

## PRIVACY POLICY

intended to inform visitors of websites operated on the domains (and their subdomains) darekcpromoci.cz, napromoci.cz and dareksnapadem.cz and promocnicepice.cz (hereinafter referred to as "**website**") in matters of personal data protection and the use of cookie files, to fulfill the controller's legal information obligations in particular according to the GDPR and the Personal Data Processing Act.

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### 1. INTRODUCTION

1.1. The personal data controller referred to in Article 4 (7) of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as "**the GDPR**") is

NINA SVITLÍKOVÁ, residence Křivoklátská 885, 199 00 Prague 18, Identification Number (ID): 74207229, Tax Identification Number (VAT ID): CZ8751033434, registered in the Trade Licensing Register (in Czech "Živnostenský úřad"), SZ OZI 3848/2017/ZO-REG-03 (hereinafter referred to as the "**the controller**"). The controller did not appoint a Data Protection Officer.

### 2. CONTACT INFORMATION

2.1. In the case of any wishes, queries, and claims of your privacy rights, do not hesitate to contact us via email

**DarekKPromoci.cz:** info@darekcpromoci.cz

**NaPromoci.cz:** info@napromoci.cz

**DarekSNapadem.cz:** info@dareksnapadem.cz

**PromocniCepice.cz:** info@promocnicepice.cz

### 2.2. Other contact information

**Correspondence address:** Nina Svitlíková, Křivoklátská 885, Prague 18 - Letňany, 199 00, Czech Republic

**Phone:** (+420) 723 021 002

### **3. WHAT ARE PERSONAL DATA?**

3.1. Personal data means any information relating to an identified or identifiable natural person ('data subject'). The identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

### **4. WHAT CATEGORIES OF PERSONAL DATA WE PROCESSED AND WHAT ARE THEIR SOURCES?**

4.1. We try to minimize the amount of personal data, that we process and store, and ensure adequate security. Some data are necessary for us to be able to execute your order and offer you the services to which you are used to, and others, to be able to exist in the modern world and to bring joy to you and another satisfied customers.

4.2. We process and store:

- personal data you have provided to us or personal information that we have obtained as a result of your order,
- your identification and contact details and the data necessary to fulfill the agreement you have signed with us,
- personal data obtained from cookies and
- personal data that you have provided to us as part of using the online chat contact form.

#### **4.3. What are cookies and what cookies do we use?**

4.3.1. Cookies are small data files that help your site's web pages remember your actions and settings that you've made, so you do not have to re-enter them. Cookies are not a hazard, but they are important for protecting privacy. Cookies can not be used to identify the visitors of the site or to abuse the login information.

4.3.2. We use cookies, for example, to keep switching views from mobile devices to the PC version of the site, to maintain your preferences when viewing this website, information about the selected language or currency, etc.

4.3.3. We also use third-party cookies (e.g., Google Analytics for Traffic Analysis). These cookies can be used for advertising purposes by remarketing on the affiliated sites of these companies, etc. These cookies are managed by third parties and we do not have access to reading or writing this data.

#### **4.3.4. Categories**

##### **4.3.4.1. Essential cookies**

These cookies are necessary for the operation of our services and cannot be turned off. They are usually set up only in response to your actions, such as creating an account or saving a wish list for later.

We use the following cookies:

##### **PrestaShop-\***

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** The controller
- **Purpose:** This cookie is necessary for the operation of the e-shop.

- **Expiration:** 20 days
- **Type:** HTTP Cookie

#### **DmCookiesMarketing**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** The controller
- **Purpose:** This cookie identifies whether or not the user has given consent to the use of cookies in a given category and enables the functioning of the cookie management module.
- **Expiration:** 31 days
- **Type:** HTTP Cookie

#### **DmCookiesAnalytics**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** The controller
- **Purpose:** This cookie identifies whether or not the user has given consent to the use of cookies in a given category and enables the functioning of the cookie management module.
- **Expiration:** 31 days
- **Type:** HTTP Cookie

