

## PRIVACY POLICY

### 1 GENERAL PROVISIONS

Imaginox Group (hereinafter referred to as the "Data Controller" or "we"), process your personal data related to the sending the catalogue or the requested appointment.

We place great emphasis on the protection of personal data. Personal data is any information relating to an identified or identifiable natural person.

We process your personal data for the purpose of marketing and business activities.

The purpose of this privacy policy (hereinafter referred to as "Privacy Policy") is to inform you about (i) the way we collect and process your personal data, (ii) your rights, how you can exercise them, and steps we have taken to help you exercise them.

We encourage you to read this Privacy Policy carefully. By using the Services and providing your personal information, you acknowledge that you have been informed of our use of your personal data as set out herein.

### 2 DATA CONTROLLER

The Data Controller for processing of your personal data:

Company name: Imaginox Group

Registered office: Na Ježově 370, 251 66 Senohraby

Phone: +420 317 700 708

E-mail: [marketing@imaginox.cz](mailto:marketing@imaginox.cz)

Website: [www.imaginox.com](http://www.imaginox.com)

### 3 PURPOSE AND METHOD OF PROCESSING

3.1 We collect your personal data in several different ways:

3.1.1 From the company website – by completing the catalogue request form

3.1.2 From the company website – service order form

3.1.3 From the company website – appointment request

3.1.4 From the company website – by completing the questionnaire form

3.2 We use your personal data for:

3.2.1 Marketing and business activities of the company

3.3 Data security

We take appropriate security measures (especially technical and organizational) to protect your personal data from any accidental loss, destruction, misuse, damage, and unauthorized or illegal access. However, please note that no data transmission over the Internet or data storage technologies can be guaranteed to be 100% secure.

The Data Controller has entered into a data processing agreement which guarantees, in particular, adequate security measures.

## 4 SHARING AND TRANSFERRING PERSONAL DATA (RECIPIENTS OF PERSONAL DATA)

4.1 We share the personal data we collect via the Services as follows:

4.1.1 Sharing with third parties. We may share your personal data with:

- the partner company Aquamarine Spa s.r.o. for logistical reasons
- carriers, analysts (e.g. Google), suppliers, hosting companies

## 5 DATA RETENTION PERIOD

- For a period of 10 years in the case of a request to send a catalogue with consent to personal data processing
- For a period of 1 year in the case of a request to send a catalogue without consent to personal data processing, due to the possibility of making a claim regarding the shipment.
- For a period of 5 years in the case of an appointment request.
- For a period of 5 years in the case of a request for information.
- For a period of 5 years in the case of consent to receive newsletters.

## 6 YOUR RIGHTS AS A DATA SUBJECT

If you exercise any of your rights under this Article or under applicable law, we will inform any recipient to whom your data has been provided pursuant to Article 4 hereof of the action taken or the deletion of your personal data or the limitation of processing in accordance with your request, provided that such communication is feasible and/or does not require disproportionate effort.

If you wish to exercise these rights and/or obtain relevant information, please contact us by: e-mail with electronic signature at [marketing@imaginox.cz](mailto:marketing@imaginox.cz) or at Vrchotovy Janovice 266, 257 53 Vrchotovy Janovice.

When you apply, you will be asked to provide some of the identifying information you provided when you registered. Providing such information is necessary to verify that the given request was sent by you. We will respond to you within one month of receiving your request, but we reserve the right to extend this period by two months.

### 6.1 What you may request

In accordance with applicable law, you are entitled to request access to your personal data that we process as a Data Controller, you are entitled to correction, erasure or transfer (e.g., transfer of your personal data to another service provider), and to object, and you are entitled to request limitation of our processing. You may also withdraw the consent you have granted us at any time. Please note that withdrawing your consent will not affect the lawfulness of any processing carried out on the basis of your consent prior to such withdrawal.

### 6.2 Correcting your personal data

Under applicable law, you have the right to correct the personal data you have shared with us. The form can be found at [www.imaginox.com/privacy-policy/](http://www.imaginox.com/privacy-policy/)

We take reasonable steps to ensure that you can keep your personal data accurate and up to date. You can always contact us to ask if we are still processing your personal data.

If you become aware that the personal data we are processing is inaccurate or incomplete and you are unable to update your personal data in accordance with this Section 7.2, you may ask us to update your personal data. We will verify your identity and update your personal data.

### 6.3 Erasure of your personal data

You can ask us to erase your personal data at any time. If you contact us with such a request, we will erase without undue delay any personal data we may hold about you if we no longer need your personal data [*e.g. for the provision of services, performance of a contract, etc.*]. We will also erase (and arrange for erasure by the processors we instruct) all your personal data if you withdraw your consent or if required by law.

### 6.4 Withdrawing Your Consent

You may withdraw your consent at any time without stating a reason. Please contact the Data Controller by e-mail or letter. We will block your personal data from any further processing.

Please note that withdrawing your consent does not affect the lawfulness of any processing carried out on the basis of your previously given consent.

### 6.5 Access to and Portability of your personal data

You are entitled to obtain personal data relating to you and the personal data you have provided to us [in a commonly used and machine-readable format]. If you request so, we will send your personal data to the third party (other data controller) you specify in your request, provided that such a request does not adversely affect the rights and freedoms of other parties and is technically feasible.

### 6.6 Processing Limitations

If you ask us to limit your personal data processing, e.g., in case you question the accuracy, lawfulness, or our need to process your personal data, we will limit your personal data processing to the minimum necessary (storage) and, where applicable, we will only process it for the establishment, exercise, or defence of legal claims, or to protect the rights of another natural person or legal entity, or for other limited reasons prescribed by applicable law. If the limitation is lifted and we continue to process your personal data, we will inform you without undue delay.

### 6.7 Filing a complaint with the Data Protection Authority

You are entitled to file a complaint regarding our data processing with the Data Protection Authority at Pplk. Sochora 27, 170 00 Prague 7.

## 7 PROVIDING PERSONAL DATA

You voluntarily provide your personal data to us, and you have given your consent to do so during registration and as part of the contractual requirement to use the Services. If you fail to provide us with your personal information, you may not be able to access and/or use all features of the Services (such as customised discounts, options, and preferences). By providing your personal information, you can also take advantage of all the features of the Services and the customized offers we will send you from time to time, as well as contribute to the improvement of our services and further analysis of your data as set out in this Privacy Policy.

There is no automated decision-making or profiling that would have legal effects on you or affect you in a similarly significant way. We will provide you with specific offers based on your individual personal data and analysis of your user behaviour.

## 8 UPDATING THE PRIVACY POLICY

We may modify or update this Privacy Policy from time to time. Any changes hereto will become effective upon posting the updated Privacy Policy via the Services.