

# Processing of personal data

I consent to the collection, storage and processing of the personal data contained in this form by the websites [www.vividhockey.cz](http://www.vividhockey.cz) and [www.vividhouse.cz](http://www.vividhouse.cz) for the purpose set out below. I give this consent for all data contained in this form on the basis of the Personal Data Processing Policy. The effective date of the consent to the processing of personal data for business purposes is in the text of the consent. This policy is effective from 1 November 2024 and is issued in accordance with Regulation (EU) 2016/679, on the protection of individuals with regard to the processing of personal data ("Regulation" or "GDPR").

## Information obligation

Vivid House s.r.o. (hereinafter referred to as "e-shop"), with registered office at Návesní 233, Mladcová, 760 01 Zlín, ID: 29377251, (hereinafter referred to as "Controller"), processes the personal data provided by you in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as "GDPR").

The e-shop processes your personal data only on the basis of one of the legal grounds for processing, namely either:

- for the processing of personal data necessary for the performance of a contract or for the conclusion of such a contract,
- on the basis of a legitimate interest, i.e. to provide you with relevant content that will be of interest to you, where we process this data automatically and using cookies, or
- informed consent to processing.

The e-shop processes your personal data primarily for the purpose of purchasing goods and services, customer care and marketing activities.

Personal data necessary for the performance of a contract or for the conclusion of such a contract will be processed by the e-shop for the duration of the contractual relationship. In the case of personal data for which informed consent has been given, the e-shop will process it for a period of 7 years.

You give your express consent to the above processing. Consent can be withdrawn at any time, for example by sending an email to the email address [vividhouse@seznam.cz](mailto:vividhouse@seznam.cz) or a letter to the contact details of the e-shop according to point 1.

The e-shop is entitled to process personal data manually and automatically also through designated processors. The e-shop will provide an up-to-date list of processors upon request. Personal data will only be made available to authorised employees of the e-shop and the processor, and only to the extent necessary for the purposes of processing.

## Purpose of processing personal data - sending newsletters

For subjects who have consented to marketing outreach via electronic contact, Vivid House s.r.o. shall process, with their consent, for the period specified in the consent, the contacts that the subject makes available to it solely for its own purposes, for the purpose of offering products and services, sending sales and marketing communications, as well as for the purpose of improving the controller's service offerings and communication between the controller and the data subject, until

the data subject withdraws consent to the processing of personal data or until Vivid House s.r.o. ceases to operate. The data controller within the meaning of the Personal Data Protection Act is Vivid House s.r.o., Návesní 233, Mladcová, 760 01 Zlín, ID No.: 29377251. If this consent is granted via the website operated by Vivid House s.r.o., the data from the cookies of Vivid House s.r.o., which are placed on the website where this consent was granted, are processed together with these contacts only if the subject has cookies enabled in the web browser. In the event that the subject has cookies enabled in his/her web browser, we process behavioural records about him/her from the cookies placed on the websites operated by Vivid House s.r.o., for the purpose of ensuring better operation of the websites [www.vividhockey.cz](http://www.vividhockey.cz) and [www.vividhouse.cz](http://www.vividhouse.cz) and for the purpose of internet advertising of Vivid House s.r.o.

### **Declaration of the administrator**

The controller declares that it will collect personal data to the extent necessary to fulfil the stated purpose and will only process it in accordance with the purpose for which it was collected. Employees of the controller or other natural persons who process personal data on the basis of a contract with the controller and other persons are obliged to maintain confidentiality of personal data, even after termination of employment or work. Vivid House s.r.o. processes personal data manually and automatically. Vivid House s.r.o. keeps records of all activities, both manual and automated, in which personal data is processed.

### **Right of access to personal data**

According to the Regulation, the data subject will have the following rights from 1 November 2024 if he/she is an identifiable natural person for Vivid House s.r.o. and proves his/her identity to Vivid House s.r.o.. According to Article 15 of the GDPR, the data subject will have the right of access to personal data, which includes the right to obtain from Vivid House Ltd.: Confirmation of whether it processes personal data, information about the purposes of the processing, the categories of personal data concerned, the recipients to whom the personal data have been or will be disclosed, the planned duration of the processing, the existence of the right to request from the controller the rectification or erasure of personal data relating to the data subject or the restriction of their processing or to object to such processing, the right to lodge a complaint with a supervisory authority, any available information on the source of the personal data, unless obtained from the data subject, the fact that automated decision-making, including profiling, is taking place, appropriate safeguards in the event of transfer of the data outside the EU, and, where the rights and freedoms of others will not be adversely affected, a copy of the personal data.

I have read all the completed parts of this form, all the information is accurate and true and is provided voluntarily.