

E-SHOP PHOTOMATE

PERSONAL DATA PROCESSING PRINCIPLES

1. OPENING PROVISIONS

- 1.1. The following Personal Data Processing Principles of the E-SHOP PHOTOMATE Personal Data Processing Principles (hereinafter the “**Principles**”) have been adopted by PHOTOMATE s.r.o., Id. No.: 260 80 249, a company with registered address at Prokišova 356/7, České Budějovice 6, 370 01 České Budějovice, Czech Republic, registered in the commercial register under file no. C 12740 maintained by the Regional Court in České Budějovice (hereinafter the “**Operator**”).
- 1.2. These Principles serve to explain the way, in which we collect and handle personal data in relation to the E-SHOP PHOTOMATE service available at <https://www.B2B.photomate.eu/>. These Principles supplement the personal data processing principles as available at [https://www.B2B.photomate.eu/About us/](https://www.B2B.photomate.eu/About_us/), governing the general personal data handling while using the www.photomate.eu portal (hereinafter the “**Portal**”). Please study these Principles carefully before using the E-SHOP PHOTOMATE service.

2. PERSONAL DATA CONTROLLER

- 2.1. The Operator is the personal data controller.

3. WHAT PERSONAL DATA ARE PROCESSED?

- 3.1. **Data provided by customers.** For the purpose of the E-SHOP PHOTOMATE service we use personal data voluntarily provided directly by our customers, who wish to purchase goods through the E-SHOP PHOTOMATE service (hereinafter “**Customer(s)**”). Typically, you input your personal data while creating a user account in the E-SHOP PHOTOMATE or while creating an order by completing the applicable form in E-SHOP PHOTOMATE. These data are processed in order to manage your orders.
- 3.2. **Data generated by the Operator.** Besides data provided directly by you, we process also other information, such as your account login and password for E-SHOP PHOTOMATE, as well as information regarding orders of goods and your payments.
- 3.3. **Personal data scope.** The personal data we process includes also the Customer's company name, the Customer's identification and tax identification number, the name and surname of the Customer's contact persons including email addresses and telephone numbers, the Customer's delivery or billing address, data about the content and status of the orders and the payment made and also bank details of the Customer.
- 3.4. **Summary analyses and statistics.** The provided data may be used for purpose of creation of summary analyses and statistics to evaluate the functioning of the E-SHOP PHOTOMATE service on an anonymous basis. Such analyses and statistics contain no personal data.

4. WHAT IS THE PURPOSE OF DATA PROCESSING?

- 4.1. **To manage your orders and to operate the E-SHOP PHOTOMATE service.** The Operator obtains personal data from a Customer in the process of creating an account in E-SHOP PHOTOMATE.

Such data are subsequently used for mutual communication, especially while managing the orders and delivering the goods ordered.

Personal data are processed in relation to performance of the purchase agreements concluded between a Customer and the Operator. Without the provision of the personal data, it would not be possible to create a user account in E-SHOP PHOTOMATE or to manage orders and to perform the purchase agreements.

- 4.2. **In case of complaints and other requests**, additional personal data provided by Customers may be processed.

In such case, the processing of your personal data takes place based upon your **legitimate interest** in having your request duly resolved.

5. WHO MAY ACCESS THE PERSONAL DATA?

- 5.1. The Operator may always access the personal data.
- 5.2. The personal data are stored and processed by the Operator and its employees. Everyone having access to the personal data is bound by confidentiality and this duty continues even after the end of their collaboration with the Operator.
- 5.3. The Operator is entitled to employ the services of processors for partial personal data processing. Such processors may include providers of e-mail, cloud or hosting services, as well as accounting system providers.
- 5.4. The Operator also passes personal data to forwarders in order to deliver orders. In such cases, personal data are handled according to terms of each individual forwarder.
- 5.5. The data may also be transferred to competent authorities or other authorized entities if so prescribed by applicable laws or ordered by courts or other authorities on a binding basis.
- 5.6. Please bear in mind that the Operator is only able to guarantee adherence to these Principles on his part.

6. HOW LONG ARE PERSONAL DATA PROCESSED?

- 6.1. The personal data are stored throughout the duration of the collaboration of the Customer with the Operator. Personal data are stored especially until orders are completed including payment. In addition, certain personal data may be stored for a period prescribed especially by accounting and tax regulations.
- 6.2. Personal data related to processing of complaints and other requests are processed until the complaint is resolved, normally not longer than 6 months.
- 6.3. Additional processing takes place if necessary to comply with duties prescribed by laws binding upon the Operator or on other legal grounds, including legitimate interest of the Operator.

7. WHAT ARE YOUR RIGHTS?

- 7.1. You are entitled to exercise the following rights:
- **Right to access personal data.** You have the right to be informed about the data processed, processing purpose and processing period. At the same time, you have the

right to be informed, where the personal data are procured and how the personal data are handled. You may also require a copy of your personal data.

- **Right to correction of personal data.** If you learn about any inaccuracies regarding the processed personal data, you have the right to request necessary correction or supplementation.
- **Right to have the personal data deleted.** Once the statutory conditions are met, you have the right to request deletion of your personal data. Personal data are deleted as soon as their processing purpose expires. Please bear in mind that it must always be assessed, whether the deletion of personal data is prevented by a statutory obstacle or whether further processing is necessary due to other reasons, including the protection of legitimate interest of the Operator.
- **Right to limited personal data processing.** Limitation of processing is applied if you disagree with the accuracy of your data, claim that the processing lacks due statutory grounds or is not necessary for the stated purpose. Personal data processing is normally limited on a temporary basis until the prerequisites for further processing or deletion of the data are verified.
- **Right to transfer.** You may request a transfer of your personal data as long as you provided such data yourself and such data are processed automatically based upon your consent. While exercising this right, we will provide you with your personal data in a commonly used format.
- **Right to raise an objection.** In case of processing personal data on the grounds of legitimate interest, you may object to such processing. As a result, the personal data processing is terminated, unless there is a right or duty to store the data longer in the given case.

7.2. At any time, you may also file a complaint with [The Office for Personal Data Protection](#), if you think that personal data protection rights were violated.

8. SECURITY

- 8.1. The Operator keeps your data safe. Personal data are handled on a basis fully compatible with valid legislation, including the General Data Protection Regulation. While processing personal data, we emphasize technical and organizational security of the data processed.
- 8.2. Personal data are stored in databases and systems accessible only to persons, who need to directly use the personal data for the purposes specified in these Principles, always only in the absolutely necessary scope.

9. TRANSFER OF PERSONAL DATA ABROAD

- 9.1. The Operator processes the personal data primarily in one of the Member States of the European Union or the European Economic Area. Any transfer of personal data abroad occurs only in line with statutory requirements.

10. CHANGE OF RULES

- 10.1. The Operator reserves the right to change these Principles without prior notice, especially to secure an adequate level of personal data protection or to respond to changing legislation or best practices. Therefore, we advise you to keep an eye on the Portal or E-SHOP PHOTOMATE, where up-to-date version of these Principles will always be available.

11. CONTACT

- 11.1. In case of any requests or complaints regarding these Personal Data Processing Principles, please contact us by e-mail sent to info@photomate.eu.

12. EFFECT

- 12.1. These Principles shall be effective as of **1. 5.2021.**

PHOTOMATE s.r.o.