

Privacy Policy

I.

Basic Provisions

1. The Institute of Ústav modelů ve vzdělávání, zapsaný ústav, ID 03380092 with its registered office at Roháčova 145/14, 130 00 Prague 3, (hereinafter referred to as the "**Controller**") is the personal data controller pursuant to Article 4(7) of 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 referred to as the "GDPR"**).
2. The contact details of the controller are
address: Království železnic, Stroupežnického 23, 150 00 Praha 5
Email: info@kralovstvi-zeleznic.cz
Phone: 420 257 211 386
3. Personal data means any information relating to an identified or identifiable natural person; an identifiable natural person is the 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 verifier.

II.

Sources and Categories of Processed Personal Data

1. The Controller processes the personal data that you have provided to the Controller or the personal data that the Controller has obtained on the basis of the fulfillment of your order.
2. The Controller processes your identification and contact data and data necessary for the performance of the contract.

III.

Legal Basis and Purpose of Personal Data Processing

1. The legal reason for the processing of personal data is
 - performance of the contract between you and the controller pursuant to Art. 6 para. 1 lit. b) GDPR,
 - the Controller's legitimate interest in the provision of direct marketing (in particular for sending commercial communications and newsletters) pursuant to Article 6 (1) of the GDPR; 1 lit. f) GDPR,
 - Your consent to the processing for the purposes of providing direct marketing (in particular for sending commercial communications and newsletters) pursuant to Art. 6 para. 1 lit. a) GDPR in conjunction with § 7 para. 2 of Act No.

480/2004 Coll., on Certain Information Society Services, in the event that no goods or services have been ordered.

2. The purpose of personal data processing is to:
 - process your order and exercise the rights and obligations arising from the contractual relationship between you and the Controller; when placing an order, personal data that is necessary for the successful execution of the order (name and address, contact) are required, the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or to perform it by the controller,
 - send commercial communication and do other marketing activities.
3. On the part of the controller, individual decision-making takes place automatically within the meaning of Article 22 of the GDPR. You have given your explicit consent to such processing.

IV.

Duration of Data Storage

1. The Controller stores personal data
 - for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the Controller and to assert claims arising from 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 withdrawn, no longer than 15 years, if the personal data is processed on the basis of consent.
2. After the expiry of the personal data retention period, the controller will delete the personal data.

V.

Recipients of Personal Data (Subcontractors of the Controller)

1. The recipients of personal data are the following persons
 - involved in the delivery of goods/services / execution of payments based on the contract,
 - involved in ensuring the operation of the services,
 - providing marketing services.
2. The Controller does not intend to transfer personal data to a third country (a country outside the EU) or an international organization. The recipients of personal data in third countries are mailing/cloud service providers.

VI.

Your Rights

1. Under the conditions set out in the GDPR, you have the right to
 - the right to access your personal data pursuant to Article 15 of the GDPR,
 - the right to rectification of personal data pursuant to Article 16 of the GDPR, or restriction of processing pursuant to Article 18 of the GDPR.
 - the right to erasure of personal data pursuant to Article 17 of the GDPR.
 - the right to object to processing pursuant to Article 21 of the GDPR, and
 - the right to data portability pursuant to Article 20 of the GDPR.
 - the right to withdraw consent to processing in writing or electronically to the address or email address of the controller specified in Article III of these Terms and Conditions.
2. You also have the right to lodge a complaint with the Office for Personal Data Protection if you believe that your right to personal data protection has been violated.

VII.

Terms and Conditions of Personal Data Security

1. The Controller declares that it has taken all appropriate technical and organisational measures to secure personal data.
2. The Controller has adopted technical measures to secure data repositories and repositories of personal data in paper form, in particular the use of anti-virus programs, secure storage of backups, and secure access passwords.
3. The Controller declares that only persons authorised by the Controller have access to personal data.

VIII.

Final Provisions

1. By submitting an order from the online order form, you confirm that you are familiar with the terms and conditions of personal data protection and that you accept them in their entirety.
2. You agree to these terms and conditions by ticking the consent via the online form. By ticking the consent box, you confirm that you are familiar with the terms and conditions of personal data protection and that you accept them in their entirety.
3. The Administrator is entitled to change these conditions. The new version of the Privacy Policy will be published on its website, or the new version of the Terms and Conditions will be sent to the e-mail address you have provided to the Administrator.

These terms and conditions come into effect on October 1, 2023