

Statement on the General Data Protection Regulation (GDPR) and the use of cookies

Ostratický, spol. s r.o. hereby provides information on the processing of personal data provided by the Data Subject to the Data Controller in the context of the commencement of activities in the performance of the contractual relationship:

1. The Data Controller is Ostratický, spol. s r.o., with registered office at Hrušecká 388, CZ-69154, Týnec, Czech Republic, tel +420-519-342491, e-mail: info@ostraticky.cz.

2. The Data Controller will process the personal data of the Data Subject for the purpose of fulfilling the contractual relationship in the field of production and sale of machinery and equipment for viticulture, fruit growing and green maintenance, as well as parts for these machines and equipment.

3. Legal basis:

3.1 Consent of the Data Subject: for the purpose of publishing the photo and name in the references section of the company's website or in printed materials.

3.2 Performance or conclusion of the contract: for the purpose of supplying the goods and their installation and other services.

3.3 Legal obligation (Act No. 89/2012 Coll., the Civil Code; Act No. 499/2004 Coll., the Archives and Records Service Act; Act No. 455/1991 Coll., the Trade Licensing Act; Act No. 563/1991 Coll., the Accounting Act; Act No. 235/2004 Coll., the Value Added Tax Act).

3.4 Personal data, which are stored in the company's internal system, may be stored for the purposes of record keeping, traceability or the defence of legal claims of the Controller for direct marketing purposes.

04. Personal data are provided by the Data Controller for further processing to external providers of accounting services, legal services, implementation companies or business and technical consultants in the context of the performance of the contract, whose specific categories will be communicated to the data subjects upon request.

5. The Data Controller may, for reasons of legitimate interest or contract performance, make the personal data provided available to authorized contractual partners in the field of IT services and technologies, marketing services, consulting services, certification services, whose identity will be disclosed to the Data Subject upon request. Due to the necessary transfer, backup and archiving of electronic data, personal data may be provided outside the EU (monitoring system of the equipment provider).

6. The Data Controller shall provide personal data to the competent public authorities or other bodies authorised to process personal data for the purposes of state supervision, prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, including the protection against and prevention of threats to public security.

7. The Data Controller may also use the personal data provided for commercial and marketing purposes within the framework of legitimate interest or after giving consent.

8 The Data Controller retains personal data for the duration of the contractual relationship and for the period of time required by law. An exception may be the retention of personal data for business and marketing purposes.

9. There is no automated processing of personal data in the company.

10. Rights of the Data Subject:

10.1 The Data Subject has the right to access the personal data concerning him or her, and the Data Controller is obliged to provide a copy of the personal data processed.

10.2 The Data Subject shall have the right to have inaccurate personal data concerning him or her rectified or completed by the Data Controller without undue delay.

10.3 The Data Subject shall have the right to have personal data concerning him or her erased by the Controller without undue delay if the personal data are no longer necessary for the purposes, for which they were processed or the Data Subject withdraws consent to the processing of the personal data or the Data Subject objects to the processing or the personal data have been unlawfully processed or the retention of the personal data is not prescribed by other relevant legal provisions or is not in the public interest in the field of public health, archiving, scientific or historical research, statistics or for the exercise or defence of legal claims.

10.4 The Data Subject shall have the right to have the Controller restrict the processing of personal data in justified cases.

10.5 The Data Subject shall have the right to obtain personal data concerning him or her in a structured, commonly used and machine-readable format and the right to transmit such data to another controller.

10.6 The Data Subject has the right not to be subject to any decision based solely on automated processing, including profiling, unless this is necessary for the performance of the contract.

10.7 The Data Subject has the right to lodge a complaint with the supervisory authority, i.e. the Office for Personal Data Protection.

11. The Data Subject must provide personal data for legal reasons or as specified in the commercial contract, otherwise the performance of the commercial contract would be prevented.

12. If the Data Subject does not provide the Data Controller with consent to the processing of personal data or does not enter into a business relationship with the Controller and there are no other reasons for the processing, his or her personal data will be shredded in written form and deleted in electronic form. Other personal data that the Data Subject has not personally provided to the Data Controller may be obtained from publicly available sources.