#### **DmCookiesAccepted**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** The controller
- **Purpose:** This cookie identifies whether or not the user has given consent to the use of cookies in a given category and enables the functioning of the cookie management module.
- **Expiration:** 31 days
- **Type:** HTTP Cookie

#### **DmCookiesIdGuest**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** The controller
- **Purpose:** This cookie identifies whether or not the user has given consent to the use of cookies in a given category and enables the functioning of the cookie management module.
- **Expiration:** 31 days
- **Type:** HTTP Cookie

**pll\_language**

- **Domains:** ps.darekkpromoci.cz, ps.napromoci.cz, ps.dareksnapadem.cz, promocnicepice.cz
- **Provider:** The controller
- **Purpose:** This cookie makes it possible to create a multilingual website and to remember the language chosen by the user on the last visit.
- **Expiration:** 1 year
- **Type:** HTTP Cookie

#### moove\_gdpr\_popup

- **Domains:** ps.darekkpromoci.cz, ps.napromoci.cz, ps.dareksnapadem.cz, promocnicepice.cz
- **Provider:** The controller
- **Purpose:** This cookie identifies whether or not the user has given consent to the use of cookies in a given category and enables the functioning of the cookie management module.
- **Expiration:** 1 year
- **Type:** HTTP Cookie

#### yotpo\_pixel

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** Yotpo (Third Party)
- **Purpose:** This cookie is necessary for the operation and display of user reviews on the website.
- **Expiration:** 180 days
- **Type:** HTTP Cookie

#### \_sp\_id.\*

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** Snowplow (Third Party)
- **Purpose:** This cookie is necessary for the operation and display of user reviews on the website.
- **Expiration:** 400 days
- **Type:** HTTP Cookie

#### \_sp\_ses.\*

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz.
- **Provider:** Snowplow (Third Party)
- **Purpose:** This cookie is necessary for the operation and display of user reviews on the website.
- **Expiration:** 30 min

- **Type:** HTTP Cookie

#### 4.3.4.2. Analytical cookies & Customer chat

These cookies allow us to count visits and traffic so that we have an overview of which pages are the most popular and how visitors move on our website. All information that these cookies collect is aggregated and therefore anonymous.

We have also included cookies necessary for the operation of the Smartsupp online chat (third party) in this category.

We use the following cookies:

##### SL\_C\_23361dd035530\_SID

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Smartlook (Third Party)
- **Purpose:** This website uses Smartlook. Analytical tool that uses cookies, text files stored on your device, used to analyze your behavior on the website. These cookies provide a way to anonymously connect visits of each visitor. Smartlook will use this information to provide insights into your usage of this website solely for the operator of this website. This cookie identifies the Session ID.
- **Expiration:** 13 months
- **Type:** HTTP Cookie

##### SL\_C\_23361dd035530\_KEY

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Smartlook (Third Party)
- **Purpose:** This website uses Smartlook. Analytical tool that uses cookies, text files stored on your device, used to analyze your behavior on the website. These cookies provide a way to anonymously connect visits of each visitor. Smartlook will use this information to provide insights into your usage of this website solely for the operator of this website. This cookie identifies the Project key.
- **Expiration:** 13 months
- **Type:** HTTP Cookie

##### SL\_C\_23361dd035530\_VID

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Smartlook (Third Party)
- **Purpose:** This website uses Smartlook. Analytical tool that uses cookies, text files stored on your device, used to analyze your behavior on the website. These cookies provide a way to anonymously connect visits of each visitor. Smartlook will use this information to provide insights into your usage of this

website solely for the operator of this website. This cookie identifies the Visitor ID.

