

INFORMATION ON THE PROCESSING OF PERSONAL DATA (GDPR)

This document provides information regarding the personal data we process, the reasons for processing it, and your rights in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

I. PERSONAL DATA CONTROLLER

- Name / Business Name: Lumetta atelier / Igor Holas
- Registered Office / Address: Zlatá Koruna 49, Český Krumlov 382 02, Czech Republic
- Company ID (IČO): 71667563
- Email: info@lumetta.cz
- Phone: +420 725 526 486

II. SCOPE OF PROCESSED PERSONAL DATA

We process only the personal data necessary for fulfilling orders, operating the e-shop, and sending commercial communications:

- **Identification data:** First name, last name, or company name and Tax ID / VAT number.
- **Contact details:** Delivery address, billing address, email address, phone number.
- **Order data:** Lighting specifications, technical sketches, room dimensions, and photographs of the installation site provided by the customer.
- **Billing and payment data:** Bank account number, payment history, purchased goods.
- **Network and electronic data:** IP address, cookies, login details, and website behaviour data.

III. PURPOSES AND LEGAL BASES FOR PROCESSING

We process your data based on the following legal grounds:

- **A. Performance of a contract (Art. 6(1)(b) GDPR):** Lighting design, custom manufacturing, customer communication, delivery of the finished product, and potential installation.
- **B. Compliance with a legal obligation (Art. 6(1)(c) GDPR):** Issuing invoices, maintaining tax records and accounting in accordance with the Accounting Act and the Value Added Tax Act.
- **C. Legitimate interest (Art. 6(1)(f) GDPR):** Order history records for handling potential complaints, protecting our legal claims (legal disputes), and direct

marketing to existing customers (sending news and offers related to previously purchased goods). You may object to this direct marketing at any time.

- **D. Consent to processing (Art. 6(1)(a) GDPR):** Sending newsletters and marketing emails to users who are not existing customers but voluntarily subscribed on the website. This consent can be revoked at any time.

IV. PERSONAL DATA RETENTION PERIOD

- For the period necessary to exercise the rights and obligations arising from the contractual relationship and to assert claims from these relationships (generally for 5 years after the completion of the order).
- For a period of 10 years from the end of the tax period in which the tax document was issued (statutory obligation to retain accounting and tax documents).
- For a period of 3 years from the date consent was granted or until it is revoked, in the case of sending marketing communications based on consent.
- Until you express your disagreement (unsubscribe), in the case of sending updates to existing customers based on legitimate interest.

V. RECIPIENTS OF PERSONAL DATA

Only authorized persons and entities that help us ensure the operation of our business have access to your personal data:

- **Accounting services:** External accountants or tax advisors providing agenda processing.
- **Carriers:** Contractual shipping companies (e.g., Zásilkovna, PPL, DPD, Czech Post etc.) for the delivery of the finished lighting.
- **IT and e-shop services:** E-shop platform provider, web hosting, and cloud storage providers for technical operation support.
- **Marketing services:** Operator of the bulk email dispatch tool (e.g., Ecomail, Mailchimp etc.).

VI. YOUR RIGHTS UNDER THE GDPR

In connection with the processing of personal data, you have the following rights:

- **Right of access:** You have the right to know what personal data we process about you and to request a copy.
- **Right to rectification:** You have the right to request the correction of inaccurate or incomplete data.
- **Right to erasure ("right to be forgotten"):** You have the right to request the deletion of your data if it is no longer needed for the specified purposes or if you revoke your consent.
- **Right to restriction of processing:** You have the right to request a temporary restriction of the processing of your data in cases established by law.

- **Right to object:** If we process your data based on legitimate interest (including direct marketing), you can object, and processing for this purpose will be terminated.
- **Right to data portability:** You have the right to obtain your personal data in a structured format and transmit it to another controller.
- **Right to raise a complaint:** You have the right to raise a complaint with the Office for Personal Data Protection (*Úřad pro ochranu osobních údajů*, Pplk. Sochora 27, 170 00 Prague 7, web: www.uoou.gov.cz) if you believe that the processing violates legal regulations.

VII. FINAL PROVISIONS

We declare that we have taken all appropriate technical and organizational measures to secure customer personal data, in particular securing data storage and access to documents in both paper and electronic form.

These terms and conditions enter into effect on 1. 1. 2024.