



Processing of personal data in implementation of marketing activities

Our company HENNLICH s.r.o with the headquarters in Litoměřice, Českolipská 1996/9, company registration number: 14869446, registered at the Business register by regional court of law in Ústí nad Labem, insertion C number of insertion 274, as a personal data administrator created this document to provide information about personal data processing and your rights related with this processing.

The key priority of selling products and providing services is satisfaction of our business partners so each of our offers is adjusted to their needs and is prepared in the best quality. Passing personal data on to this processing is entirely voluntary.

Categories of personal data that are processed:

Concerning your personal data, we collect particularly basic identification and contact data that includes name, surname, degree, for those who conduct business also Identification number, Tax identification number, name of the company, business profile, contact person and her/his position in the company, email address, phone number, professional preference (see products and services on our website) and history of the business.

Purpose of processing:

Your personal data is used for approaching your company with an offer of our goods and services and informing you about our products, services, sales, exhibitions in compliance with your needs and preferences (business notifications).

Authorization for processing:

Processing is performed based on the rightful claim of our company to provide its business partners with personalized offers adjusted to their needs.

Retention period:

5 years after receiving the information or after consequent realization of a contract conducted with you

Category of receivers who might be provided by personal data:

Your personal data will not be passed on to third persons in terms of this processing.

Who are the data accessible for?

We do not deal with personal data. Your personal data is therefore accessible only for our employees and processors who process the data only if we instruct them to do so. All persons who come in contact with personal data of customer are obligated to ensure their concealment and maintain confidentiality of information that were acquired in connection with data processing. Security and protection of personal data is our key priority.

Passing on personal data to third countries:

Your personal data will not be passed on to third countries. However, sending offers in form of business notification electronically (e-mailing) might be realized through another agency with residence in USA. This agency follows the decision of European Commission about appropriate protection (Privacy Shield).

Your rights:

You have a right to access your personal data which means information about your personal data that we process. You have a right of objection against this processing based on which our company terminates the processing. You have a right to correct inaccurate and incorrect data and complete them if needed. You have a right to request a deletion of personal data or a reduction of the processing. In case you do not agree with our processing, you have a right to file a complaint with supervising office which is the personal data protection office with address Pplk. Sochora 27, 170 00 Praha 7.



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Contact details for our department of personal data protection:

e-mailem: gdpr@hennlich.cz

písemně: **HENNLICH s.r.o.**
Department of personal data protection
Českolipská 1996/9
412 01 Litoměřice