

Principles of Handling Your Data

I am a sole proprietor Ing. Martin Choma, based at Alšova 529, 250 92, Šestajovice, ID No.: 48479136, registered in the Trade Register at the office competent under Section 71(2) of the Trade Licensing Act: Municipal Office Brandýs nad Labem.

I operate an e-shop at the website: <https://www.jitkachomova.com/>, with the contact email: **info@jitkachomova.com**.

We process certain personal data for the purpose of selling goods and operating our website.

The processing of personal data is primarily governed by 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, "GDPR").

I. Processing of Personal Data

A. Processing of Personal Data When Using the Contact Form

If you inquire about our products, we will handle your contact details that you provide us with, primarily through the contact form. These include: your name and surname, and email address.

Why do we process your personal data?

We use this information to contact you for further discussion regarding the goods.

On what legal basis do we process your data?

This processing is based on Article 6(1)(b) GDPR – performance of a contract or taking steps at your request prior to entering into a contract.

How long will we process your personal data?

If we do not enter into further cooperation, we will process your data for no longer than 10 years from our last communication.

B. Processing of Personal Data When Making a Purchase

If you make a purchase, we will handle the data you provide us with, primarily billing information: name, surname, address, phone number, and email address.

Why do we process your personal data?

We need to process your personal data to fulfill our contract – to deliver the goods to you.

We will also use your contact details to communicate with you regarding the status of your order, as well as to address complaints or any inquiries you may have.

We also process your personal data to comply with our legal obligations (primarily for accounting and tax purposes, as well as for handling complaints and other matters).

On what legal basis do we process your data?

This processing is based on Article 6(1)(b) GDPR – performance of a contract, and Article 6(1)(c) GDPR – compliance with our legal obligations.

How long will we process your personal data?

For the duration of our service and subsequently for 10 years from the last provision of such service or delivery of goods.

C. Newsletters (Commercial Communications)

If you are a customer and have not opted out at the time of purchase, we will use your email address to send you our newsletters.

On what legal basis do we process your data?

This is permitted under Section 7(3) of Act No. 480/2004 Coll., on Certain Information Society Services, provided you have not opted out at the time of purchase.

How long will we process your personal data?

For 10 years from your last purchase. You can unsubscribe from our newsletters at any time via email or by contacting us at info@jitkachomova.com.

II. Who Has Access to Your Data?

Your data remains with us. However, some companies or individuals working for us may access your data because they help us operate our e-shop. These include:

- **E-shop platform provider:**
Shoptet a.s., registered office at Dvořeckého 628/8, Břevnov, 169 00, Prague 6, ID No.: 289 35 675, registered at the Municipal Court in Prague, Section B, Insert 25 395 – <https://www.shoptet.cz/obchodni-podminky/>
- **Companies involved in product delivery:**
 - Zásilkovna s.r.o., registered office at Českomoravská 2408/1a, Libeň, 190 00 Prague 9, ID No.: 28408306, registered at the Municipal Court in Prague, Section C, Insert 139387 – <https://www.zasilkovna.cz/dokumenty-pro-zakazniky>
 - General Logistics Systems Czech Republic s.r.o., registered office at Průmyslová 5619/1, CZ-58601 Jihlava, ID No.: 26087961, registered at the Regional Court in Brno, Section C, Insert 66184 – <https://gls-group.com/CZ/cs/obchodni-podminky/>
 - Direct Parcel Distribution CZ s.r.o., registered office at Modletice 135, 251 01 Říčany u Prahy, ID No.: 61329266, registered at the Municipal Court in Prague, Section C, Insert 52346 – <https://www.dpd.com/cz/cs/vseobecne-obchodni-podminky/>
- **Companies involved in payment processing:**
Shoptet a.s., registered office at Dvořeckého 628/8, Břevnov, 169 00, Prague 6, ID No.: 289 35 675, registered at the Municipal Court in Prague, Section B, Insert 25 395 – <https://www.shoptetpay.com/cs/vseobecne-obchodni-podminky-shoptet-pay/>
- **Emailing service provider:**

- Shoptet a.s., registered office at Dvořeckého 628/8, Břevnov, 169 00, Prague 6, ID No.: 289 35 675 – <https://www.shoptet.cz/obchodni-podminky/>
- Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA – <https://business.safety.google/privacy>
- **Marketing agency:**
Google Analytics (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) – <https://business.safety.google/privacy>

We process personal data only within the European Union. In the case of Google LLC, data may also be processed outside the European Union.

III. What Else You Should Know

We do not have a designated Data Protection Officer in our company.

Automated decision-making or profiling does not occur in our company.

If you have any questions regarding personal data, contact us via email at info@jitkachomova.com or call us at +420 737 264 154.

IV. Use of Cookies

Cookies are text files containing small amounts of information that are downloaded to your device when you visit our website. These cookies are subsequently sent back to the originating website or another website that recognizes them during each subsequent visit.

Cookies perform various tasks, such as enabling efficient navigation between web pages, remembering your preferences, and generally improving the user experience. They also help ensure that online ads are more relevant to you and your interests.

Types of Cookies We Use:

1. **Essential Cookies:**

These are necessary for the operation of the website. They allow, for example, logging into secure areas of the site and other basic functionalities. This category of cookies cannot be disabled.

2. **Analytical/Statistical Cookies:**

These enable us to recognize and count the number of visitors and to monitor how visitors use our website. They help us improve the way the website functions, for example, by making it easier for users to find what they are looking for. These cookies are only activated with your prior consent.

3. **Advertising Cookies:**

These are used to track preferences and allow ads and other content to be tailored to your interests and online behavior. These cookies are only activated with your prior consent.

Third-Party Cookies:

Please note that third parties (including external service providers) may also use cookies and/or access data collected through cookies on the website.

Cookies in Use:

Technical Name	Issuer	Purpose and Description
PHPSESSID	-	Used to identify logins
language	-	Used to identify the language
Google Analytics	Google LLC	Helps us measure and evaluate the success of the website

Further information about cookies and their current list can be found via individual internet browsers, most often under the "Developer Tools" section.

Consent can be expressed by ticking a checkbox in the so-called cookie banner. You can later refuse cookies in your internet browser settings or set preferences to use only certain types of cookies.

For more information about managing cookies in individual browsers, visit the following links:

- **Internet Explorer:**
<https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Google Chrome:**
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=cs>
- **Firefox:** <https://support.mozilla.org/cs/kb/povoleni-zakazani-cookies>
- **Safari:** <https://support.apple.com/cs-cz/guide/safari/sfri11471/mac>
- **Opera:** <https://help.opera.com/cs/latest/security-and-privacy/>
- **Microsoft Edge:**
<https://docs.microsoft.com/cs-cz/sccm/compliance/deploy-use/browser-profiles>

V. Your Rights Regarding the Processing of Personal Data

The GDPR regulation grants you, among other things, the right to:

- Contact us for information on what personal data we process about you.
- Request access to this data and have it updated or corrected.
- Request restriction of processing.
- Request a copy of the processed personal data.
- In certain situations, request the deletion of personal data.
- In specific cases, exercise the right to data portability.
- Object to processing based on legitimate interest.

If you believe we are not handling your data properly, you have the right to file a complaint with the [Office for Personal Data Protection](#) or take your claims to court.

This document is available in Czech and English. In case of any discrepancies or ambiguities between the language versions, the Czech version shall always prevail.

These terms are effective as of November 24, 2024.