

## Data Protection Policy

**Data Controller:** SimaPlast s.r.o. **Registered Office:** Tř. Masarykova 187, Veselí nad Moravou 698 01

**Website:** [www.simaplast.cz](http://www.simaplast.cz)

**What are the reasons for processing personal data?** The main reason for processing personal data is to provide our service, which includes the presentation and sale of products. We also process data for the protection of our or your rights and interests (e.g., internal operational functions, enforcement of rights, fraud prevention, service improvement, direct marketing). This processing also arises from legal regulations that we must comply with.

**What data do we process and how?** We process mainly the data we need to offer and provide our services, comply with legal obligations, and protect your or our interests. Simply put, this will involve all the data that are listed in contracts, forms, or other documents of ours. Typically, these will be identification (name), contact (email, address, phone), and payment details. For registered users, we process login and contact information for the purpose of offering discount benefits and facilitating easier order placement. We process this data both manually and automatically using various applications and software.

**Where do we get the data from?** We usually obtain personal data directly from you when concluding a contract or registering for our services, from our own activities (especially for internal functions – discount advantages for registered clients – and the protection of our rights), from publicly available registers, lists, records, or websites (e.g., insolvency register, commercial register, trade register, real estate cadastre, etc.), or from other persons, if necessary for the provision of our services, if so provided by legal regulations, or if you consent to it.

**Who may we pass the data to?** Personal data may be processed by contractual partners who participate in providing our services and who comply with data protection rules. These are mainly external carriers ensuring the transport of goods to the customer, providers of IT technologies (web hosting, email management applications, order management applications, etc.), suppliers of services necessary for the operation of the company (administration, account and payment management, debt collection, communication, etc.), and providers of specialized services (legal, financial, etc.).

**How long do we keep the data?** Personal data is most often processed for the duration of providing our service (for simplicity, referred to as a contract). After the termination of the contract, we continue to process personal data for the purpose of protecting our or your rights and interests. This period is usually determined according to general limitation periods established by law (Civil Code) or by contract. Legal regulations also require us to store certain types of documents related to our activities for a legally prescribed period. In this case, we always comply with the applicable legal regulations, which can be found in the collection of laws.

**What are your rights?** You can ask us for information about processing, correction of inaccurate data or deletion of data, you have the right to restrict processing, the right to object to processing based on legitimate interest, including direct marketing, or against automated decision-making (including profiling), the right to access data (copy of data) and portability, and the right to lodge a complaint with the Office for Personal Data Protection.

**Contacts for requests and inquiries regarding personal data:** [info@simaplast.cz](mailto:info@simaplast.cz).

**Effective from:** September 1, 2023