

I. BASIC PROVISION

1. This policy contains information on the scope and conditions of processing of your personal data, which we perform in the course of or in connection with the performance of our business activities, especially in the sale of goods and services, in the operation of our website, in communication with you, etc.
2. We, Jana and Jan Boroš manage your personal data
3. We are also the operator of the website www.zabookem.com
4. Contact details:
 1. Telephone: +420 602 170 700
 2. Email: jan@zabookem.com
 3. Address: Luční 25, Halouny, 267 28
 4. You can also contact us via the contact form on the website www.zabookem.com in the contacts section.
5. We process your personal data so that we can:
 1. negotiate contracts with you;
 2. enter into contracts with you;
 3. supply you with services or goods that you order from us;
 4. recognize your payments, prices of goods or services, transport costs, or other payments;
 5. resolve any complaints;
 6. operate and improve our website;
 7. address any questions or comments you may have about the services or goods we offer;
 8. resolve any complaints against our company;
 9. to enforce our rights under the contracts we enter into with you if you fail to fulfill your obligations to us under these contracts, eg you do not pay the price of the ordered goods or services;
 10. resolve any disputes, whether judicial or extrajudicial, that may arise between you and us, whether from concluded contracts, the use of our website or for other reasons;
 11. send you our business messages (newsletters), especially about the services or goods we offer, news in our range, discounts, interesting events and other attractions related to the activities of our company (eg trade fairs, exhibitions);
 12. create statistics about our business activities, about traffic to our website, or about the use of our other services;
 13. keep our business administration and accounting properly and comply with our tax obligations;
 14. archive our documentation.
6. For the above purposes, we process:
 1. Your identification data, in particular your name, surname, academic titles, date of birth, ID number, VAT number, address of residence, registered office address (if you are a natural person doing business), position within the legal entity you represent;
 2. Your contact details, in particular the delivery or other contact address you provide to us, telephone number (landline, mobile), e-mail address;
 3. Your payment details, in particular your bank account number, debit card number, variable symbol and, where applicable, specific symbol, sender's or payee's note, or any other information you provide in the payment;



4. information about your orders, especially about the goods or services you have ordered;
5. network data that we obtain during your access to our website and its use, especially your IP address, MAC address of the device through which you use the site, data about your access to the site, activity on the site, the length of your visit to the site, cookies, information about the location of the device through which you use the site;
7. We process personal data in accordance with the principle of data minimization and their purpose limitation. This means that we process your personal data only for the purposes for which it is necessary and only to the extent that is necessary to fulfill that purpose.
8. We process your personal data on the basis of legal regulations, in particular the General Regulation on Personal Data Protection, the so-called GDPR (full title Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to personal data) on the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (General Data Protection Regulation), as amended.
9. We always process your personal data in accordance with the GDPR on one of the legal grounds set out in Article 6 of the GDPR. These reasons are in particular:
 1. Your consent to the processing of your personal data;
 2. the need to process your personal data in order to fulfill the contract you have concluded with us or to take measures taken before the conclusion of the contract;
 3. the existence of our legitimate interest in the processing of your personal data;
 4. the need to process your personal data in order to fulfill our obligations.
10. Our legitimate interests in the processing of your personal data are
 1. operating and developing our business;
 2. improving the products and services we provide;
 3. operating our website, providing and improving its functionality;
 4. promotion of our business activities, especially the services or goods we offer, news in our range, discounts, interesting events and other interesting things related to the activities of our company;
 5. enforcing our legal claims;
 6. ensuring the security of our websites, their users;
 7. protection of our property, protection of life, health and property of our employees, business partners, clients, as well as all persons who move on the premises of our company.
11. The length of personal data processing depends on the purpose and reason for processing the personal data. This time cannot usually be determined precisely, given the scope of the data processed and the diversity of purposes. Therefore, the processing time of your personal data is defined by the criteria below.
12. If we process your personal data on the basis of your consent to their processing, then we process your personal data for the duration of this consent.
13. In other cases, we process your personal data for the time necessary to achieve the purpose for which we process them, including subsequent administration associated with the termination of processing and deletion of personal data.



14. If one of the reasons for which we process your personal data for a specific purpose fails, it does not automatically mean our obligation to stop processing them. As long as we have another reason for their processing (eg our legitimate interest in processing ceases, but the processing of your personal data will still be necessary in order to fulfill the contract concluded between us or our legal obligations), we may continue to process your personal data until until we have all the legal reasons for processing them. However, in the event of revocation of the consent to the processing of personal data, we do not proceed with the processing of your personal data for the purpose for which the revoked consent was originally granted.
15. We primarily process the personal data that you provide to us, and we process it primarily for our own purposes. However, in certain cases, we may receive your personal data from third parties or pass it on to third parties. These persons may in particular be:
 1. our accounting and tax advisors,
 2. our legal representation,
 3. our business partners;
 4. our IT department;
 5. storage and cloud service providers;
 6. insurance companies, insurance agents and intermediaries;
 7. banks and payment service providers;
 8. persons who provide us with marketing and PR services;
 9. public authorities (especially courts, authorities);
 10. law enforcement agencies (especially the police and the prosecutor's office).
16. We may also obtain your personal data from publicly available sources, such as public registers (especially the Commercial Register), the Trade Register, the Insolvency Register or the Real Estate Cadastre.
17. In some cases, the provision of personal data is necessary in order to be able to comply with our contractual or other obligations, to fulfill our legitimate interests, etc. For example, in order to be able to conclude a contract with you and provide you with services or goods, we must know in particular your identification and contact details. If possible, we try to inform you in advance about what data must be provided (eg by an asterisk in the forms on the website).

