

Information about buyers is maintained 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, etc. GDPR (General Data Protection Regulation).

**Instruction of the Data Subject - information
according to Art. 13 GDPR**

The e-shop operator of company Elektropomůcky Pardubice s.r.o as the personal data administrator (hereinafter referred to as

"Administrator") hereby in accordance with the provisions of Art. 13 Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016, the General Regulation on the protection of natural persons with regard to the processing of personal data (hereinafter "the Regulation"), informs its customers (hereinafter "the Data Subject") that:

Personal data of the Data Subject, which will be handed over to the Administrator when sending the order, will be processed for the purpose of concluding the purchase contract and its subsequent performance, including the settlement of any claims of the Data Subject from defective performance. The legal basis for the processing of personal data of the Data Subject is therefore the fulfillment of the purchase contract established by the order of the Data Subject and at the same time the fulfillment of the legal obligations of the Administrator according to legal regulations governing consumer protection and bookkeeping.

The reason for providing personal data of the Data Subject to the Administrator is the identification of the contracting parties necessary for the conclusion and performance of the purchase contract, which would not be possible without the provision of such data.

Personal data of the Data Subject will be processed for the period for which the Administrator is obliged to keep this data in accordance with generally binding legal regulations, i.e. at least for a period of 5 years in accordance with the law on accounting or for a period of 10 years according to the VAT Act.

There will be no automated decision-making or profiling when processing personal data of the Data Subject.

A Data Protection Officer within the meaning of Article 37 (1) (a) (a) The GDPR is not appointed, because the main activities of the Administrator do not consist of operations, which due to their nature, scale or purposes, require extensive regular and systematic monitoring of the Data Subjects. The processed personal data of Data Subjects are obtained according to Article 6, paragraph 1, letter b) to f) GDPR, i.e. during the performance of the contract to which the Data Subject is a contracting party, or for the implementation of measures taken before the conclusion of the contract at the request of these Data Subjects - these are necessary data of customers and business partners that provide relating implementation of a specific contract, e.g. for the purposes of proper delivery selected by the Data Subject, and to persons who provide legal and accounting services to the Administrator in order to ensure proper fulfillment of obligations set out in generally binding legal regulations. The Administrator does not intend to transfer the personal data of the Data Subject to a third country, an international organization or other than the above-mentioned third parties.

The Data Subject has the right to request from the Administrator access to his personal data, their correction or deletion, or restrictions on processing, and to object to the processing, he has the right to transfer this data to another Administrator, as well as the right to file a complaint with the Office for Personal Data Protection, if he believes that the Administrator processes personal data in violation of the Regulation.

The Administrator does not keep records of personal data processing activities, as they are not classified as risky and do not seriously interfere with the rights and freedoms of individuals, nor do they include sensitive data.