

KERA

PRIVACY POLICY

KERA studio s.r.o.



1. WHAT IS THIS DOCUMENT?

- 1.1 This document, called the "Privacy Policy", serves as information documentation pursuant to Article 13 of the GDPR, in which we would like to inform you about the processing of personal data that may take place in connection with your visit to our website or your use of our services. In this document, we would like to inform you about how we process your personal data, in what manner, for how long, and what rights you have in connection therewith.

2. WHO ARE YOU?

- 2.1 We are the company KERA studio s.r.o., with its registered office at Nové Sady 988/2, 602 00 Brno, registered under file no. C 140870 kept by the Regional Court in Brno, Company ID (IČO) 220 10 912, e-mail: info@kerastudio.cz, tel: (+420) 725 765 733 / (+420) 730 600 980, offering services and selling products mainly in the field of ceramic production and other related areas.

3. WHAT WILL I FIND IN THIS DOCUMENT?

- 3.1 The GDPR requires us, as the controller, to inform you about how we will process your personal data, in particular for how long and for what purposes.
- 3.2 In this document you will therefore find more detailed information about the processing of personal data.

4. DO YOU USE COOKIES ON YOUR WEBSITE?

- 4.1 Yes, we use cookies on our website, in particular technical, preference, statistical and marketing cookies, but only after you give us your consent in our cookie bar. There you will find all the details about what cookies are and how they are used, as well as who the provider of the cookies is. The cookie bar also allows you to select the types of cookies. You likewise have the option of changing your decision to grant or withhold consent at any time, in accordance with the information on our website.

5. WHAT ARE PERSONAL DATA?

- 5.1 Personal data are information that we process about you. This means information that you either provide to us yourself, or that we obtain about you in some way (e.g. when you use our website). Personal data themselves are divided into individual categories, which may be, for example:

Category	Example
Identification data	E.g. first name or business name, surname, title, nickname, Company ID...
Address data	E.g. name of municipality, street, house or registration number, postcode.
Contact data	E.g. e-mail, telephone number, social media handle.
Payment data	E.g. billing details or account number.
Information about the use of the service	E.g. logs and activity within the service.
Content of communication	E.g. the content of our communication or your messages.

- 5.2** It is not the case that personal data would always be processed to the extent set out above. It will always depend on the specific situation.

6. WHAT ENTITLES YOU TO PROCESS MY PERSONAL DATA?

- 6.1** Rest assured that we always process your personal data in accordance with the GDPR, and always on the basis of a valid legal ground. Under Article 6 of the GDPR, we may process your personal data only if:
- you give us your free and always revocable consent;
 - the processing is required of us by law and the processing takes place in the course of fulfilling our legal obligation;
 - the processing is required by a contract that we conclude with each other, or where such conclusion is imminent;
 - we have a legitimate interest in processing your personal data and such legitimate interest takes precedence over your rights to privacy.
- 6.2** The basis on which we process your personal data in a specific case can be found below.

7. HOW DO YOU PROCESS MY PERSONAL DATA IN THE CASE OF REGISTRATION AND USE OF THE SERVICE?

- 7.1** If you want to use our services, you need to register with us and agree to our general terms and conditions. In order to provide you with our service, we need your personal data.
- 7.2** In such a case, we process your personal data for the following purposes:

Purpose	Scope	Legal ground	Processing period
Conclusion and performance of the contract, including the possible creation of a user account and related communication	Identification data Contact data Address data Payment data	Necessity for the performance of the contract (or the controller's legitimate interest where you represent a legal person)	For the duration of the contract and subsequently for 3 years after its termination (basic data about the contractual relationship for 10 years)
Contacting you by e-mail and telephone regarding offers of products and services similar to the products and services purchased	Identification data Contact data Information about purchased services and products	The so-called customer exemption	For the duration of the contract and subsequently for 3 years after its termination
Sending offers, newsletters and other information from the controller, including third-party offers, tailored to what you might like	Identification data Contact data Information about the use of the website	Consent	Until consent is withdrawn
Analysis of the use of the service for the purpose of improving the website	Information about the use of the website	Legitimate interest	For the duration of the contract and 3 years after its termination.

- 7.3** It is your free decision whether to entrust the above personal data to us. The truth, however, is that without them we cannot conclude a contract with you and provide you with our services or sell you

our products. To activate the service and purchase products, it is not obligatory to grant us consent to the sending of commercial communications – and you may likewise opt out of the customer exemption at any time.

