

Data protection

I am an individual, Alexander Makki, with the email info@inkpyro.com, phone number +420704074120, located at Bří. Lohniských 110, 675 55 Hrotovice, ID number 07072295, registered in the trade register. I operate an e-shop on the website www.inkpyro.com. For the purpose of selling goods and operating our website, we process some personal data.

The processing of personal data is governed by Regulation (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 (General Data Protection Regulation or "GDPR").

I. Processing of Personal Data

A. Processing of Personal Data in the case of using the contact form

If you inquire about our products and services, we will process your contact details provided through the inquiry form. These include: name, surname, email address, phone number, address.

Why?

We use these to contact you for further arrangements regarding the goods.

On what legal basis?

This is based on Article 6(1)(b) of the GDPR – performance of a contract or pre-contractual measures at your request.

How long will we process personal data?

If we don't establish further cooperation, we will process your data for a maximum of 2 years from our last communication.

B. Processing of Personal Data in the case of purchase

If you make a purchase, we will process the data you provide, mainly billing details: name, surname, address, phone number, email address.

Why?

We need to process personal data to fulfill our contract – deliver our goods to you. We will also communicate with you regarding the status of your order, potential complaints, or inquiries through the contact details.

We will further process personal data to fulfill our legal obligations (especially for accounting and tax purposes or handling complaints).

On what legal basis do we process personal data?

This is based on Article 6(1)(b) of the GDPR – performance of a contract and Article 6(1)(c) of the GDPR – compliance with our legal obligation.

How long will we process personal data?

For the duration of our service provision and then 10 years from the last provision of such service or delivery of goods.

C. Newsletters (commercial communications)

If you are a customer and have not opted out during purchase, we will use your email address to send our newsletters.

On what legal basis?

This is allowed by § 7(3) of Act No. 480/2004 Coll., on certain information society services, unless you opted out during purchase.

How long will we process personal data?

For 5 years from your last purchase. You can unsubscribe from the newsletter at any time via email or by contacting us at info@inkpyro.com.

II. Who will have access to the data?

Your data will remain with us. However, some companies or individuals assist us with the operation of our e-shop and have access to the data:

- Companies involved in shipping goods
- Companies involved in payment processing
- Email service provider
- Marketing agency

We process personal data only within the European Union.

III. What else should you know?

Our company does not have a designated Data Protection Officer.

Decision-making in our company is not based on automated processing or profiling.

If you have questions about personal data, contact us at info@inkpyro.com or call +420704074120.

IV. Use of Cookies

Cookies are text files containing a small amount of information that is downloaded to your device when you visit our website. Cookies are sent back to the website or another site that recognizes them during each subsequent visit.

Cookies serve various purposes, such as enabling efficient navigation between web pages, remembering your preferences, and overall improving the user experience. They can also ensure that online ads are better tailored to your person and interests.

We use the following cookies on our website:

- Necessary cookies: necessary for the operation of the website, allowing, for example, login to secure parts of the site and other basic functionalities. This category of cookies cannot be disabled.
- Analytical/statistical cookies: allow us to recognize and determine the number of visitors and track how our visitors use the website. They help us improve the way the site works, such as by allowing users to easily find what they are looking for. These files are only activated with your prior consent.
- Advertising cookies: used to track preferences and enable the display of ads and other content that best suits your interests and online behavior. These files are only activated with your prior consent.

Note that third parties (including external service providers) may also use cookies and/or access data collected by cookies on websites.

For more information about cookies and their current list, refer to individual web browsers, usually under Developer Tools.

Consent can be expressed through a checkbox in the so-called cookie bar. You can subsequently reject cookies in your internet browser settings or set the use of only some cookies.

Further information on managing cookies in individual browsers can be found at the following links:

- Internet Explorer - <https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome - <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=cs>
- Firefox - <https://support.mozilla.org/cs/kb/povoleni-zakazani-cookies>
- Safari - <https://support.apple.com/cs-cz/guide/safari/sfri11471/mac>
- Opera - <https://help.opera.com/cs/latest/security-and-privacy/>
- Microsoft Edge - <https://docs.microsoft.com/cs-cz/sccm/compliance/deploy-use/browser-profiles>

V. Your Rights in Connection with the Processing of Personal Data

The GDPR provides, among other things, the right to contact us and request information about the personal data we process, request access to this data, and have it updated or corrected. You can also request a restriction of processing, obtain a copy of the processed personal data, request deletion of personal data in certain situations, and, in certain cases, have the right to data portability. Objection to processing based on legitimate interest is also possible.

If you believe that we are not handling data correctly, you have the right to file a complaint with the Office for Personal Data Protection or, in certain cases, turn to the court.

These terms are effective from 17.01.2024.