

## Privacy Policy

SEVEROTISK s.r.o., hereinafter 'the Controller', considers the protection and confidentiality of your data very important. We process and use your personal data in accordance with the provisions of the Czech national (Personal Data Protection Act No. 101/2000 Coll.) and the European Union legislation (European Parliament and Council Regulation (EU) 2016/679).

### Personal Data Controller

The personal data controller by course of the national and the EU legislation is:

SEVEROTISK s.r.o.  
Mezní 3312/7  
Ústí nad Labem  
IČ: 28223152

If you have any questions about the processing and protection of your personal data, you can contact us by email at: [spravceou@severotisk.cz](mailto:spravceou@severotisk.cz)

### Purposes, legal titles and personal data processing time

The largest part of the personal data which we process about our customers, suppliers and other business parties is kept in connection with **business propositions and provision of services** (printing, bookbinding and copying). In the vast majority of cases, this is basic contact information such as *first and last name, telephone and email*. This information is necessary for us to be able to communicate with you and thus ensure the fulfillment of valid **contractual terms**.

Should you decide to visit the Controller's premises, please be advised that these are monitored by a CCTV system **in order to protect your property and personal safety**. The camera record is kept for a period of 3 days.

All the aforementioned personal data generated in the course of our mutual communication and interaction, are governed by the Controller's internal system of personal data protection in compliance with the valid legislation. The Controller solely controls the access to personal data, administers the technical measures to safeguard the data, and supervises the time period for which the data is retained.

### Sharing of personal data

**All personal data** collected from customers and third parties **are for the internal use of the Controller only**, they are protected from misuse, **and never disclosed to third parties** without prior notice, or consent of the originator.

The entities of Euro-Druckservice GmbH, external companies providing support services for the Controller (debt insurance / debt collection, etc.) and state authorities are the exception to the above. The Controller may or shall share your personal data with these entities to the minimum extent possible in the event of:

- investigation into the unlawful use of the Controller's services or for the purposes of legal proceedings, data may be shared with the criminal investigation or criminal justice authorities
- administration of the Controller's information systems and applications

All of these service providers are contractually required (exclusive of state authorities) to process your personal data in accordance with the terms of personal data protection and applicable legislation.

## Personal data processing and storage time

The Controller processes and stores the personal data of customers and third parties for the time period necessary to ensure all the contractual rights and obligations, and for a further period of time for which the Controller is obliged to store the data as determined by the applicable legal regulations.

## Your rights

It is your unalienable right to receive information on your personal data processed by the Controller. Likewise, you have the right to correct or block incorrect or outdated data, the right to restrict the processing, and the right to object to the processing of your personal data. Under certain conditions, you can also demand your data be deleted. Furthermore, at your request, the Controller is obliged transfer your personal data to a different personal data controller / processor of your choice.

If you have granted the Controller consent to process your personal data for the purpose of sending commercial messages or job offers, then you have the option to withdraw this consent at any time. Just contact the Controller at: [spravceou@severotisk.cz](mailto:spravceou@severotisk.cz)

Please also use the contact email above should you have any questions about your personal data processing.

If you come to believe that your data is not being handled properly or in a manner which is contrary to legal standards, you are entitled to file a complaint with the Supervisory Authority, which is the Office for Personal Data Protection.

## Cookies

Cookies are small text files which are stored on your device (computer, mobile device or other Internet-enabled device) that you use to access and browse the Controller's website; if you do not delete cookies after you leave the Controller's website, they are employed again during your next visits. The Controller uses cookies to improve the functionality of its website and to facilitate your next browsing experience on the company website, **especially in the following areas:**

- Saving preferences and settings that help the Controller's website work properly.
- Login and authentication. Cookies render constant signing in and out unnecessary.
- Security. The Controller uses cookies to detect internet fraud and website abuse.
- Analytics. The Controller uses cookies to collect data for its analytics tools.
- Marketing. The Controller uses cookies to evaluate its marketing campaigns or reach customers.
- Social networks. You can share some of the Controller's website content with your friends.

**The information above notwithstanding, the Controller is in no position to identify the visitors to its website as specific individuals.**

## [How to disable cookies](#)

You can easily delete cookies from your computer or other device using your browser. Instructions on how to handle and delete cookies can be found in the "Help" menu of your browser. However, if you block cookies, some parts of the Controller's website may not display properly, you may find your browsing experience less comfortable, and you may not be able to see products or services that match your specific needs.

Using the Controller's website without changing your settings shall be considered by the Controller as your having consented to the use of cookies on the Controller's website.

## [Web analytics tools](#)

### **Statistical data**

When you use the Controller's website, the Controller pools statistical data on your activity, which is further used to improve the quality of services provided by the Controller.

### **Google Analytics**

Google Analytics is a web analytics service by Google that helps the Controller conduct its e-shop evaluation and analysis. The information generated during your use of the Controller's website is transmitted to the servers of Google Inc. for storage. Google then uses this information to analyze user behavior on the Controller's website and provides the Controller with this analysis.

### **Sklik, Adwords**

These are online advertising platforms that enable the Controller to offer its services to both new and existing customers. Provided by Seznam and Google, these marketing tools make use of cookies to function properly.