

Data Protection (GDPR)

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This document describes how we use and process the personal data you have provided to us. You will also find information on how to contact us if you have questions regarding personal data. We are happy to answer any questions.

Identity and contact details of the controller:

Company: ATELIÉR MAUR s.r.o.
Address: Libušínská 575/82, 326 00, Plzeň
Company ID: 25241885
Phone: +420 377 240 033
E-mail: infoatelier@ateliermaur.cz

What type of personal data do we collect?

We only collect personal data for the purpose of delivering the ordered shipment or realizing the offered service based on the fulfillment of a concluded contract. To deliver the shipment, we need the full name, delivery address, billing address, and email.

For what purpose do we process personal data?

Processing personal data is essential for fulfilling the contract established when placing an order, for the following purposes:

- Informing about the order status.
- Delivery of ordered goods.
- Setting up a personal account.
- Handling any complaints.
- Information on product news.

We also need the email address to inform you about discounts, special offers, competitions, and other interesting news. For this extended marketing communication, you must give explicit consent. The consent is given by confirming the email sent to you based on placing an order or by filling out the registration form for these emails.

If you do not wish to receive this information, you have the option to remove your consent at any time. This can be achieved by contacting the person mentioned above.

What personal data do we share with third parties?

1. Data that you provide to us directly, such as:

- Order details (Delivery and billing address, contact information)
- Login credentials

We use these details exclusively for the execution of the order and do not share them with third parties.

2. Anonymous reCAPTCHA data to prevent misuse of the site

- Pages you visit

We pass these details to the reCAPTCHA service to verify that the site is not being used by a machine.

3. Analytical data that you allow us to track

- Pages you visit
- Links you click on

These details are anonymously processed by Google Analytics for the purpose of tracking website traffic and improving user experience...

Duration of Personal Data Processing

The period for which we retain your personal data varies depending on the purpose for which the data is processed.

If we process your data for the purposes of fulfilling a contract (e.g., processing your order), we retain your data for the duration of the contract and any additional period required by law for accounting and tax purposes.

If we process your data based on your consent (e.g., for marketing purposes), we retain your data until you revoke your consent. You have the right to withdraw your consent at any time.

Once the data is no longer needed for the purposes for which it was collected or otherwise processed, it will be deleted or anonymized. If that's not possible (for instance, because your data has been stored in backups), then your data will be securely stored and isolated from further processing until deletion is possible.

How We Use Cookies

We use operational cookies essential for the functioning of the e-shop. These cookies serve, for example, to verify a logged-in user or to remember preferences for displaying the page in the Preferred language scope.

Furthermore, we use anonymized analytical cookies if you give us consent, which allows us to monitor how you interact with the application.

What security procedures regarding the storage of personal data do we use?

The provider has adopted and maintains technical and organizational measures to prevent unauthorized or accidental access to personal data, their alteration, destruction or loss, unauthorized transfers, any other unauthorized processing, as well as any misuse of personal data.

1. Anonymization of personal data.
2. Ability to restore the availability of and access to personal data in a timely manner in the event of physical or technical incidents.
3. A process for regularly testing, assessing, and evaluating the effectiveness of implemented technical and organizational measures to ensure the security of processing.
4. Multi-level firewall.
5. Antivirus protection and control of unauthorized access.
6. Encrypted data transmission using IT technologies.
7. Access to personal data only for authorized individuals.
8. Servers containing personal data locked in a server room.

How can you control the personal data you have provided?

We offer you the possibility to control and modify the personal data you have provided to us. If you wish to access, modify, or delete your data, you can contact our data protection contact person. The contact details can be found earlier in this document.

Our data protection contact will assist you with any requests or queries you may have regarding your personal data.

General Provisions

1. The customer provides their personal data to the seller for the purpose of concluding a purchase contract with the seller and the proper continuation of the legal relationship between the customer and the seller based on the concluded purchase contract. Consent to the processing of personal data to the full extent according to this article is not a condition that in itself would prevent the conclusion of a purchase contract.
2. The customer voluntarily provides their personal data and agrees to their provision to third parties under the conditions stated below.
3. Personal data will be processed in electronic form in an automated manner or in printed form in a non-automated manner.
4. In the event that the buyer believes that the seller or processor processes his personal data contrary to the protection of the buyer's private and personal life or contrary to the law, especially if the personal data is inaccurate with respect to the purpose of their processing, he may::
 5. Ask the seller or processor for an explanation via their email address or in writing,
 6. Request the seller or processor to remove such a situation by sending a request to their email address or in writing,
 7. If the buyer requests information about the processing of his personal data, the seller is obliged to provide this information to his email address or in writing by mail. The seller has the right to charge a reasonable fee for providing the information according to the previous sentence, not exceeding the necessary costs for providing the information, in case of repeated requests.
8. The seller ensures the security of customers' personal data against misuse. The handling of customers' personal data is governed by the relevant provisions of the General Data Protection Regulation (GDPR) and other relevant legal regulations.
9. Any misconduct, questions, leakage, or misuse of personal data can be reported to the relevant Data Protection Office. (ÚOOÚ)