

## PRIVACY POLICY

The protection of personal data is very important for the company **European Standards s.r.o.** and we would like to maintain openness and transparency when processing your private data.

That is why we have implemented a privacy policy that sets the conditions for how we will process and protect your personal data.

### **Who checks your personal data?**

**European Standards s.r.o.** checks the personal data that you give us and bears responsibility for your personal data in accordance with data protection laws.

European Standards s.r.o.  
K. Steinerja 852/37  
31800 Pilsen, Czech Republic

The company is registered by OR Plzeň, odd. C, vložka 39755  
ID: 09567909  
VAT number: CZ09567909

Authorized representative: Jiří Volejník

### **Where do we store your personal data?**

The information we get from you is stored within the European Economic Area (EEA), but it can be transmitted and processed in a country outside the EEA. Any transfer of your personal data is done in accordance with applicable laws. In the event of a transfer outside the EEA, EN Standard Store uses Standard Contractual Clauses and the Privacy Shield as a protective measure for countries that lack a decision by the European Commission about their adequacy.

### **Who has access to your personal data?**

Your personal data will be shared within EN Standard Store.

Your personal data will never be disclosed, exchanged or sold for marketing purposes to third parties outside European Standards s.r.o.. Any personal data disclosed to third parties shall be used exclusively for the purpose of providing our services. For individual cases of processing your personal data, the individual categories of third parties can be found below.

### **The legal basis for processing**

Every time your personal data is processed by us, we will inform you whether the provision of your personal data is stipulated by law, whether it is requested for the purposes of concluding a contract, whether the provision of your personal data is mandatory, and what are the possible consequences if you decide not to provide it.

## **Your rights:**

### **Right of access:**

You have the right to request information any time about the personal data that we have about you. You can contact European Standards s.r.o., which will send you your stored personal data by email in PDF format.

### **Right of transferability:**

Any time European Standards s.r.o. processes your personal data with automated means based on your consent or an agreement, you are entitled to a copy of your personal data in a structured, commonly-used and machine-readable format, which will be delivered to you or another person. This only includes the personal data that you provided us.

### **Right to correction:**

You can request a correction in your personal data if it is incorrect and you have the right to supplement incomplete personal data.

If you have an account with European Standards s.r.o., you can edit your personal data within your account on the website of European Standards s.r.o..

### **Right to deletion:**

You have the right to have any personal data processed in European Standards s.r.o. deleted any time, except in the following situations:

- You have an incomplete order that has still not been sent or has been sent only partially
- You have an outstanding debt with European Standards s.r.o. regardless of the payment method
- You are suspected of misusing our services
- In the event you made a purchase, we will keep your personal data associated with your transaction for accounting purposes

### **Right to contest processing on the basis of a legitimate interest:**

You have the right to object to the processing of your personal data on the basis of the legitimate interest of European Standards s.r.o.. Our company will no longer process your personal data if it cannot demonstrate a legitimate reason to process it that takes precedence over your rights and interest, or with regard to legal claims.

### **Right to object to direct marketing:**

You have the right to object to direct marketing, including profiling analysis for direct marketing purposes.

You may exercise your right to be excluded from direct marketing in the following ways:

- According to the instructions provided in each marketing email
- By changing the settings of your European Standards s.r.o. account

### **Right to restriction:**

You have the right to ask European Standards s.r.o. to restrict the processing of your personal data under these circumstances:

- If you raise an objection to processing on the basis of a legitimate interest, European Standards s.r.o. shall restrict all processing of such data until the legitimacy of the interest is verified
- If you believe that your personal data is incorrect, European Standards s.r.o. shall restrict the processing of such data until the accuracy of your personal data is verified
- In a case of unlawful processing, you can contest the deletion of personal data and instead require the restricted use of your personal data

**How can you exercise your rights?**

We attach great importance to the protection of your data and so you may exercise your rights any time with an email to this address: [dataprotection@en-standard.eu](mailto:dataprotection@en-standard.eu)

**Why do we use your personal data?**

Your personal data will be used for the purpose of fulfilling our legal obligations in the event of court proceedings or a decision by the authorities.

This includes using your personal data for the purpose of collecting and verifying accounting information in the context of complying with accounting rules.

**What type of personal data do we process?**

- Number of order
- Name
- Billing and shipping address
- Amount of the transaction
- Date of the transaction

**Who has access to your personal data?**

Your personal data will be shared within European Standards s.r.o. and will be shared with companies specializing in information technology and with companies that provide accounting management and processing.

**What is the legal basis for processing your personal data?**

European Standards s.r.o. needs to process your personal data in order to meet the legal obligations of the company.

**How long will we keep your personal data?**

We will keep your personal data for the time stipulated by the accounting rules in force in your country.

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## PRIVACY POLICY FOR ONLINE PURCHASES

**Why do we use your personal data?**

We use your personal data to manage your online purchase at European Standards s.r.o. . Primarily for processing your orders and for returning goods and money through our online services. We also use personal information for sending announcements about the status of deliveries or about any problems with delivering your order. We also use your personal information to manage payments and to handle any complaints. Your personal data is used to identify you and confirm your address for our external partners. We try to provide you with various payment options and we analyze your payment history and check your payment integrity.

**What types of personal data do we process?**

We process the following categories of personal data:

- Contact information in the order form - name, address, email address, telephone number
  - Order details
  - Payment details, payment history
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If you have an account established with European Standards s.r.o., we will also process your personal information provided in connection with your account:

- Identification data for the account
  - History of purchases
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**Who has access to your personal data?**

The data that we transmit to third parties is used only for the purpose of providing the services above. Only to shipping companies to confirm your address and in connection with delivering your order. To payment service providers in relation to your payment.