- 7.4** For the functioning of our service and the sale of our products, however, it is important to process certain statistical data about how our clients use our service. Without this, we would not be able to detect problems or provide support. Therefore, when you use our service and purchase products, we process your personal data on the basis of our legitimate interest, which consists in collecting information about the use of the service and the purchase of products in as depersonalised a manner as possible. If you were to feel that in your case your right to the protection of privacy takes precedence over our legitimate interest, you have the right to object to this processing.

8. HOW DO YOU PROCESS MY PERSONAL DATA IN THE CASE OF THE NEWSLETTER?

- 8.1** We are glad when we can stay in touch with you and send you our news, invitations to events and other information that we think you might like. Therefore, if you give us your consent, we process your personal data as follows:

Purpose	Scope	Legal ground	Processing period
Sending offers, newsletters and other information from the controller, including third-party offers, tailored to what you might like	Identification data Contact data Information about the use of the website	Consent	Until consent is withdrawn

- 8.2** All processing is entirely voluntary on your part; you have no obligation to grant us consent, and on the contrary you have every right to withdraw any consent at any time, by the procedure set out below.

- 8.3** When sending commercial communications, we try not to send you information that may not necessarily interest you. For this purpose, we carry out profiling, which consists in analysing what you like and, on that basis, sending you information mainly from your area of interest.

9. HOW DO YOU PROCESS MY PERSONAL DATA IN THE CASE OF THE RESERVATION FORM?

- 9.1** To create a reservation, you need to log in to your user account, select a date and type of service, and make a payment.

- 9.2** As part of this process, we process in particular:

Purpose	Scope	Legal ground	Processing period
Creation and management of the reservation, provision of the service and related communication	Identification data Contact data Reservation data (date, type of service) Payment data	Necessity for the performance of the contract (or the controller's legitimate interest where you represent a legal person)	For the period necessary to process the reservation and provide the service, subsequently for 3 years from its provision (basic data for 10 years)



- 9.3** Providing the above data is your free decision; however, without them it is not possible to create a reservation with us, confirm it, allow you entry to the studio and provide you with the ordered service.
- 9.4** The reservation takes place after logging in to your user account, and its completion requires selecting a date, type of service and making a payment.

10. HOW DO YOU PROCESS MY PERSONAL DATA IN THE CASE OF THE CONTACT FORM?

- 10.1** If, on the other hand, you want to communicate with us, we will be delighted. In such cases, we process your personal data for the following purposes:

Purpose	Scope	Legal ground	Processing period
Answering your enquiry and related communication	Identification data Contact data Content of communication	Legitimate interest	For the duration of our communication, but no longer than 1 year from its conclusion

- 10.2** Providing the above data is not obligatory on your part; however, without them we are unable to communicate with you. Answering your enquiry is therefore in our legitimate interest. If you were to feel that in your case we are exceeding our legitimate interest, you have the option of objecting to this processing by the procedure set out below.

11. HOW DO YOU PROCESS MY PERSONAL DATA IN THE CASE OF THE CAMERA SYSTEM?

- 11.1** For the purpose of ensuring the safety of persons on our premises and the protection of property, some areas, in particular the premises of our studio, are monitored by a camera system with recording. In connection with this, we would like to inform you about the following processing purpose:

Purpose	Scope	Legal ground	Processing period
Capturing your likeness by means of a camera system with recording for the purpose of protecting property and persons	Likeness	Legitimate interest of the controller and third parties	For a period of 3 days

- 11.2** It is in our legitimate interest to ensure that your visit to our studio proceeds undisturbed and that your visit is not disrupted by anything. We likewise have a legitimate interest in ensuring your safety and protecting our property that you have at your disposal. For this purpose, we have installed, to the extent strictly necessary, a camera system monitoring certain areas, in particular the premises of our studio. All recordings are continuously deleted, and access to the recordings is restricted.
- 11.3** If you were nevertheless to conclude that our legitimate interest does not apply in your case, you may object to this processing (see below).

12. FOR HOW LONG DO YOU PROCESS PERSONAL DATA?

- 12.1** We process your personal data only for the necessary period, never longer than we really need. All processing periods can always be found under the relevant purpose above.

13. TO WHOM DO YOU DISCLOSE PERSONAL DATA?

13.1 We disclose your personal data to third parties only where the law requires us to do so, or where this takes place on the basis of a data processing agreement. Below we list the categories of recipients, and we will always be very happy to give you specific information about specific recipients:

Recipient	Purpose of disclosure
IT service providers	In the course of our activities, we use the services of a third party that helps us with the operation of the technical part of the studio, in particular the website, forms, e-mail distribution, etc.
Reservation system providers	In the course of our activities, we further use the services of a third party that provides us with the reservation system, in particular the management of dates, the customer database and related notifications.
External collaborators	In the course of our activities, we also use the services of third parties that help us with the running of the studio, in particular with the provision of specific services and customer care.

