

Information on the processing of personal data

pursuant to Articles 13 and 14 of 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")

1. General information about the administrator

The administrator of personal data is OPTOKON, a.s., Červený Kříž 250, 586 01 Jihlava, ID No.: 136 92 283, e-mail: OPTOKON@OPTOKON.COM, data box ID: s7grkte, (hereinafter referred to as "OPTOKON"). As a personal data controller, it determines the purpose, means and manner of personal data processing, performs processing and is responsible for it.

The processing of personal data is carried out in accordance with the GDPR and in accordance with the relevant national legislation in the field of personal data protection. When processing personal data, the controller shall respect the rights to the protection of the private and personal life of the data subject.

2. The scope of the controller and the resulting areas of personal data processing purposes.

The Controller processes personal data for the purpose of providing newsletters, product information or information communications.

The Controller processes personal data that are necessary for the performance of a contract to which the data subject is a party or for the implementation of measures taken prior to the conclusion of the contract at the request of that data subject.

Your personal data will not be used for automated decision-making, i.e. profiling.

3. Personal data subjects

The data subject is the subscribers of the newsletter, information communications and buyers,

4. Categories of personal data

- a. Identification and contact data – name, surname, email address, telephone number, organization.

5. Method and period of personal data processing

The processing of personal data is carried out by the controller. The Controller will process the provided personal data only for the period necessary to fulfil the purpose for which they were collected.

Personal data in electronic form (e-mails, documents, databases, etc.) are stored on OPTOKON's servers.

In order to protect your personal data, the controller has implemented a number of technical and organisational measures. Technical measures shall include appropriate steps to ensure security and protection against data loss, alteration or unauthorised access, taking into account the risk associated with the data processing and the nature of the personal data being processed. Organisational measures include restricting access to personal data exclusively to authorised persons who have a legitimate reason to become aware of it for the purposes of processing.

6. To whom the personal data are provided

Access to your personal data is provided to the Controller's employees who are responsible for carrying out this processing operation.

In some cases, OPTOKON is obliged to provide personal data to other personal data controllers in accordance with legal regulations. In particular, these are the following cases:
and. providing personal data to public authorities for the exercise of their powers;
b. the provision of personal data to other Member States of the European Union or international organizations, if it results from directly applicable regulations of the European Union, an international treaty by which the Czech Republic is bound, or other international obligations.

8. Information on the fundamental rights of data subjects

The data subject is entitled to exercise his/her rights under the GDPR against the personal data controller by sending a request to the controller's address or to the e-mail address of [the GDPR@OPTOKON.COM](mailto:GDPR@OPTOKON.COM).

The data subject has the right to access, rectify or erase personal data concerning him/her, or to restrict processing, to object to processing and to exercise the right to data portability.

If the processing is based on consent, the data subject is entitled to withdraw consent at any time, without prejudice to the lawfulness of the processing based on the consent given prior to its withdrawal.

The data subject has the right to lodge a complaint about the processing of personal data with the supervisory authority, which in the Czech Republic is the Office for Personal Data Protection, with its registered office at Pplk. Sochora 27, 170 00 Prague 7, email: posta@uoou.cz, data box ID: qkbaa2n.