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Please note that many of these intended companies have separate rights or obligations to process your personal data.

**What is the legal basis for processing your personal data?**

Processing your personal data is necessary for providing the services of European Standards s.r.o. related to managing and shipping your order.

**How long do we store your data?**

We will keep your data for as long as you are an active customer.

## **PRIVACY POLICY – DIRECT MARKETING**

**Why do we use your personal data?**

We use your personal data to send you marketing offers, informative surveys and invitations by email, text messages, phone calls and standard mail.

In the context of your European Standards s.r.o. account, we will provide you information relevant to your previous purchases. To recommend newly released or categorized products. We will send you reminders about products left in your shopping cart and, last but not least, send you individual offers. These services are provided based on your previous purchases and on what information you provided us.

**What types of personal data do we process?**

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- Contact details such as email address, phone number and postal code
  - Your purchase history
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**Who has access to your personal data?**

The information transmitted to third parties is used only for the purpose of providing the services above, to providers of physical and digital direct marketing distribution.

We will never provide, sell or exchange your data with third parties for marketing purposes outside of European Standards s.r.o..

**What is the legal basis for processing your personal data?**

Processing your personal data is based on your consent with direct marketing.

**Your right to revoke your consent:**

You have the right to revoke your consent to the processing of your personal data and to object to direct marketing at any time. In this case, EN Standard Store will no longer be able to send you other direct marketing offers or information subject to your consent.

You may request to be excluded from direct marketing by:

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- following the instructions provided in each marketing item
  - By changing the settings of your European Standards s.r.o. account
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**How long do we store your data?**

We will keep your data for direct marketing purposes until you revoke your consent.

## **PRIVACY POLICY FOR AN ACCOUNT MAINTAINED WITH EN STANDARD STORE**

**Why do we use your personal data?**

We use your personal data to create and manage your personal account to provide you the relevant services of European Standards s.r.o..

You will be able to access the history of your orders, you will be able to update your information alone – contact and payment details – and you will be able to view the details of your orders. We will process your movement and browsing on our website and your purchase history to provide you with relevant recommendations for the products of European Standards s.r.o..

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### **What types of personal data do we collect?**

We always process the email address and password you enter when logging into your account with European Standards s.r.o..

We process these categories of personal data if you provide them to us:

- Contact details - name, address, telephone number
- Account settings

In the event of your purchase, we process the following categories of personal data:

- Order history
- Delivery details
- Payment history

### **Who has access to your personal data?**

The data transmitted to third parties is used only for the purposes of providing the services above. We use the services of Internet agencies to optimize our website and analytical tools to rate our products.

### **What is the legal basis for processing your personal data?**

Processing the personal data to your account is based on your consent when you create an account with European Standards s.r.o.

Processing your personal information to provide you relevant information about our products is based on our legitimate interest.

### **Your right to revoke your consent:**

You have the right to revoke your consent to the processing of your personal data. In this case, your account will be closed and European Standards s.r.o. will no longer be able to provide you the services above.

### **How long do we store your data?**

Your data will be retained for as long as your European Standards s.r.o. account remains active. You are entitled to terminate your account any time.

In this case, your account will be closed and you will be considered inactive. We will retain your personal data for legal requirements and in the event of an ongoing dispute.

After your account is terminated, your data will be deleted.

### **Your right to contest the processing of your data:**

You have the right to object to the processing of your personal data based on the legitimate interest of European Standards s.r.o. . You have the option to raise this objection in an email to the address [dataprotection@en-standard.eu](mailto:dataprotection@en-standard.eu) . Your account will then be deleted and we will no longer provide our services to you.

## **PRIVACY POLICY FOR COOKIES**

Cookies are small text files stored in your computer or mobile device and used during your next visits. When you use our services, we assume that you agree to the use of these files.

### **How do we use cookies?**

If after logging in you choose the option to remember your login, we use cookies to store the landing page chosen by you and to store your personal data. We use cookies to store your favorite products.

For example, we use cookies when you filter products and also to check if you are logged in or you have chosen products for your shopping cart.

We use the cookies of first and third parties to collect statistical data and user data in aggregate and individually in the context of using analytical tools to optimize our website and to provide relevant marketing material.

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There are certain cookies of third parties set by the services working on our website which are outside our control. These are the settings of social media providers like Twitter, Facebook and Google related to user options to share the content listed on these sites, as indicated by their icons.

We also use the cookies of third parties for the purpose of following multiple websites so that we can provide you marketing on other sites/channels.

**What types of personal data do we process?**

We only connect the identifying information of your cookie with the personal data you provided and which was obtained in connection with your account or membership in a club when you signed in to your account.

**Who has access to your personal data?**

Data that is transmitted to third parties is used only for the purpose of providing the services above. An analytical tool is used to collect statistical data in order to optimize our website and to provide relevant material.

**What is the legal basis for processing your personal data?**

We link your cookies to your personal data only when you are signed in to your European Standards s.r.o. account. When you are signed in to your account, the legal basis stems from our legitimate interest.

**How long do we store your data?**

European Standards s.r.o. does not store your personal data. You can easily delete the cookies from your computer or mobile device in your browser. You will find the instructions on how to work with cookies or delete them in your browser instructions. You can disable cookies or set up the option to receive notification every time new cookies will be sent to your computer or mobile device.