

Conditions of personal data protection

I.

Basic provisions

1. A controller of personal data under Article 4 paragraph 7 of the Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter as „**GDPR**“) is Simona Lerchová (Mona Lerch Wall Art), Registered Company Number 08856613 based in Vémyslice 78, 671 42, Czech Republic (hereinafter as „**controller**“).
2. Contact information of the controller:
address: Vémyslice 78, 671 42, Czech Republic
email: monalerchwallart@gmail.com
telephone: +420 777 282 592
3. Personal data means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
4. The controller has not appointed a data protection officer.

II.

Sources and categories for the processing of personal data

1. The controller processes personal data that were given to him/her by the data subject, or personal data that were obtained for the performance of an order.
2. The controller processes identification and contact data of the data subject necessary for the performance of a contract.

III.

Lawfulness and purpose of processing of personal data

1. Processing shall be lawful only if and to the extent that at least one of the following applies:
 - processing is necessary for the performance of a contract between the data subject and the controller under Article 6 paragraph 1 point b) of the GDPR,
 - processing is necessary for the purposes of the legitimate interests pursued by the controller as regards direct marketing (particularly for sending business announcements and newsletters) under Article 6 paragraph 1 point f) of the GDPR,
 - data subject has given consent to the processing of his or her personal data for the purpose of direct marketing (particularly for sending business announcements and newsletters) under Article 6 paragraph 1 point a) of the GDPR and under Section 7 paragraph 2 of Act No. 480/2004 Coll., on certain Information Society Services in the case that no goods or services have been ordered.
2. The purpose of the processing of personal data is

- processing of an order by data subject and exercising the rights and obligations arising from the contractual relationship between the data subject and the collector; personal data are necessary for successful execution of an order (name and address, contact); provision of personal data is the necessary requirement for concluding and fulfilling the contract, without providing personal data it is not possible to conclude or process the contract by the controller,
 - sending business announcements and performing other marketing activities.
3. The controller does not perform any automated individual decision-making in the sense of Article 22 of the GDPR.

IV.

Period for personal data storage

1. The controller stores personal data
 - for the period necessary to exercise the rights and obligations arising from the contractual relationship between the data subject and the controller, and to assert claims under these contractual relationships (for a period of 15 years from the termination of the contractual relationship).
 - for the period until the consent to the processing of personal data for marketing purposes is revoked, for a maximum of 10 years, if the personal data are processed on the basis on consent.
2. The controller shall delete the personal data after the expiry of the retention period.

V.

Recipients of personal data (subcontractors)

1. Recipients of personal data are persons
 - involved in the delivery of goods / services / execution of payments on the basis of a contract,
 - providing e-shop operation services (monalerch.com) and other services in connection with e-shop operation,
 - providing marketing services.
2. The controller intends to transfer personal data to a recipient in a third country (a non-EU country) or an international organization. The recipients of personal data in third countries are the mailing service providers or the persons / organizations referred to in point 1.

VI.

Rights of the data subject

1. Under the conditions set out in the GDPR data subject has
 - the right of access to his/her personal data under Article 15 of the GDPR,
 - the right to rectification of inaccurate personal data concerning him or her under Article 16 of the GDPR, and/or right to restriction of processing under Article 18 GDPR,
 - the right to erasure of his/her personal data under Article 17 of the GDPR,
 - the right to object to processing of his/her personal data under Article 21 of the GDPR,
 - the right to portability of his/her personal data under Article 20 of the GDPR,

- the right to withdraw consent on which the processing is based (in written form or via email of the controller stated in Article III of these conditions).
2. The data subject also has the right to lodge a complaint with the relevant supervisory authority, that is the Office for Personal Data Protection, if he/she believes that the right to personal data protection was violated.

VII.

Terms of personal data security

1. The controller declares that he or she has implemented appropriate technical and organisational measures for ensuring personal data security.
2. The controller has implemented technical measures for the protection and security of digital data storage and storage of personal data in paper form.
3. The collector declares that only authorized persons may have access to personal data.

VIII.

Final provisions

1. You agree to these conditions by checking the consent via the online form. By checking the consent, you confirm that you are familiar with the conditions of personal data protection and that you accept them in full.
2. The controller is entitled to make amendments to these conditions. The new version of the conditions of personal data protection will be published on the website and sent to the data subject using the e-mail address provided to the controller.

This document shall apply from 15 January 2020.