14. WHAT RIGHTS DO I HAVE IN CONNECTION WITH THE PROCESSING OF PERSONAL DATA?

14.1 Given that we process your personal data, you have various rights vis-à-vis us, and we would like to inform you about their content, the conditions for exercising them and their limitations.

14.2 Right of access

14.3 Practically anyone has the right to approach us and obtain from us confirmation as to whether or not we process their personal data. Furthermore, you have the right at any time to ask us for more detailed information about the processing of your personal data, such as the purposes of processing, the categories of data concerned, the recipients, the processing period, your rights, etc.

14.4 You likewise have the right to obtain from us a copy of all personal data that we process about you. The only reason why we should not comply is a situation where this would adversely affect the rights and freedoms of other persons, or data subjects.

14.5 Right to rectification

14.6 If you find that we process your personal data inaccurately (e.g. we have an old address, contact details, etc.), you always have the right to ask us to correct the inaccurate data or to complete it on the basis of your supplementary statement.

14.7 Right to erasure (right to be forgotten)

14.8 We process your personal data only for the period determined by us, and then we delete them immediately. In addition, however, you have the right to write to us asking us to erase your personal data if one of the following grounds arises

- the personal data are no longer needed for the purposes set out above;
- you withdraw your consent to the processing of personal data;
- you object to a legitimate interest and we conclude that this legitimate interest does not outweigh your rights (in the case of marketing purposes based on legitimate interest, we will delete such data immediately);



- the processing was unlawful;
- erasure is required of us by the law of the Czech Republic or EU law.

14.9 We cannot, however, comply in all cases. Sometimes there are grounds on which we should retain your personal data where this is necessary:

- for the exercise of the right to freedom of expression and information;
- for compliance with a legal obligation;
- for reasons of public interest in the area of public health;
- for archiving purposes in the public interest, for purposes of scientific or historical research, or for statistical purposes;
- for the establishment, exercise or defence of legal claims.

14.10 Right to restriction of processing

14.11 If you ask us to do so, we will stop processing your personal data, i.e. we will keep them stored but will not otherwise process them. This right is called the "right to restriction of processing" and you may use it only in the following cases, where

- you contest the accuracy of the personal data, for the period necessary to verify their accuracy;
- the processing is unlawful, you refuse the erasure of the personal data and instead request the restriction of their use;
- we will no longer need the personal data for the purposes of processing, but you will require us to retain them for the establishment, exercise or defence of legal claims;
- you object to a legitimate interest, until it has been assessed whether the objection is justified.

14.12 Right to data portability

14.13 Where we process your personal data by automated means and the processing is based on consent or on necessity for the performance of a contract, you have the right to so-called portability. The right to portability guarantees that we will hand over to you the data you have provided to us in a commonly used and machine-readable format, or that we will transfer such data to another controller designated by you.

14.14 Right to object to processing based on legitimate interest

14.15 Where we process your personal data on the basis of a legitimate interest, you have the right to lodge a reasoned objection against such processing. In the case of processing for direct marketing purposes, you do not need to give reasons for your request, and we will, in accordance with the GDPR, immediately stop processing your personal data.

14.16 This is the case, for example, where we send you commercial communications about products or services similar to those you have purchased from us, i.e. on the basis of the so-called customer exemption. If you do not wish this, let us know at our e-mail, or provide us with this information at the relevant place during registration, and we will not do so, or will stop doing so. You may likewise use the unsubscribe link included at the end of each of our commercial communications.

14.17 In other cases, we have the right to review your objection and assess whether your rights take precedence over our legitimate interest.

14.18 Right to withdraw consent

14.19 If we process your personal data on the basis of consent, you naturally have the right to refuse and withdraw your consent at any time. In such a case, we will not continue with further processing and, unless the law prevents us from doing so, we will delete your personal data.



14.20 However, if we also process your personal data on the basis of another legal ground, we are not obliged (and sometimes must not) delete the personal data in question.

14.21 Right to lodge a complaint with the Office for Personal Data Protection

14.22 If you believe that we process your personal data unlawfully, you naturally have the right to lodge a complaint with the supervisory authority, which is the Office for Personal Data Protection (www.uoou.cz).

15. HOW CAN I EXERCISE THE ABOVE RIGHTS?

15.1 If you would like to exercise your rights, please write to us at the e-mail info@kerastudio.cz, or via the settings in your user account, where it allows this for the given right.

16. DO YOU TRANSFER PERSONAL DATA OUTSIDE THE EU?

16.1 We do not.

17. DO YOU USE AUTOMATED INDIVIDUAL DECISION-MAKING IN THE PROCESSING OF PERSONAL DATA?

17.1 No.