- **Expiration:** 13 months
- **Type:** HTTP Cookie

#### **ssupp.visits**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Smartsupp (Third Party)
- **Purpose:** Tento soubor cookie se používá k uložení počtu předchozích návštěv návštěvníka. Na základě toho pak můžeme přesněji cílit automatizované zprávy a chatboty.
- **Expiration:** 6 months
- **Type:** HTTP Cookie

#### **ssupp.vid**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Smartsupp (Third Party)
- **Purpose:** The main purpose of this cookie is to identify visitors of the website. Based on this, we can pair the visitor with a conversation when the page is reloaded. As a result, the ongoing conversation does not disappear even after the page is reloaded, so visitors can continue where they left off. This cookie therefore allows us to display the source, browser information, and number of visits that are listed in the visitor information in the Dashboard.
- **Expiration:** 6 months
- **Type:** HTTP Cookie

#### **\_ga**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Google (Third Party)
- **Purpose:** This is a Google Analytics cookie. It records a unique ID that is used to generate statistical data about how the visitor uses the website.
- **Expiration:** 400 days
- **Type:** HTTP Cookie

#### **\_gat**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Google (Third Party)

- **Purpose:** This is a Google Analytics cookie. It is used to reduce the number of requests.
- **Expiration:** 1 minute
- **Type:** HTTP Cookie

#### **\_gid**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Google (Third Party)
- **Purpose:** This is a Google Analytics cookie. Registers a unique ID that is used to generate statistical data about how the visitor uses the website.
- **Expiration:** 24 hours
- **Type:** HTTP Cookie

#### **4.3.4.2. Marketing cookies**

By accepting marketing cookies, you agree to place cookies on your device to provide you with relevant content that meets your interests. These cookies may be set by us or our advertising partners through our site. Their purpose is to profile your interests and display relevant content on our website as well as on third-party websites.

We use the following cookies:

#### **\_gcl\_au**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Google (Third Party)
- **Purpose:** This is a Google Tag Manager cookie. Serves to provide customized advertising within the Google group based on anonymous data about user behavior on our website.
- **Expiration:** 90 days
- **Type:** HTTP Cookie

#### **\_fbp**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Meta Platforms (Third Party)
- **Purpose:** This is a Facebook cookie integrated via the Google Tag Manager service. Used to provide customized advertising within the Meta Platforms, Inc. group. based on anonymous data about user behavior on our website.
- **Expiration:** 90 days
- **Type:** HTTP Cookie

#### **\_pin\_unauth**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Pinterest (Third Party)
- **Purpose:** This is a Pinterest cookie integrated via the Google Tag Manager service. Serves to provide customized advertising within the Pinterest social network based on anonymous data about user behavior on our website.
- **Expiration:** 1 year
- **Type:** HTTP Cookie

#### **\_ga\_"container-id"**

- **Domains:** darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz.
- **Provider:** Google (Third Party)
- **Purpose:** This is a Google Analytics GA4 cookie integrated via the Google Tag Manager service. It is used to provide anonymous statistical data about the behavior of users on the website.
- **Expiration:** 400 days
- **Type:** HTTP Cookie

#### 4.3.5. Consent to set cookies

Most cookies are automatically accepted unless the browser is set differently. By using this website you agree to the storage of cookies. Use cookies to restrict or block in your web browser settings. To find out how to set up a particular browser, visit the following addresses:

- Internet Explorer: [windows.microsoft.com](https://windows.microsoft.com)
- Google Chrome: [support.google.com](https://support.google.com)
- Mozilla Firefox: [support.mozilla.org](https://support.mozilla.org)
- Opera: [help.opera.com](https://help.opera.com)
- Safari: [support.apple.com](https://support.apple.com)

4.3.6. You can always change your preference by visiting the "Cookie preferences" at the bottom of our websites.

### **5. WHAT ARE THE LEGAL REASONS FOR PROCESSING THE PERSONAL DATA AND WHAT IS PURPOSE TO PROCESS PERSONAL DATA?**

5.1. The legal reasons for processing the personal data are:

- performance of the contract between you and The controller under Article 6 (1) b) GDPR,
- the legitimate interest of The controller in providing direct marketing (in particular for sending business messages and newsletters) under Article 6 (1) f) GDPR,
- Your consent to the use of cookies for performance, social media and advertising.



