

Dear customer,

In this document, we would like to inform you about what personal data we process, for what purposes and whether this is done on the basis of your consent or another legal reason. You will also find here detailed information about who we can transfer personal data to and what rights you have regarding our processing of your personal data.

1. Our identification and contact information (To whom do you provide personal information?)

Horticulture Dvořák a syn sro

Stanová 1998, 41501 Teplice

registered in the commercial register of the Regional Court in Ústí nad Labem,
section C, insert 38337

ID: 05528518

VAT number: CZ05528518

phone : +420 417 539 930

Email for objections to the processing of personal data (including revocation of consent to sending marketing communications):

zahradnictvi@dvorakasyn.cz

Email for questions and exercising other rights of data subjects:

zahradnictvi@dvorakasyn.cz

Zahradnictví Dvořák a syn s.r.o. operates a gardening center at Stanová 1998, 41501 Teplice and provides selected gardening services to its customers (individuals and entrepreneurs) and also operates a flower shop at Rudolická 1700, 434 01 Most, where it also provides selected gardening services to its customers (individuals and entrepreneurs).

Zahradnictví Dvořák a syn s.r.o. acts as a personal data administrator in its activities towards you, i.e. that he decides what personal data he collects, for what purposes and by what means, and is responsible for their proper processing.

2. What personal data do we process?

We process only the personal data that you provide to us as part of negotiations for the conclusion of a contract for the supply of goods (horticultural assortment) and the provision of our services, when filling out the registration form for our loyalty club or through our website or as part of our written or electronic communication. We also process the personal data of our suppliers, which are provided to us by the suppliers themselves as part of the negotiations for the conclusion of the contract or which relate to the fulfillment of the objects of the concluded contracts.

This is in particular your identification and contact data (name, surname, title, residential address (or place of delivery of goods or services or other contact address), business name, place of business and identification number of a natural person doing business, telephone number and e-mail address .

We also process personal data obtained when you visit our website (www.kvetinyteplice.cz) and the applications and forms available there. These are cookies and data entered in other forms available on our website.

also process data on the use of our services and purchases made, e.g. records of purchases made, claimed goods and your requests, records of our email, written and telephone communication, video records of our customer events, etc.

We also process the data necessary to process and verify the correctness of supplier invoicing, which may contain some personal data, e.g. names of specific workers delivering goods or services, bank account numbers of natural persons, data on the movement of persons, etc.

The provision of personal data is completely voluntary on your part, however, in case of failure to provide it, in some cases we will not be able to provide you with our services in full and make offers of goods and services according to your needs or you will not be able to draw the benefits of our Loyalty Club and participate some discounts offered.

3. For what purposes do we process personal data?

We process personal data for the following purposes:

Customer/supplier identification, preparation of draft orders and contracts;

Without your proper identification, in some cases (e.g. direct sale of goods on invoice) we would not be able to provide you with services, deliver goods or provide quality client service.

In these cases, we therefore need to know who you are. For this purpose, we process your identification and contact data. Of course, this does not apply to normal retail sales at a garden center, where customers normally shop anonymously.

legal basis for processing personal data:

- execution of measures before the conclusion of the contract
- processing is necessary for the fulfillment of the contract
- processing is necessary to fulfill a legal obligation

Customer service;

We try to set up our procedures and system of communication with customers in such a way that we always meet all your requirements quickly and efficiently. If you contact us by phone or e-mail, we process records of this communication in order to be able to provide you with the desired answer or solution to your problem and to further improve the customer service provided. We also record your identification and contact data and data on the use of our services and purchases made in order to satisfy your legitimate claims as soon as possible and also meet our legal obligations as part of the resolution of claims and complaints.

Legal basis for processing personal data:

- the processing is necessary for the fulfillment of the contract;
- processing is necessary to fulfill a legal obligation (according to the ZKPT and the Act on Insurance Intermediaries);
- execution of measures before the conclusion of the contract;

Developing and improving our services and product offerings, market research;

We constantly compare our services and offered products with current market developments in order to offer products in accordance with the latest market trends and under the best achievable conditions. For this purpose, we process your identification and contact data, data on the use of our services and purchases made, and data obtained when visiting our website.

Legal basis for processing personal data:

- processing is necessary to protect our legitimate interests;

Marketing;

We process your identification and contact data, data on the use of our services and purchases made for marketing purposes: (i) without your consent based on our legitimate interest and also under the conditions of the Personal Data Protection Act and the Act on Certain Information Society Services for the purposes of the offer our goods and our services and an overview of our customer discounts and promotions, (ii) based on your consent for the purposes of offers of goods and services via your e-mail, offers of discounts, services and goods of third parties and further for advanced marketing activities, e.g. some analysis, combining with other data collected for different purposes and tracking information about you available on social networks, use of visual (audio-visual) recordings of customer events, etc.

