

*This text was translated using machine translation, and may therefore contain incorrect information. For legal reference use the original version.*

## **Privacy Policy**

### **Content**

1. Administrator identification and contact details
2. Principles of personal data processing
3. Recipients and categories of data subjects
4. Processing titles used by the administrator
5. Processing of personal data by the controller based on consent
6. Sources of personal data
7. Purposes of personal data processing
8. Rights of data subjects
9. Duration of personal data storage
10. Automated processing of personal data (profiling)
11. Transfer of personal data to countries outside the European Union
12. Right to lodge a complaint with the Supervisory Authority
13. Do you want to contact the administrator?
14. Validity and effectiveness of personal data protection conditions

## **1. Administrator identification and contact details**

Breeding bulls Cunkov s.r.o. (hereinafter referred to as the "Administrator"), with its registered office at Nám. E. Beneše 96, 399 01 Milevsko, IČ: 260 28 531 issues these terms and conditions of personal data protection (hereinafter referred to as the "Terms") with respect to Regulation (EU) 2016/679 of the European Parliament and of the Council of natural persons in connection with the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (hereinafter referred to as "the Regulation") and further with respect to Act No. 101/2000 Coll. 110/2019 Coll., On the processing of personal data.

## **2. Principles of personal data processing**

Both the controller and the processor comply with the regulations and other legal regulations regulating the protection of personal data and stipulated principles when processing personal data. The basic principles of the Regulation are as follows:

- legality, fairness and transparency of processing;
- purpose limitation (processing for certain and legitimate purposes only);
- minimization of personal data (only processing to the extent necessary for the purpose);
- accuracy and timeliness (the controller shall ensure that inaccurate, incorrect or outdated personal data are corrected or deleted without delay);
- limited storage (personal data are stored by the administrator for no longer than is strictly necessary for the purposes for which they are processed and the administrator archives documents only for the time necessary for their storage, then shredding or deletion);
- integrity and confidentiality (personal data are processed in a manner that ensures that they are adequately protected by means of appropriate technical and organizational measures against unauthorized or unlawful processing and accidental loss, destruction or damage);
- accountability (the controller demonstrates compliance);
- the principle of proportionality (not to be treated in any other effective way).

## **3. Recipients and categories of personal data subjects**

The controller processes the personal data of buyers and sellers in a contractual relationship with the controller in accordance with the conditions below (paragraph 4) (hereinafter referred to as "data subjects").

The controller processes personal data and contact details of data subjects within the meaning of the Regulation.

## **4. Processing titles used by the administrator**

The controller uses the following personal data titles:

- compliance with a legal obligation,
- performance or conclusion of the contract,
- the legitimate interest of the controller.

In such cases, the controller is not subject to the obligation to obtain consent to the processing of personal data from the data subject.

## **5. Processing of personal data by the controller based on consent**

In rare cases, the controller obtains personal data with the consent of the data subject. The consent of the data subject must be free, concrete, informed and unambiguous expression of will (it must be clearly distinguished, ie it is separate from the contract or business conditions, it is not an integral part thereof). Consent is understandable, easily accessible and preferably in writing and using clear and simple language means. The consent may be revoked at any time by the data subject.

## **6. Sources of personal data**

The controller processes the personal data it obtains from the data subjects (par. 3) in fulfilling the processing titles referred to in par. 4.

The Administrator does not require entities to have personal data that it does not need directly or indirectly to fulfill its statutory obligations. The administrator's goal is to minimize personal information.

## **7. Purposes of personal data processing**

- Registration of contracts, bookkeeping and invoicing.
- Operation and management of online auctions.
- Sending communications, providing business services and related communication with data subjects.
- Company presentation.

## **8. Rights of data subjects**

The data subject who duly proves his identity shall have the following rights:

- Right of access to personal data (Article 15 of the Regulation) - Data subjects may, upon request, request information from the controller on what personal data it processes.
- Right to rectify personal data (Articles 16 and 19 of the Regulation) - Data subjects have the right to request rectification and completion of incomplete or incorrect personal data concerning them.
- Right to be deleted ('forgotten') of personal data (Articles 17 and 19 of the Regulation) - if the data subject considers that the processing of personal data concerning him is not justified, he may request the deletion of personal data which: according to the data subject, they are processed contrary to the Regulation.
- Right to restrict processing (Article 18 of the Regulation) - if the data subject has the impression that his / her personal data are processed illegally by the controller and the processing should be restricted.
- Right to data portability (Article 20 of the Regulation) - if the subject's personal data are processed automatically by consent or on the basis of the legal title of performance of the contract, they may be transferred to another controller at the data subject's request.

- Right to object (Article 21 of the Regulation) - if the personal data of the data subject are processed on the basis of a legal title of legitimate interest, these subjects have the right to object to the processing.

## **9. Period of storage of personal data**

The controller protects personal data within the meaning of the Regulation. All employees are obliged to comply with the legal obligations regarding the protection of personal data.

When storing personal data, the controller shall comply with the usual data retention periods.

The controller has taken appropriate organizational and technical measures to promote the protection of personal data.

## **10. Automated processing of personal data (profiling)**

The controller does not use automated processing when processing personal data of the data subject.

## **11. Transfer of personal data to countries outside the European Union**

The controller does not transfer personal data to countries outside the European Union.

## **12. Right to lodge a complaint with the Supervisory Authority**

Data subjects may address their complaints to the Office for Personal Data Protection:

Office for Personal Data Protection

Company ID: 708 37 627

with its registered office at Pplk. Sochova 27, 170 00 Prague 7, Czech Republic

[www.uoou.cz](http://www.uoou.cz)

## **13. Do you want to contact the administrator?**

You can contact the administrator either by e-mail ([ucto.froll@opbcunkov.cz](mailto:ucto.froll@opbcunkov.cz)) or in writing at the Breeding Bulls Cunkov s.r.o., Nám. Dr. E. Beneše 96, 399 01 Milevsko.

The data subject's request shall be processed within one month of receipt. The administrator reserves the right to extend the deadline by two months in exceptional cases due to the difficulty of the case.

## **14. Validity and effectiveness of the terms of personal data protection**

These conditions will be continuously updated in accordance with applicable legal regulations and requirements of data subjects.

These conditions are effective as of April 1, 2020.