



Privacy Policy

I.

Basic provisions

1. The controller of personal data according to § 5 letter o) of Act no. 18/2018 Coll. on the protection of personal data, as amended (hereinafter referred to as the "**Act**") is Diane Fleurs s.r.o. Company ID: **55638252** with its registered office at Farská 1342/50, 949 01 Nitra, Slovak Republic (hereinafter referred to as: "**Operator**").
2. The contact details of the operator are
Address: Farská 50, 949 01 Nitra – Staré Mesto, Slovak Republic
Email: info@umelekvetiny.sk
phone: +421 910 654 144
3. Personal data means all information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to a particular identifier, such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.
4. The controller has appointed a Data Protection Officer. Contact details of the Data Protection Officer: Diana Varlová, info@umelekvetiny.sk.

II.

Sources and categories of processed personal data

1. The operator processes personal data that you have provided to him or personal data that the operator has obtained on the basis of the fulfillment of your order.
2. The operator processes your identification and contact details and data necessary for the performance of the contract.

III.

Legal reason and purpose for the processing of personal data

1. The legal reason for the processing of personal data is
 - performance of the contract between you and the operator pursuant to § 13 par. 1 letter b) of the Act,
 - legitimate interest of the operator in providing direct marketing (especially for sending commercial announcements and newsletters) pursuant to § 13 par. 1 letter f) of the Act,
 - Your consent to processing for the purpose of providing direct marketing (especially for sending commercial announcements and newsletters) pursuant to § 13 par. 1 letter a) of the Act in the event that no order of goods or services has been placed.
2. The purpose of personal data processing is
 - processing your order and exercising the rights and obligations arising from the contractual relationship between you and the operator; when ordering, personal data are required that are



necessary for the successful execution of the order (name and address, contact), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or perform it by the operator,

- sending commercial messages and performing other marketing activities.
3. There is no automatic individual decision-making on the part of the operator within the meaning of § 28 of the Act. You have given your explicit consent to such processing.

IV.

Retention period of personal data

1. The controller stores personal data
 - for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the operator and to assert claims arising from these contractual relations (for a period of 15 years from the termination of the contractual relationship).
 - until consent to the processing of personal data for marketing purposes is revoked, for a maximum of 5 years, if personal data are processed on the basis of consent.
2. After the expiry of the retention period of personal data, the operator deletes the personal data.

V.

Recipients of personal data (subcontractors of the controller)

1. Recipients of personal data are persons
 - Participating in the delivery of goods / services / execution of payments under the contract,
 - providing e-shop operation services (Upgrades) and other services in connection with the operation of the e-shop,
 - providing marketing services.
2. The operator does not / intends to transfer personal data to a third country (to a country outside the EU) or to an international organization. The recipients of personal data in third countries are providers of mailing services/cloud services.

VI.

Your rights

1. Under the conditions set out in the Act, you have
 - the right to access your personal data under § 21 of the Act,
 - the right to rectification of personal data under § 22 of the Act, or restriction of processing under § 24 of the Act,
 - the right to delete personal data under § 23 of the Act,
 - the right to object to processing under § 27 of the Act,
 - the right to data portability under § 26 of the Act,
 - the right to withdraw consent to processing in writing or electronically to the address or email of the operator referred to in Article III of these Terms and Conditions.



2. You also have the right to lodge a complaint with the Office for Personal Data Protection if you believe that your right to personal data protection has been violated.

VII. Privacy Policy

1. The operator declares that he has taken all appropriate technical and organizational measures to secure personal data.
2. The operator has taken technical measures to secure data repositories and repositories of personal data in paper form, in particular ...
3. The operator declares that only persons authorized by him have access to personal data.

VIII. Final provisions

1. By submitting an order from the online order form, you confirm that you are familiar with the privacy policy and that you accept it in its entirety.
2. You agree with these conditions by ticking the consent via the online form. By ticking your consent, you confirm that you are familiar with the terms of personal data protection and that you accept them in full.
3. The operator is entitled to change these conditions. It will publish the new version of the Privacy Policy on its website and at the same time send you a new version of these Terms and Conditions to your e-mail address that you have provided to the Operator.

These terms and conditions enter into force on 01.08.2023