II. RIGHTS RELATING TO THE PROCESSING OF PERSONAL DATA

1. We will provide you with information on the processing of your personal data at your written request on the scope and conditions of the processing of your personal data. In addition to this request, you can request a copy of your personal data that we process in the same way. We will respond to requests in the same way as you submit them (ie either in electronic or paper form), unless you ask us to provide a different answer in the request. If you request more copies of your personal data in paper form, we will charge you an administrative fee of CZK 50 for each copy over one.
2. In the event that you find an error in your personal data that we process, send us a request to correct your personal data, stating what the error is and what the correct data is.



3. In the event that you find that your personal data that we process is incomplete, send us a request to supplement your personal data, stating how your personal data that we process should be supplemented and for what purpose. However, we would like to inform you that if the data for which you wish to supplement the already processed personal data is not necessary for processing for the purpose required by you, we are not obliged to complete the data.
4. If you find that we are processing your personal data to a greater extent than necessary, you can send us a written request to limit the processing. In the request, please inform us of the reasons why you believe that we are processing more of your personal data than is necessary for the given purpose. We will carefully evaluate your request and, if we find it to be reasonable, will take steps to limit the scope of processing. As stated above, we only process your personal data for the purposes for which it is necessary and only to the extent that is necessary to fulfill that purpose.
5. If you do not want us to keep your personal data, send us a written request to delete your personal data. We will carefully review the request and, if we find it reasonable, we will delete your personal information. You can find the reasons why you can request the deletion of your personal data in Article 17 of the GDPR. However, in certain cases, we may not comply with your otherwise reasoned request. You will also find the cases in Article 17 of the GDPR (eg if the processing is necessary for the exercise of the right to freedom of expression and information).
6. If you do not like how we process your personal data due to our legitimate interest, you can object to such processing in writing. In response to your objection, we will assess whether our legitimate interest in such processing persists and whether the interest in protecting the rights and freedoms of individuals outweighs it. If we find your objection to be justified, we will stop processing your personal data against which you have raised an objection.
7. The Supervisory Authority in the field of personal data processing in the Czech Republic, to which complaints against the processing of personal data can be filed, is the Office for Personal Data Protection with its registered office in Lt. Col. Sochora 27, 170 00 Prague 7.

III. CONSENT TO THE PROCESSING OF PERSONAL DATA

1. We require the consent to the processing of your personal data only in those cases where we cannot process your personal data for the given purpose on the basis of no other legal reason. Therefore, we only request your consent in exceptional cases, eg for the purpose of sending business messages, creation and operation.
2. Granting consent is entirely voluntary and you can revoke the consent at any time. In particular, the granting of consent is not a condition for the provision of other services.
3. If you want to withdraw your consent to the processing of your personal data, send an e-mail or a letter to the above contact details. Consent given for the purpose of sending commercial communications may also be revoked by unsubscribing from them via a link located in the e-mail containing the commercial communication.
4. If you have provided us with your e-mail address in connection with the sale of our products or the provision of our services, we may send you to this e-mail address in accordance with the Act on Certain Information Society Services (Act No. 480/2004 Coll.) commercial communication without your consent. In this case, we process your e-mail address based on our legitimate interest. This is our interest in promoting our business activities, especially the goods and services we offer, discounts, other events related to our company.



5. You can object to this processing (for more details on the right to object, see section 2.6. At the same time, in each e-mail that contains a business message, you have the option to unsubscribe from receiving commercial messages by clicking on the appropriate link. We will no longer send you a business message to the given e-mail address against sending business messages or unsubscribing from them.

IV. FINAL PROVISIONS

1. This Privacy Policy is subject to change by us. You can always find the current version of the policy on our website www.zabookem.com. We will notify you by e-mail of any changes to this policy.
2. For the purposes of communication, the e-mail form is also taken as a written form.
3. The principles in this version shall apply from 1 March 2022.

CONTACT & RESERVATION

Email: jan@zabookem.com and jana@zabookem.com

Telefon: +420 602 170 700 or 602 809 572

DALŠÍ ODKAZY

- Zásady zpracování osobních údajů
- Všeobecné obchodní podmínky

