Privacy Policy

1

Data Controller

1.1

The Data Controller Vzdělávání pro nejmenší, z. s., identification No. 14041316 with its seat at Školská 689/20, Praha 11000, Czech Republic, registered in the Commercial Register by the Municipal Court in Prague, L 75614, (hereinafter referred to as the "controller") declares that all personal data processed by the controller are strictly confidential. The controller handles them in accordance with national legislation and European Union regulations applicable to the protection of personal data.

1.2

The controller collects, stores, and utilizes your personal data in accordance with Act No. 110/2019 Coll., on the Processing of Personal Data (hereinafter referred to as Czech Personal Data Processing Act), and regulation of the European Parliment and of the Council (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons concerning the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter referred to as the "GDPR Regulation"). The specific purposes for which the data controller processes personal data are further defined.

1.3.

The controller also collects these personal data through its website at the address <https://www.prvnikrokjeslicky.cz/> (hereinafter referred to as the "website").

1.4

The controller issues these principles to ensure that you are adequately informed about the personal data they process, the purpose of the processing, the duration of processing, who has access to your personal data, and what rights you have. These principles apply to all personal data collected by the controller, whether they were collected for the purpose of fulfilling a contractual relationship, legal obligations, legitimate interests, or with your consent.

2

Processed data

2.1

Individual purposes of processing are defined as follows:

2.1.1

performance of a contractual relationship means the relationship between you and the controller that has arisen based on an order, registration, a concluded agreement, an application, participation in a competition, or similar circumstances;

2.1.2

sending commercial messages and offering products and services means sending commercial offers, including electronic mail (e-mail), short text messages, or telephone calls;

2.1.3

accounting and tax purposes mean maintaining accounting records in accordance with accounting and tax legislation;

2.1.4

personnel, payroll agenda mean: concluding employment contracts, processing wages, and deductions for social and health insurance according to Act No. 262/2006 Coll., Labor Code No. 582/1991 Coll. on the organization and implementation of social security, Act No. 48/1997 Coll. on public health insurance, and amendments to certain related laws;

2.1.5

for statistical purposes, it means anonymously tracking website traffic, monitoring the number of page views, time spent on the website, and the type of device you use to access the website. We collect this data to improve the services provided and offer clients relevant content;

2.1.6

displaying advertisements means showing ads on websites based on statistically determined customer preferences;

2.1.7

legitimate interest means effective defense in case of disputes; in such cases, the processing of personal data is carried out for a period of 4 years from the expiration of the warranty period for goods and is extended for the duration of any ongoing dispute. We aim to continuously improve our services and potentially offer new and better services. We also aim to defend against hindering such activities; therefore, activities contributing to this objective are our legitimate interest. Legitimate interest also includes processing for the purpose of fraud prevention (e.g., assessing the risk of contract conclusion), direct marketing (e.g., offering relevant services to existing customers), sharing personal data within the group of companies for internal administrative purposes, reporting criminal offenses and sharing personal data with relevant authorities, ensuring network and information security. This list is only exemplary;

2.1.8

performance of other legal obligations means providing information to law enforcement authorities, providing information to other public authorities, and similar activities required by law.

2.2

We process your personal data for the necessary duration to fulfill all rights and obligations arising from our legal relationship, at a minimum until the completion of your order, transaction, service provision, etc. Furthermore, we retain your personal data for the period required by the applicable legal regulations or for the duration of any consent you may have granted to us. Otherwise, the processing period is determined by the purpose for which the personal data are processed or by legal requirements.

2.3

Personal data are processed by the controller both manually and automatically. The controller is authorized to process certain information automatically, for example, to generate statistical information about the traffic on its website.

3

Rights of the data subject

3.1

As a data subject, you have the following rights, which arise from legal regulations and which you can exercise at any time. These rights include:

3.1.1

the right to access personal data allows you to request information from the data controller regarding whether they are processing your personal data. The data controller is obligated to provide you this information without undue delay. The content of this information is specified in Article 15 of the GDPR. The data controller has the right to request a reasonable fee not exceeding the necessary costs for providing the information;

3.1.2

the right to amend or erasure of personal data, or the right to restriction of processing, allows you to request the correction of inaccurate or incorrect personal data. If your personal data is no longer necessary for the purposes for which it was collected or processed unlawfully, you have the right to request its erasure. Alternatively, if you do not want to request the erasure of your personal data but only temporarily restrict its processing, you can request a restriction of processing;

3.1.3

the right to demand an explanation if you suspect that the processing of personal data by the controller is in breach of legal regulations;

3.1.4

the right to contact the Office for Personal Data Protection in case of doubts about compliance with obligations related to the processing of personal data;

3.1.5

the right to data portability, meaning the right to receive the personal data concerning you, which you have provided to the controller, in a structured, commonly used, and machine-readable format, as specified in Article 20 of the GDPR;

3.1.6

the right to object to the processing of personal data when it is processed for the performance of a task carried out in the public interest or in the exercise of official authority or for the purposes of the legitimate interests pursued by the controller. The data controller will cease processing without undue delay unless they demonstrate compelling legitimate grounds for the processing which override your interests, rights, or freedoms;

3.1.7

the right to withdraw consent to the processing of personal data at any time if you have granted consent to the controller for the processing of your personal data.

4

Cookies

4.1

Cookies are short text files that an internet website sends to your browser. They enable the website to record information about your visit, such as the chosen language and similar preferences. This way, your next visit to the website can be easier and more enjoyable. Cookies are crucial because browsing the internet would be much more complicated without them. They allow a better utilization of our website and customization of its content to meet your needs. Almost every website in the world uses cookies. They are useful as they enhance the user-friendliness of repeatedly visited internet pages.

4.2

The controller can use the following types of cookis on the website:

4.2.1

Session (temporary) cookies allow us to link your individual activities during the time you browse these websites. These cookies are activated when you open your browser window and are deactivated once you close your browser window. Session cookies are temporary, and all these files will be deleted once you close your browser.

4.2.2

Permanent cookies help us identify your computer when you revisit our website. Another advantage of permanent cookies is that they allow us to customize our website according to your needs.

4.3

In accordance with Section 89 (3) of Act No. 127/2005 Coll., on electronic communications, in its effective wording, we would like to inform you that our website uses cookies for its operations. This means that we process your cookies, including permanent ones.

4.4

Internet browsers usually include cookie management settings. Within your browser's settings, you can likely manually delete, block, or completely disable the use of individual cookies. For more information, refer to your browser's help section. If you do not permit the use of cookies, some functions and pages may not work as intended.

4.5

For personalizing content and ads, providing social media features, and analyzing our website's traffic, we use cookies. Information about how you use our website may be shared with our partners in social media, advertising, and analytics. By using our website, you consent to the integration of the following services:

4.5.1

Google

4.5.2

Facebook

4.5.3

Instagram

4.6

In order to display targeted advertisements within advertising and social networks on other websites, we share information about your behavior on the web with these advertising and social networks. However, we do not share your identifying information with them.

5

Transfer to third countries

5.1

Your personal data will not be transferred to third countries.

6

Information and questions

6.1

Additional information about rights and obligations regarding the protection of personal data can be obtained by the data subject on the website https://www.prvnikrokjeslicky.cz/ or through email at info@prvnikrokjeslicky.cz.