Legal basis for processing personal data:

- processing is necessary to protect our legitimate interests;
- consent of the data subject;

Determination, performance and defense of our legal claims, debt collection;

We may use your personal data within the framework of judicial or administrative proceedings in which we will be a party and which will concern the legal relationship with you, either at the request of the relevant state authority or on our own initiative in the protection and enforcement of our legal claims and receivables.

Legal basis for processing personal data:

- processing is necessary to protect our legitimate interests;

4. How do we process personal data?

We process your personal data manually and automatically in electronic information systems in compliance with established security and procedural measures. All workers who come into contact with personal data are properly trained.

We process personal data for the period for which the legal reason for their processing lasts, i.e. for the duration of our mutual contractual relationship and the expiry of the relevant limitation

period (usually four-year) relating to the rights resulting from this legal relationship or related to this legal relationship. We process personal data processed for marketing purposes (including data obtained as part of Loyalty Club registration) until you withdraw your consent to their processing or object to their processing in accordance with Article 6 below.

In order to improve the evaluation of the functioning of our website (www.kvetinyteplce.cz) and to set up some of our marketing activities, we use cookies on our website. Cookies are small text files that are stored locally on the computer through the browser. Cookies make it possible to distinguish individual website visitors and personalize their content, as well as to perform statistical analyzes in connection with website visits.

In the course of our activities, we process your personal data that you entered in these applications (websites) for the above purposes.

5. To whom do we transfer personal data?

We are assisted with the processing of personal data by professional processors with whom we have concluded a contract for the processing of personal data and who provide a guarantee of the introduction of appropriate technical and organizational measures in order to meet the legal requirements for the processing of personal data and to ensure the protection of the rights of data subjects. Such processors are in particular:

1. External printers that process personal data for the purposes of advertising printing and sending correspondence and our internal administration;
2. Marketing agencies within the framework of the preparation of the offer of our goods and services;
3. Providers of IT services and creators of software products that we use in our activities, especially when performing maintenance and changes in our information and sales systems;
4. Legal and tax advisors, in the provision of their services (especially accounting and defense and determination of our legal claims

6. What rights do you have in connection with the processing of personal data?

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

Right of access

You have the right to obtain confirmation from us as to whether or not personal data concerning you is being processed by us and you have the right to obtain access to this data. In this context, you have the right to request the provision of information on the purpose of processing, the category of processed personal data, the recipient of personal data, available information on the source of personal data, if they are not obtained directly from you, and the period of storage of personal data.

Right to rectification

You have the right to correct inaccurate personal data concerning you or to complete incomplete personal data.

Right to erasure

You have the right to have your personal data deleted if: (i) it is no longer necessary for the above purposes for which it was collected and processed by us, (ii) you revoke your consent to the processing of personal data where your data is processed on the basis of of such consent and there is no other legal reason for processing them, (iii) you object to the processing of personal data that is processed on the basis of our legitimate interests and it is found that no such legitimate interests exist anymore, (iv) you object to the processing of personal data for marketing purposes; in such case, personal data will not be further processed for this purpose, (v) personal data were processed unlawfully, (vi) a binding legal regulation provides, (vii) personal data were collected in connection with the offer of information society services to a child.

Right to restriction of processing

You have the right for us to stop using your personal data for a limited period of time, if: (i) you believe that the personal data we hold is inaccurate, (ii) the processing of your personal data is unlawful, but you do not request their deletion, only the limitation of their processing, (iii) We no longer need your personal data for the above-mentioned purposes, but you need them for the determination, exercise or defense of legal claims, (iv) you have objected to the processing of personal data

for the reason that there are no longer legitimate interests on our side for their processing.

In cases according to the previous sentence, we will stop performing any actions with your personal data until the inaccurate personal data is corrected or its inaccuracy is clarified or until the result of the assessment of your objection to their processing.

The right to object to processing

You have the right to object to the processing of your personal data based on our legitimate interest and for marketing purposes. In the case of marketing activities, we will stop processing your personal data after receiving an objection; in other cases, we will do so unless we have legitimate reasons to continue such processing.

The right to file a complaint

You have the right to file a complaint with the Office for Personal Data Protection. You can exercise this right in particular if you believe that we are processing your personal data unlawfully or contrary to generally binding legal regulations. You can send the complaint directly to the Office for Personal Data Protection at the address: Pplk. Sochora 27, 170 00 Prague 7

7. Who to contact?

You can object to the processing according to Article 6 electronically, by e-mail to the address: zahradnictvi@dvorakasyn.cz

You can exercise other rights or other questions electronically, by e-mail to the address: zahradnictvi@dvorakasyn.cz

In Teplice

1.1.2022 Ing. Stanislav Dvořák