

Privacy Policy

The Administrator, **Mrs. Marta Zavadilová**, IČ: 44370229, company seat on Nové náměstí 1264/5, 104 00, Praha 10, hereby in accordance with the provisions of Article 13 of Regulation (EU) No 2016/679 of the European Parliament and of the Council from 27th April 2016 of the General Regulation on the Protection of Personal Data ("the Regulation"), states that:

- Your personal data will be processed in accordance with the Article 6 of the Regulation, based on -
 - i) **Your provided consent**, in the case of electronic registration on our website. The consent is needed to register at our e-shop, in order to create a user account.

Without your consent, our company is authorized to process your personal information:

(ii) **to fulfil the contractual obligations** (contracts). Unless the necessary personal data is provided, the transaction can not be completed - your ordered goods can not be sold and delivered,

(iii) **to fulfil our legal obligations** (e.g.: providing mandatory data to state authorities, mandatory archiving of accounting documents, etc.); and

(iv) also **for reasons of legitimate interests to our company**, such as conventional direct marketing and sending of business communication to our customers regarding our products, fraud prevention and / or protection against misuse of our services.

- Personal details are defined here as: name and surname, address, phone number and email address. If relevant to the means of payment, Nadměrná obuv reserves the right to retain bank details.

- The data is provided for as long as necessary, for the purpose for which it was given. However, it will be kept no longer, than 10 years from the day it was provided. After that time your data will be erased without further delay.

- The reason for providing your personal information is:

- It would not be possible to complete the transaction without the provision of this information. We will not be able to deliver the ordered goods. The reason for providing the personal data is your interest in receiving the company's services,
- Furthermore, personal information is provided to send you our marketing and business communication - which is only in the form of direct marketing, for which we do not need your consent,
- Finally, for your registration in our e-shop, for which we need your approval.

- During the processing of your personal data, any forbidden automated decisions or prohibited automatic individual decision-making, based on profiling, that would have any legal effect for you or would have a similarly significant impact on you, will not happen.

- Personal data will be provided to the necessary extent to personal data processors, who are required to follow the Administrator's instructions and who provide you and the Service Administrator with company services, based on an agreement that has been entered into between the Administrator and you as the data subject. The processors are external carriers (e.g. PPL), IT service providers and online payment solution providers (e.g. PAYPAL, online payment by card).

- We do not intend to transfer your personal data to any other country or international organization. The only exceptions to this are to the third parties previously agreed.

- You have the right to withdraw your consent to the processing of personal data at any time (if the processing of personal data is based on consent), by delivery to the Administrator at his / her address or by email to info@nadmerna-obuv.cz
- You may also reject our marketing or business messages by using the link provided in the email.
- Furthermore, you have the right to require an access to your personal data, correct or delete your personal data, or to restrict the data processing. You also have the right to transfer this data to another administrator, as well as the right to file a complaint with the Personal Data Protection Office, if you think, that the Administrator breached the Regulation during the processing of personal data.
- Finally, you also have the right to object to the processing of your personal data, if it is for purposes of legitimate interests (so-called conventional direct marketing and business messaging, fraud prevention and / or protection against misuse of our services).
- For information about processing of your personal data or for exercising your rights, please contact our Company (Administrator) either in writing at the address of the company's registered office or at this email: info@nadmerna-obuv.cz or phone: +420 222 720 851.