

# Principles of personal data protection

## Personal Data Controller

ŽĎAS, a.s., Strojírenská 675/6, Žďár nad Sázavou 1, 591 01 Žďár nad Sázavou, Company ID: 46347160, registered in Companies Register kept with the Regional Court in Brno, section B, inset 766 as a controller will process your personal data as per outlined terms hereinafter.

ŽĎAS, a.s. declares that with regard to the effective 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 the “GDPR”) this web presentation is in accordance with this Regulation mentioned herein.

## Personal Data to be processed

In relation to this web presentation we process only the personal data, which we are provided with after you fill and submit a contact form on our websites, and information from data files/records of cookies type, or other information of technical character contained in Internet Protocols.

Such data include, in particular: the first and last name, e-mail address, telephone number, and/or other data specified by you in the contact forms and their enclosures on a voluntary basis.

## Reasons for Personal Data Processing

The main reason for processing of your personal data is to ensure the processing of your demands specified in the contact forms.

Furthermore, your data are to be processed by us for the purpose of performing analyses and measurements with the aim to obtain information on visiting our websites, and enhancement of our presentation quality.

## Access to Your Personal Data

We carefully choose our partners to whom we confide your data and who are able to ensure such technical and organisational security of your data to avoid the unauthorized or incidental access to your data, or their unauthorized use.

All our partners are bound by an obligation of confidentiality and shall not use provided data to any other purposes than those we have authorized them to.

The third parties, which may have access to your personal data according to the nature of service you use / used in the past, are:

- persons to whom we provide data for the purpose of analysis of visiting our websites
- persons who provide us with a technical operation of a certain service, or operators of technologies which we use for our services

- persons who provide us with a satisfactory level of security and integrity of our services and websites, and test such security

Under certain well-defined conditions, we are obliged to provide certain state authorities (Police of the Czech Republic, etc.) or agencies of public administration with some of your personal data on the basis of legal regulations in force.

## **Time Period of Personal Data Processing**

We will be processing your personal data for the time period of 10 years on the basis of your consent, unless you withdraw such consent to the personal data processing.

At this point, we would like to warn you that we shall process the personal data which are necessary for the proper provision of service or, as the case may be, for fulfilment of all our obligations, either obligations under our contract or obligations under general binding legal regulations, regardless your consent, for the time period specified by respective legal regulations or in line with such regulations even after your consent withdrawal.

## **Personal Data Processing without Your Consent**

We may process your personal data even without your consent, but only for the purpose of

- fulfilment of obligations resulting for us from the general binding legal regulations
- processing being necessary for the purposes of our legitimate interests

Feasibility and legality of such processing result directly from the legislation in force and there is no need of obtaining your consent to such processing.

## **Legality of Personal Data Processing**

As it has been stated herein, we can process your personal data either based on the consent given by you or based on our legitimate interest, and/or for the fulfilment of the contract concluded between you and us within the range of those personal data being necessary for such fulfilment.

Last but not least, the reason which enables us to process your personal data without your consent is meeting our obligations resulting for us from legislation.

## **Personal Data Safeguard**

All personal data being provided by you are secured via standard procedures and technologies.

On a regular basis, we monitor whether the system is free of security gaps and we use such safeguard measures which prevent, if possible, the risk of an unauthorized access to your personal data and which provide sufficient security reflecting the current state-of-the-art technologies.

## **Withdrawal of Consent to Personal Data Processing**

You can withdraw the consent to personal data processing given by you on a voluntary basis at any time by emailing the message to the following address: [ooou@zdas.cz](mailto:ooou@zdas.cz)

Consent withdrawal does not affect processing of personal data being treated under a legal basis other than the consent is (that is, in particular, where the processing is necessary for compliance with the contract, legal obligation or for other reasons under the legislation in force).

## **Personal Data Given on a Voluntary Basis**

You provide us with your personal data based on your voluntary agreement. Failure to provide such data may lead to our inability to process your inquiries and cover your needs.

## **Information on Rights of Data Subject**

You have the following rights, in particular:

- the right to withdraw your consent at any time
- the right to correct or complete personal data
- the right to request restriction of the processing
- the right to raise an objection or lodge a complaint against processing in certain cases
- the right to request data transfer
- the right to access to personal data
- the right to be informed about infringement of personal data security in certain cases
- the right to personal data deletion/erasure (the right to be „forgotten“) in certain cases
- further relevant rights under the law on the protection of personal data and general data protection regulation No. 2016/679 after its entry into force.

## **Contact details**

If you have any question relating to personal data protection or withdrawal of the consent to further processing of your personal data feel free to send us an email to [ooou@zdas.cz](mailto:ooou@zdas.cz), or in written form to the address as follows:

ŽĎAS, a.s., Strojírenská 675/6, Žďár nad Sázavou 1, 591 01 Žďár nad Sázavou