6 (1) (f) of the Regulation.

**Legitimate interests of the controller or third party**

The processing of personal data is carried out for the purpose of legitimate interests of the controller or a third party - marketing activities

**Identification of the personal data processed concerning data subjects**

The data subjects whose personal data is subject to the processing include: customers and potential customers.

The scope of personal data processed includes: title, name, surname, e-mail address and telephone number

**Identification and categories of recipients**

The controller may provide personal data to authorized entities, such as institutions and organizations authorized to process personal data by special legislation, or to contractors (especially processors) who have contractually undertaken to take reasonable assurances to maintain the protection of personal data processed, as follows:

Other authorized entity	generally binding legislation pursuant to Art. 6 (1) (c)
Contracting partner (under contract)	Art. 28 of the Regulation
Marketing service providers	

Personal data may be provided to other recipients with the consent of the data subject or upon his/her instruction.

**Transfer of personal data to third countries or to an international organization**

The controller transfers personal data to the USA (United States of America) as part of the adequacy of the protection provided by the EU-US Privacy Shield.

**Identification of the source from which the personal data were obtained**

Directly from the data subject (personally, by email, by telephone, by text message, via the controller's website)

**Retention period for personal data**

The controller may process personal data for the time necessary to fulfill the purpose, but for a maximum of 5 years after the consent has been given or the last request has been handled.

**Obligation to provide personal data**

The data subject provides his/her personal data voluntarily, on the basis of his/her consent (this provision is not a legal/contractual requirement), failing which, the data subject will not be informed about news, discounts and other marketing offers.

The data subject provides his/her personal data voluntarily, with expectations to be informed about various marketing activities (news, discounts and other marketing offers) related to the purchased or acquired service or goods in the future. If the personal data is not provided, the data subject will not be informed about news, discounts or other marketing offers, nor provided with the service or goods which are the subject of purchase.