

# Information for the Administrator's Clients about Personal Data Processing

Pursuant to the General Data Protection Regulation (GDPR) (EU) 2016/679  
issued by the European Parliament and EU Council

## I. Personal Data Administrator

- 1) The Administrator is a manufacturer of illuminated advertising devices.

## II. Purpose of Personal Data Processing

- 1) Client's personal data are processed in order to take measures accepted before entering into a contract, in order to perform a contract for work, in order to keep records of incomes, expenditures, and payments received and in order to keep records on business management as required by the bookkeeping and tax regulations.
- 2) The face of a client may be processed in case the client personally enters Administrator's premises and activates (by his/her movement) the sensor of the CCTV system.

## III. Legal Basis of Personal Data Processing

- 1) The legal basis of client's personal data processing mentioned in Article II above, within the intention of Article 6(1) of the GDPR is:
  - a. Meeting the statutory obligation especially pursuant to Act 563/1991 Sb., Act 586/1992 Sb. and Act 643/1992 Sb.;
  - b. Meeting the obligations arising out of a contract for work on the basis of which the Administrator ensures, for its clients, orders for illuminated advertising devices;
  - c. Justified Administrator's interest in protection of its property.

## IV. Personal Data Receivers

- 1) In accordance with the respective legal regulations, personal data can, besides other entities, be also received by public authorities.

## V. Time of Personal Data Processing

- 1) Personal data processed in connection with the performance of a contract for work will be processed at least for the period of the performance of the contract but not longer than for one year after all the liabilities arising out of the given contract are fulfilled.
- 2) Personal data processed on the basis of the statutory obligation will be processed for the period necessary for meeting the Administrator's statutory obligation.
- 3) Personal data processed on the basis of the justified Administrator's interest in protection of its property will be processed only for the period necessary for protection of the property.

## VI. Clients' and Other Entities' Rights

- 1) When processing your personal data by the Administrator, you have the following data-protection rights:
  - :- The right to require us to provide you with access to your personal data;
  - :- The right to rectification of the data we process;
  - :- The right to limited procession. This means that we have to properly mark the data of limited procession and that we must not further process them for the period of the limitation with the exception of storing them. You have the right to limit the procession of your data if:
    - :- You deny the accuracy of your personal data. In that case you can limit their procession for the period necessary for their verification;
    - :- The procession is illegal and you require limitation of their use instead of their deletion;
    - :- You require these data in order to determine, exercise or defence your legal claims although we do not need them any more;
    - :- You have raised an objection (as mentioned in Article VII below) against the processing of the data until it is verified that our justified reasons prevail over your interests, rights or freedoms;

- :- The right to deletion of your personal data;
- :- The right to transferability of your data;
- :- The right to lodge a complaint with a supervisory authority.

## **VII. The Right to Raise an Objection against Data Processing**

- 1) If the Administrator processes the data in its justified interest, the Client has the right to raise an objection against such procession at any time. The objection can be sent to the address of the Administrator's registered office which is: Žďárecká 177, 549 32 VELKÉ POŘÍČÍ, Czech Republic. After raising such an objection, the Administrator may continue the processing of the data only if the Administrator proves that there exist strong and justified reasons for such processing which prevail over the Client's rights or freedoms. The Administrator may continue the processing also in case the processing of the data is indispensable for determination, exercise or defence of its legal claims.