

1. Basic terms and legal regulations

For the purposes of this Policy,

Operator of the company:

Elite Care, s.r.o., with registered office at Bořivojova 878/35, 130 00 Prague 3, headed by:
Municipal Court in Prague, C 264217.

Personal information:

business name, business address, e-mail address, telephone number, billing address, delivery address, IP address, cookies, business identification number and business tax identification number of natural person, age information.

The operator of the e-shop

Elite Care, sro, with its registered office at Bořivojova 878/35, 130 00 Prague 3, led by:
Municipal Court in Prague, C 264217, as a Personal Data Administrator hereby informs you about the manner and scope of Personal Data Processing, including the extent of the rights of the Subscriber below) related to the processing of his / her Personal Data.

The operator shall process the personal data in accordance with the following legal regulations:

Personal Data Protection Act No. 101/2000 Coll.,

Regulation (EU) 2016/679 of the European Parliament and of the Council (hereafter "the Regulation")

Law on Some Information Society Services No. 480/2004 Coll.

Act No. 563/1991 Coll., On Accounting, as amended, Act No. 89/2012 Coll., The Civil Code, Act No. 634/1992 Coll., On Consumer Protection, as appropriate, in accordance with other legal regulations

The customer is a natural person, both business and non-business, who buys from the Operator (services).

An operator is a legal entity that operates this online store for the purpose of selling goods to an end customer.

In connection with the foregoing, Personal Data is processed to the extent it was provided in connection with the ordering of the Products and / or Services of the Operator, respectively. in the negotiation of conclusion of a contract with the Operator, as well as in connection with a concluded contract; for the purpose (s) listed below in Article 2.

2. Purposes and time of processing of Personal Data

2.1. The Operator processes Personal Data for the following purposes:

Performance of a contract or, where appropriate, of another commitment and service:

- Personal data will be processed during negotiations on the conclusion of a contract between the Operator and the Customer for the purpose of concluding the contract as well as for the duration of the contractual relationship.
- Sending satisfaction questionnaires. Sending satisfaction questionnaires in order to improve the service provided to customers in connection with a created order, booking or direct sale. In the framework of the satisfaction assessment, the operator passes personal data in the scope of the name, surname, telephone number and e-mail address to a third party to another processor. Processing time: 3 years.
- Marketing actions. For the purpose of completing a marketing action, evaluating, terminating, delivering a possible win, etc. Processing time: during a marketing event.

Performance of a legal obligation (in particular, accounting, tax and archiving, provision of cooperation to administrative authorities, police, courts, etc.):

- The tax document will be retained for 10 years after the contract expires. In order to fulfill the statutory obligation to archive accounting documents pursuant to Act No. 563/1991 Coll., On Accounting, as amended, Personal Data will be further processed and kept for 10 years starting from the year following the year in which the contract was concluded between Operator and Customer.
- Performance of obligations in relation to the exercise of rights of defective performance, provision of co-operation to administrative authorities, police, court. The operator is authorized to process basic personal, customer identification and contact details, goods data and communication data between the customer for a period of 4 years from the expiry of the warranty period for the goods.

Eligible interests of the Operator, protection of rights and rights of the protected interests Operator:

- Effective defense in case of dispute. The processing time is set here for 4 years from the expiration of the warranty period for the goods and is extended by the length of time the dispute is conducted.
- In addition, the Operator's legitimate interest is the sending of commercial communications (flat offers and individual offers) in accordance with Section 7 (3) of Act No. 480/2004 Coll., On Certain Information Society Services and in accordance with Section 47 of the Regulation if the Operator has obtained the details electronic contact in connection with the sale of goods and services to the Customer.

Marketing and business offers of Operator services

- Merchandise sending business offers of products and services: sending general advertising messages without targeting to a particular group of recipients. The period of processing of personal data is in this case 3 years.
- Individual offer: sending advertising messages after evaluating some personal aspects related to a natural person. The operator does not perform profiling in accordance with Article 22 of the Regulation because it is not an automated processing but a manual creation of individual bids. The period of processing of personal data is in this case 3 years.

