

## **INFORMATION ON PERSONAL DATA PROCESSING - ByX**

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Pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, "GDPR"), and in accordance with Section 8 of Act No. 110/2019 Coll., on the Processing of Personal Data, regarding the scope and conditions of personal data processing, we hereby provide you with the following information:

#### **I. DATA CONTROLLER**

The data controller is ByX (hereinafter referred to as the "Controller").

The Controller's contact details are:

**byx.business@gmail.com**

The Controller does not have a Data Protection Officer.

#### **II. CATEGORIES OF PERSONAL DATA**

The Controller processes, in individual specific types of personal data processing, only the categories of personal data necessary to fulfill the purpose of processing, as defined by applicable legal regulations or required for the purpose's fulfillment. The Controller adheres to the principle of data minimization and does not process data that are not essential for the respective processing purpose.

The Controller may process the following categories of your personal data:

- **Identification and contact details:** first name(s), last name, title, date and place of birth, nationality, personal identification number, ID card or passport number (type of document and its number), address (postal code, city, street, house number, apartment number, district, region), registered office, phone number, email address, trade name, business address, gender, photograph, IP address, identification number, tax identification number, tax residency information, billing address, or bank account details.
- **Data from our communication:** data obtained via our website, social media, meetings, phone calls, chats, emails, or interviews (collectively referred to as "personal data").

#### **III. PURPOSE AND LEGAL REASONS FOR PROCESSING PERSONAL DATA**

1. Providing personal data necessary for delivering services, fulfilling legal obligations, and protecting the Controller's legitimate interests is mandatory. Without providing such data, services could not be provided. Processing for the purposes of fulfilling

contracts and legal obligations cannot be refused. These purposes include, but are not limited to:

- Invoicing for goods and services.
  - Debt collection and customer disputes (legitimate interest).
2. Personal data for these activities are processed only to the extent necessary for their fulfillment and for the time required to achieve their purpose or as mandated by applicable legal regulations. Afterward, the data are deleted or anonymized. Basic retention periods for personal data are provided below.
  3. For customers of the Controller's services, if all their obligations toward the Controller are fulfilled, the Controller is entitled to process their basic personal, identification, and contact data, as well as service-related data, in the customer database for **5 years** from the termination of the legal relationship.
  4. If a negotiation between the Controller and a potential customer for entering into a service distribution contract does not result in an agreement, the Controller is entitled to process the personal data provided for **3 months** from the date of the respective negotiation.
  5. For debtors, the Controller retains personal data related to the debt for the duration of the debt recovery process.
  6. With the customer's consent, the Controller processes personal data for marketing and business purposes, especially for direct marketing (e.g., sending commercial messages and newsletters). With consent, the Controller processes customer data to offer additional products and services or services of third parties and to contact the customer via phone, in writing, through online advertising, and electronic communication.
  7. Consent for marketing and business purposes is voluntary and can be withdrawn at any time. This consent remains valid as long as the Controller is authorized to retain the data or until it is withdrawn by the customer.
  8. For marketing and business purposes, all categories of data listed in Section II may be processed based on consent for the duration of the consent.

#### **IV. YOUR RIGHTS**

You have the following rights:

- The right to object to processing under Article 21 of GDPR.

- The right to access and review your personal data under Article 15 of GDPR.
- The right to request corrections or updates under Article 16 of GDPR.
- The right to restrict the scope of processing under Article 18 of GDPR.
- The right to request the transfer of your personal data to another organization under Article 20 of GDPR.
- The right to have your personal data erased from our database under Article 17 of GDPR.
- The right to withdraw your consent to data processing.

The Controller is obliged to provide you with:

- Confirmation of personal data processing.
  - Access to personal data.
  - A copy of processed personal data.
3. The Controller must provide you with information about the processing of your personal data free of charge. Requests, submissions, and objections must also be handled free of charge. However, under Article 12(5) of GDPR, the Controller may charge a reasonable fee covering administrative costs associated with providing information or handling requests if your request is manifestly unfounded or excessive, especially in the case of repeated requests. The Controller may also refuse to process such requests for the same reasons.
  4. Requests will be processed within **one month** of receipt. In exceptional cases, the time limit may be extended by up to two months, in which case you will be informed, along with the reason for the extension.

## V. RECIPIENTS OF PERSONAL DATA

1. Recipients of personal data include individuals or entities:
  - Involved in the delivery of goods or services.
  - Providing e-shop operation services and other related services.
  - Providing marketing services.
2. The Controller does not intend to transfer personal data to third countries (outside the EU) or international organizations.

## **VI. RETENTION PERIOD FOR PERSONAL DATA**

Personal data are retained only as long as necessary, particularly to fulfill legal obligations or protect the Controller's legitimate interests. The retention, archiving, and disposal of these documents comply with applicable legal regulations.

## **VII. CONDITIONS FOR PERSONAL DATA SECURITY**

1. The Controller declares that all appropriate technical and organizational measures have been adopted to secure personal data.
2. The Controller has implemented technical measures to secure data storage and personal data repositories, including website encryption (HTTPS) and encrypted backups.
3. The Controller declares that only authorized individuals have access to personal data.
4. The Controller does not take responsibility for potential loss or misuse of the network if unauthorized use by a third party occurs.

## **VIII. FINAL PROVISIONS**

1. By submitting the online order form, you agree that you have been informed of the terms of personal data protection and accept them in full.
2. These terms are automatically agreed upon when placing an order through our service provider. By successfully placing an order, you confirm that you are aware of and accept the terms of personal data protection in full.
3. The Controller reserves the right to amend these terms. The updated version of the terms will be published on its website.

These terms are effective as of **September 30, 2024**.