## 5.2. The purpose of processing personal data is

- executing your order and exercising the rights and obligations arising from the contractual relationship between you and The controller; in ordering process there are required the personal data that are necessary for the successful execution of the order (name and surname, address, contact, billing data), the provision of personal data is a necessary requirement for the conclusion and fulfillment of the contract, without the provision of personal data it is not possible to conclude or fulfill the contract from The controller's side,
- sending business messages and doing other marketing activities incl. customized ads.

## 6. HOW LONG THE DATA ARE STORED?

### 6.1. The controller store the personal data

- for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and The controller and to exercise the claims arising from these contractual relationships (for a period of 15 years from the termination of the contractual relationship),
- until the consent to the processing of personal data for marketing purposes is revoked,
- in the case of cookies for the period until the expiration of the given type of cookie file,
- the chat history is stored by the processor (Smartsupp) for 3 months.

## 7. WE SHARE YOUR PERSONAL DATA WITH THIRD PARTIES?

7.1. Yes, we share some of your personal information with third parties for the purposes listed above.

### 7.2. The recipients of personal data are persons:

- involved in the delivery process of goods and the execution of payments according to contract
  - Česká pošta, s.p. IČO 47114983  
(*darekkpromoci.cz, napromoci.cz, dareksnapadem.cz*)
  - Zásilkovna s.r.o. IČO 28408306  
(*darekkpromoci.cz, napromoci.cz, dareksnapadem.cz*)
  - PayPal (Europe) S.à.r.l. et Cie  
(*darekkpromoci.cz, napromoci.cz, dareksnapadem.cz*)
- providing services related to the operation of the e-shop or website
  - ČESKÝ WEBHOSTING s.r.o., IČO 27245357  
(*darekkpromoci.cz, napromoci.cz, dareksnapadem.cz*)
  - Web4U s.r.o., IČO 17311501  
(*promocnicepice.cz*)

- providing marketing services in the sense of running business messages containing a customer satisfaction questionnaire
  - Yotpo, Ltd.  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz)*
  - Google Inc.  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz)*
  - Snowplow Analytics Limited  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz)*
- providing other marketing and analytical services
  - Google Inc.  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*
  - Seznam.cz, a.s., IČO 26168685  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*
  - Meta Platforms Ireland Limited (Facebook)  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*
  - Pinterest Europe Ltd.  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*
  - Smartsupp.com, s.r.o., IČO 03668681  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*
  - Smartlook.com, s.r.o., IČO 09508830  
*(darekkpromoci.cz, napromoci.cz, dareksnapadem.cz, promocnicepice.cz)*

7.3. We share some data with third parties that have their headquarters outside the EU or are an international organization.

7.3.1. The recipient of personal data in third countries is

- Yotpo, Ltd.
- Snowplow Analytics Limited

7.3.1. An international companies are

- PayPal (Europe) S.à.r.l. et Cie
- Google Inc.
- Meta Platforms Ireland Limited

- Pinterest Europe Ltd.

## **8. WHAT ARE YOUR PERSONAL DATA PROTECTION RIGHTS?**

8.1. Under the terms of the GDPR you have

- the right of access to your personal data pursuant to Article 15 GDPR,
- the right to correct personal data pursuant to Art. 16 GDPR or processing restrictions pursuant to Art. 18 GDPR,
- the right to delete personal data according to Art. 17 GDPR,
- right to object to processing under Art. 21 GDPR,
- the right to data transferability under Art. 20 GDPR a
- the right to withdraw consent to processing personal data in writing or electronically to the address or email of The controller referred to in Article I of these Terms.

8.2. In addition, you have the right to file a complaint with the Personal Data Protection Office if you believe your privacy has been infringed.

## **9. HOW DO WE PROTECT YOUR PERSONAL DATA?**

9.1. The controller declares that he has taken all appropriate technical and organizational measures to safeguard personal data.

9.2. The controller has taken technical measures to secure data repositories and personal data repositories in paper form.

9.3. The controller declares that personal data can only be accessed by authorized persons.

## **10. CONCLUSION**

10.1. The controller is entitled to is authorized to change or supplement these Privacy Policy. This provision does not affect the rights and obligations arising during the effective period of the previous version.