- Cookies: short text files generated by a web server and stored on a computer through a browser. Two types are distinguished. First of all, cookies are necessary to ensure the functioning and analysis of the web (making electronic communications over the electronic communications network, using these cookies can not be a disagreement). Furthermore, these are cookies that evaluate some personal aspects related to a particular individual. By using the second type of cookies, the Subscriber must agree. The processing time is 3 years in this case.
- Evaluating and Improving the Services Provided: The Operator records the calls made between its Customer Center and the Subscriber. Calls are held for 12 months.
- For re-marketing purposes, cookies are passed to other processors only if they have been approved for this purpose with a maximum expiration date of 540 days. If your ad cookies are removed, it is not technically possible to remove the cookies you have previously forwarded to the developer immediately. The removal of cookies from the processor occurs automatically after the expiration date. An instant solution to prevent re-marketing activities by the developer is to delete cookies from the browser, see instructions at:

2.2. The e-shop operator is a Privacy Manager:

The manager is the operator of multiple online shops with similar goods and services. As a result of the approval of the trustee, business messages from several different Internet shops in the group of Elite Care s.r.o.

3. Privacy and processing information

If Customer does not provide its Personal Information, it is not possible to conclude and / or provide services to the Operator. Personal data is necessary in this context to provide a specific service or product to the Operator.

After expiry of the deadlines specified in Article 2, the Operator will erase or anonymize personal information.

The Subscriber is only required to provide the Operator with true and accurate Personal Data. The Customer is responsible for the accuracy, accuracy and truth of the provided Personal Data. The operator is not responsible for the accuracy of the data provided.

The Operator shall make every effort to avoid the unauthorized processing of Personal Data. The Operator is entitled to pass on Customer's personal information to third parties for the following purposes: completing the ordering process, delivering goods, sending business messages, evaluating customer satisfaction, customer support services, handling complaints, registering a new customer.

Personal data is and will be processed in electronic form in a non-automated manner.

4. Customer's rights related to the processing of personal data

Customer's privacy rights:

- a) require the Operator to access his or her Personal Data;
- b) to repair the provided Personal Data;
- c) the deletion of the provided Personal Data;
- (d) to limit the processing of Personal Data;

- e) lodge a complaint with the Office for Personal Data Protection.
- (f) transfer of personal data to another controller
- g) to object to the processing of personal data

The Customer may exercise the aforementioned rights through a link provided in the e-mail address sent by the Operator or by request to the Company and the e-shop operator: Elite Care, sro, with its registered office at Bořivojova 878/35, 130 00 Prague 3, Of the Municipal Court in Prague, C 264217.

The right to erase personal data provided and the right to limit the processing can not be applied to fulfillment of the contract, fulfillment of the legal obligation, legitimate interests of the operator (with the exception of sending commercial communications (flat offers and individual offers) in accordance with § 7 paragraph 3 of Act No. 480 / 2004 Coll., On Certain Information Society Services and in accordance with Clause 47 of the Regulation if the Operator obtained details of electronic contact in connection with the sale of goods and services to the Customer).

Should the Customer believe that the Operator carries out the processing of his or her Personal Data contrary to the protection of his / her private and personal life or in violation of the applicable legal regulations, especially if the Personal Data are inaccurate with regard to the purpose of their processing, can: a) ask the Operator for an explanation, by e-mail to info@elitecare.cz b) objecting to the processing and requesting by e-mail sent to info@elitecare.cz so that the Operator ensures the removal of the resulting situation (eg blocking, correcting, completing or deleting personal information). The Operator shall promptly decide on the objection and inform the Customer thereof. If the Operator does not comply with the objection, the Customer has the right to contact the Office for Personal Data Protection directly. This provision is without prejudice to the Customer's right to contact the Office for Personal Data Protection directly with its complaint.

If the Customer applies the right under this Article, the Operator is obliged to respond within 30 days of receipt of the request by the Operator.

The application must include an e-mail address to which a verification email will be sent to confirm the identity of the applicant.

If the Customer exercises some of his rights, the Operator has the right to request proof of Customer's identity. The request for access to personal data must therefore be sent from the applicant's e-mail address. If the request is made in a different form or from another email address, the Operator is entitled to request additional verification by replying to the verification email. If the applicant fails to prove his identity within 14 days of the sending of the verification email, his / her application for rights will not be accepted.

In the case of a repeated and unreasonable request to provide a physical copy of the processed Personal Data, the Operator is entitled to charge a reasonable fee for the associated administrative costs.

5. Final Provisions

All legal relationships arising in connection with the processing of Personal Data are governed by the laws of the Czech Republic, regardless of where access has been made to them. To resolve any disputes arising in connection with the protection of privacy between the Customer and the Operator, the relevant Czech courts are competent.

the customer as a data subject has the right to contact the Office for Personal Data Protection (www.uoou.cz).

These Principles become effective on 25 May 2018