

8. THE PROTECTION OF PERSONAL DATA

8.1. The protection of personal data of the buyer, who is a natural person, is provided by Act no. 101/2000 Coll., On Personal Data Protection, as amended.

8.2. The buyer agrees to the processing of his/her personal data: name, address, identification number, tax identification number, email address, telephone number (hereinafter collectively referred to as "personal data").

8.3. The buyer agrees to the processing of his/her personal data by the seller for the purpose of the realization of rights and obligations under the contract and for the purpose of keeping a user account. If the buyer does not choose another option, the buyer also consents to the processing of personal data by the seller for the purpose of sending commercial messages and information to the buyer. Consent to the processing of personal data in its entirety according to this article is not a requirement that would in itself make the conclusion of the purchase contract impossible.

8.4. The buyer takes due note of the fact that he/she is obligated to state personal data correctly and truthfully and inform the seller about a change in his/her personal data without undue delay (when registering, in his/her user account or when placing on order from the web interface of the shop).

8.5. The seller may appoint a third party as processor for the processing of the personal data of the buyer. Apart from the persons transporting the goods, the personal data will not be passed on to third parties by the seller without the prior consent of the buyer.

8.6. The personal data shall be processed for an indefinite period. Personal data will be processed electronically in an automated manner or in printed form in a non-automated manner.

8.7. The buyer confirms that the personal information is accurate and that he/she was made aware of the fact that he/she is providing the personal information voluntarily.

8.8. In the event that the buyer is under the impression that the seller or processor (Art. 8.5

8.8.1. ask the seller or processor for an explanation,

8.8.2. require the seller or the processor to rectify such a situation.

8.9. If the buyer requests information regarding the processing of his/her personal data, the seller is obliged to the buyer with this information. For the provision of information pursuant to the preceding sentence, the seller has the right to require reasonable compensation not exceeding the costs necessary for providing the information.