

This version of the document is indicative only. The legally binding version is in the Czech language.

This document governs how, for how long and for what purpose we process your personal data, and what rights you have in relation to privacy. Our policy is governed by the Regulation European Parliament and Council (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and on repealing Directive 95/46/EC, and the applicable legislation of the Czech Republic. The personal data controller **GeekCoders s.r.o.**, ID No.: **07444290**, Registered office: **Jana Palacha 2803, 53002 Pardubice V**. If you have any questions regarding the processing of personal data, please do not hesitate to contact us by e-mail at info@geekcoders.cz.

What personal data do we process?

We process any personal data that you voluntarily provide to us, whether during registration or using our services or contacting our representatives via the contact form, as well as personal data that we are required to process by law.

These include:

- descriptive (data on the contractual relationship, operational and technical data on the website and your behavior on the website, or your and your visitor's behavior, if you have we generate on the basis of the provision of our services);

For what purpose do we process this data?

Personal data is processed for the following purposes on the basis of the following legal titles.

You have given your consent to the processing of your personal data:

- processing of personal data for the purpose of offering our services and products; and to notify you of news, if you are not already a customer, by newsletter (some identification and contact details);

The processing is necessary to comply with our legal obligations:

- we may process some of your personal data in order to comply with our obligations imposed on us by law if you are our customer
- in particular accounting and tax records (certain identification and economic data);

The processing is necessary for the performance of the contract with you:

- processing personal data for the purpose of providing services and products (some identification, contact, descriptive and economic data);

The processing is a legitimate interest of ours or of a third party, unless they have your interests take precedence:

- processing of personal data for the purpose of contacting you or you are already a customer of ours
- the legitimate interest is direct marketing (identification and contact data);
- processing personal data for the purpose of developing and improving our website

- website or our clients
- legitimate interest is to reach new customers, to improve the clarity and user-friendliness of the website (some identifying and descriptive data);
 - processing of personal data for the purpose of fulfilling obligations and recovering debts legitimate interest is to conduct business with due care (identification, contact, descriptive and economic data).

For how long do we process personal data?

We process personal data for a limited period of time, depending on the type of data and the purpose of the processing. This period does not exceed the period set by the applicable legislation. In the case of processing based on your consent, we process the personal data for the following periods specified in such consent (unless otherwise specified, 3 years). If we process personal data for the purpose of complying with legal obligations, we process such personal data for the period of time specified by law (e.g. accounting documents for 10 years). Personal data processed for the performance of a contract with you, we process for the duration of the contract relationship. After the end of the contract, we may continue to process it for a further 4 years for the purpose of the performance of obligations and the recovery of debts. Personal data processed for the purpose of direct marketing we process for a period of 3 years after the end of the last contractual relationship with you.

Who processes personal data?

The company as a data controller, as well as our business partners as processors.

Below you will find a list of our partners and links to their privacy policies:

Google, <https://policies.google.com/privacy>

HotJar, <https://www.hotjar.com/legal/compliance/gdpr-commitment/>

Facebook pixel, <https://developers.facebook.com/docs/facebook-pixel/implementation/gdpr/>

Where is the data processed?

Personal data is processed within the European Union. If it is processed outside the EU, these are countries that the EU has identified as trusted and with which the EU has concluded data protection agreements with (Privacy Shield).

Do we use cookies?

We use cookies on this website or our clients' websites. Cookies we use, are those that we strictly need for the functioning of our website and those that we collect in order to develop and improve our website or our clients' websites. You can disable cookies through your browser.

What are your rights?

Legislation guarantees you various rights in privacy matters, in particular the right to access your personal data, the right to rectify or amend your personal data, the right to erasure and the right to object to the processing of your personal data. If you choose to exercise any of your rights or have questions about the processing of personal data, please do not hesitate to contact us at info@geekcoders.cz. If you believe that we are not complying with applicable laws in processing your personal data, you may contact the Data Protection Authority www.uoou.cz.

