

## **Privacy Policy. Terms of personal data protection.**

We are the company Glacies eternelle s.r.o., ID number: CZ27990249, with registered office at Švédská 1010/15, Prague – Smíchov, 150 00

We operate websites [www.carlove.cz](http://www.carlove.cz), [www.car-rental-prague.cz](http://www.car-rental-prague.cz)

We process some personal data for the provision of sales services and the operation of our website.

The processing of personal data is regulated in particular by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals in connection with the processing of personal data and on the free movement of such data and on the repeal of Directive 95/46/EC (General Data Protection Regulation personal data) ("GDPR")

### **I. Processing of personal data**

#### **A. Processing of personal data when using the contact form**

If you inquire about our products and services, we will work with your contact information that you provide us, mainly through the inquiry form. They are: first and last name, e-mail address, requested information regarding products and services.

##### For what reason?

We will contact you through them for further arrangements regarding the goods.

##### On what legal basis?

This is processing on the basis of Article 6 paragraph 1 letter b) GDPR – contract negotiation, or implementation of pre-contractual measures at your request.

##### How long will we process personal data?

If we do not establish further cooperation, we will process your data no longer than 30 days after our last communication.

#### **B. Processing of personal data in case of purchase**

If you buy from us, we will work with the data you fill in for us. These are mainly invoicing data: name, surname, address, ID number in the case of a purchase for a business entity.

##### For what reason?

We need to process personal data to fulfill our contract - to deliver our goods to you. We will also communicate with you via the contact details regarding the status of your order, possibly regarding complaints or your questions.

We will continue to process personal data to fulfill our obligations arising from the law (mainly for accounting and tax purposes, or to handle complaints).

On what legal basis do we process personal data?

This is processing on the basis of Article 6 paragraph 1 letter b) GDPR – fulfillment of the contract and Article 6 paragraph 1 letter c) GDPR – fulfillment of our legal obligation.

How long will we process and store personal data?

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

**C. Newsletters (commercial communications)**

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

On what legal basis?

We are allowed to do so under Section 7, Paragraph 3 of Act No. 480/2004 Coll., on certain information society services, if you did not prohibit us from doing so during the purchase.

How long will we process personal data?

10 years from your last purchase. You can unsubscribe from the newsletter at any time via the link in the e-mail or contact us by e-mail: [info@carlove.cz](mailto:info@carlove.cz)

## II. Who gets access to the data?

Your data will remain with us. Nevertheless, some companies or other persons work for us and get access to the data because they help us run our e-shop. They are:

- companies involved in sending payments: Stripe EU
- e-mailing service provider: Mailchimp EU

We process personal data only on the territory of the European Union.

## III. What else should you know?

We do not have a designated personal data protection officer in our company.

Our company does not make decisions based on automatic processing or profiling.

If you have any questions about personal data, please contact us at [info@carlove.cz](mailto:info@carlove.cz)

## IV. Use of cookies

Cookies are text files containing a small amount of information that are downloaded to your device when you visit our website. Cookies are then sent back to the website or another website that recognizes them on each subsequent visit.

Cookies perform various tasks, for example enabling efficient navigation between web pages, remembering your preferences and overall improving the user experience. They can also ensure that the advertisements displayed online are better tailored to you and your interests.

We use the following cookies on the website:

- **Necessary cookies:** they are required for the operation of the website, for example, they allow you to log in to secure parts of the site and other basic functionality of the site. This category of cookies cannot be disabled.
- **Analytical cookies:** allow us, for example, to recognize and determine the number of visitors and track how our visitors use the website. They help us improve the way the site works, for example by making it easier for users to find what they're looking for. We only run these files with your prior consent.
- **Profiling (marketing) cookies:** they are used to track preferences and allow you to display advertising and other content that best matches your interest and online behavior. We only run these files with your prior consent.

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

Cookies used:

Technical name	Publisher	The purpose of the description of cookies	Duration
Analytical	Google Analytics	Recognizing and determining the number of visitors, tracking activity on the website for the purpose of improving the operation of the website	Relational
Profiling	Target	Monitoring user preferences, displaying advertising corresponding to online behavior	Relational

You can find more information about cookies and their current list via individual internet browsers, most often in the Developer Tools item.

Consent can be expressed through a check box contained in the so-called cookie bar. You can subsequently refuse cookies in the settings of your Internet browser, or set the use of only some of them.

You can find more information about managing cookies in individual browsers at 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=en>
- firefox - <https://support.mozilla.org/cs/kb/enable-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 in connection with the processing of personal data

The GDPR regulation gives you, among other things, the right to contact us and ask for information about how we process your personal data, to request access to this data from us and have it updated or corrected, or to request a restriction of processing, you can request a copy of the processed personal data, request us in certain situations erasure of personal data and in certain cases, you have the right to their portability. You can object to processing based on legitimate interest.

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

These conditions are effective from 02/22/2023