13. By completing and submitting the Contact Form, the Data Subject agrees to the storage and processing of the personal data provided.

14. Data Protection Policy and the use of cookies:

14.1 The operator of this website is Ostratický, spol. s r.o., with registered office at Hrušecká 388, CZ-69154, Týnec, Czech Republic, ID No: 6349122, entered: in the Commercial Register maintained by the Municipal Court in Prague, Section C, File 21799 Hereinafter referred to as the "Operator" or "we".

14.2 This website uses cookies and analytics and marketing tools to evaluate website traffic and the success of advertising campaigns. We do not process data that could identify you as a specific natural person without your consent.

14.3 Such processing is lawful on the basis of Article 6(1)(f) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27. 04. 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

14.4 By legitimate interest, we mean anonymous web usage statistics so that we can provide you as a user with a better user experience, and evaluating the success of advertising campaigns in order to better allocate advertising resources and not bother users with irrelevant advertising.

14.5 In this context, please note that you also have the right to object to the processing of data that has been processed on the basis of the legitimate interests of the Controller pursuant to Article 6(1)(f) of Regulation (EU) No 2016/679 of the European Parliament and of the Council, the right to information about the data held on your person and the right to request the erasure of the data processed.

15. Tools used and data processed:

Google Analytics of Google LLC, located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. Google Analytics uses the following personal data to process traffic statistics:

IP address to determine the approximate location of the user. We anonymise the IP address by replacing the last part of the IP address with zero before it is received on Google's servers. By geo-targeting, we can better analyse which cities, regions or countries our website users come from. This data is only available in aggregate in Google Analytics and cannot be ascertained for one specific visitor.

Cookie with cid identifier. This identifier is used to determine whether a visitor is a first-time visitor to the site. It also makes it easier for us to attribute new traffic to different sources and better allocate advertising budgets.

We have linked Google Analytics with other Google tools: Search Console and Adwords. Thanks to this connection, we can see aggregated traffic data from search and paid ads in one place.

We collect information about where you came to our website, what pages you visited, what you did on them and how long you spent on the website. We also collect data about the technologies you use, estimating device type, operating system, and web browser version. This allows us to improve the website so that it's easier for you to use, on all devices. This data is difficult to link to individuals, and we do not intentionally try to identify a specific individual - until you give us consent as described below, we only know that someone from one browser has visited this and that page; if you give us consent, we will be able to match the web behaviour across different devices of one anonymous person.

If you give us your consent to do so, we will also process the UserID after you log in to your user account, which enables us to link visits by one person from multiple devices under one user profile. This identifier is pseudonymous, and processors without access to all internal databases without knowledge of the algorithm for generating the identifier are unable to determine what specific individual is acting under a given UserID.

With your consent, Google Analytics will use data from partner advertising systems to estimate your demographics: gender, age, interests and customer segments. This data is only available in aggregate and cannot be viewed at the individual user level.

For an up-to-date overview of the personal data processed by the processor Google LLC, please visit <https://privacy.google.com/businesses/adsservices/>. For information on how to protect your personal data, please visit <https://policies.google.com/privacy?hl=cs>

If you want to block Google Analytics from sending you anonymous statistics, you can use a plugin provided by Google. This plugin needs to be downloaded and installed in your browser. Please note, however, that this plugin needs to be installed in every browser on every device you use, and anonymous statistics will not be sent to Google Analytics from any of the sites you visit.

We store the data processed in Google Analytics for 50 months.

We use the tools below to market and evaluate the performance of our advertising campaigns. If you give us your consent, we will also process data about your behaviour on our website in order to offer you personalised advertisements. Data about your IP address, cookie identification, pages viewed, products and categories and completed orders are transmitted to these systems.

AdWords and DoubleClick - for more information on the processing of personal data, please visit <https://privacy.google.com/intl/cs/index.html#>

a <https://policies.google.com/technologies/partner-sites?hl=cs>

Sklik - read about how targeted advertising works and how to turn off personalization at <http://www.imedia.cz/>

Facebook - for information on privacy and Facebook ads, please visit <https://www.facebook.com/about/basics>

16. This GDPR statement was last updated on 03.01.2023