

RULES OF GENERAL DATA PROTECTION REGULATION

(GDPR)

1. Controller

LATI media s.r.o., with registered office at Staničná 5, 044 13 Valaliky, Slovak Republic, Company ID: 51841690, VAT ID: 2120814663, (hereinafter referred to as the "Controller") is the Controller of personal data pursuant to Art. 4 point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons in connection with the processing of personal data and on the free movement of such data.

2. Data subject

The data subject is the Client or Website visitor, because their personal data is processed by the company LATI media s.r.o., with registered office at Staničná 5, 044 13 Valaliky, Slovak Republic, Company ID: 51841690, VAT ID: 2120814663.

3. Personal data

Personal data is any data on the basis of which the data subject is identified or identifiable. The scope of personal data processed by LATI media s.r.o., with registered office at Staničná 5, 044 13 Valaliky, Slovak Republic, Company ID: 51841690, VAT ID: 2120814663 depends on the purpose for which this personal data is processed. We do not process special categories of personal data that are particularly sensitive (data revealing racial or ethnic origin - so it is not possible to process nationality, data revealing political opinions, data revealing religious faith or philosophical beliefs, membership in trade unions and if so only for the purpose of fulfilling legal obligations according to the Labour Code, genetic data, biometric data, data related to health and data related to sex life or sexual orientation).

4. Legal reason and purpose of personal data processing

The Client provides his personal data to the Controller, primarily Contact and invoicing data (name, business name, registered office, address, company ID, VAT ID, e-mail, telephone contact). The Client provides personal data to the Controller voluntarily for the purpose of further communication with them. Without the provision of the data, the Controller cannot properly fulfil the pre-contractual relations and/or the contract with the client and therefore it would not be possible to conclude it with the client. The purpose of processing this personal data is communication with the client, issuance of a tax document, pre-contractual relations and identification of the client, implementation of marketing activities, information about promotions, news and discounts.

If the Client and/or Website visitor fills out the contact form or places an order on the Controller's website, they also give their consent to the processing of their personal data.

5. Sources of personal data

The Client and/or Website visitor expresses their consent to the processing of personal data through the internet portal. By ticking the appropriate box, the Client and/or Website visitor can express their consent in accordance with the General Data Protection Regulation for the Controller to process and store their personal data, especially those listed above and/or which are necessary for the Controller's activities.

6. Data retention period

The client and/or Website visitor grants the Controller this consent:

- for the period necessary to exercise the rights and obligations arising from the contractual relationship
- for the period absolutely necessary for the performance of the services
- for an indefinite period or until further notice in writing

7. Withdrawal of consent

The Client and/or the Website visitor can withdraw consent to the processing of personal data at any time in writing. The consent expires within 1 month from the delivery of the revocation of consent by the Client and/or Website visitor to the Controller.

8. Recipients of personal data

LATI media s.r.o., with registered office at Staničná 5, 044 13 Valaliky, Slovak Republic, Company ID: 51841690, VAT ID: 2120814663, processes personal data primarily for its own purposes. In addition, it can provide personal data to its business partners, especially for the purpose of fulfilling contractual relations between the Controller and the Client.

9. Method of processing personal data

The Controller processes personal data exclusively electronically.

10. Terms of security of personal data

The Controller declares that he will collect personal data exclusively for the purpose of processing personal data.

The Controller declares that he will ensure that personal data is processed and used exclusively in a manner that corresponds to the purpose for which it was collected.

The Controller declares that he will process personal data in accordance with good morals and will act in a manner that does not contradict generally binding legal regulations.

The Controller declares that only persons authorized by him and persons participating in business cooperation, who thereby fulfil the very essence of the service, have access to personal data.

11. Final provisions

By registering, the Client confirms that he gave the above consents to the Controller voluntarily and is entitled to withdraw them in writing at any time. By registering, the Client declares that he has been informed about the conditions of personal data processing.

The Controller is entitled to change these conditions. The new version of the terms of personal data protection will be published on his website.

These rules were created for the purpose of explaining the protection of personal data and strengthening transparency in their processing.

These rules take effect on January 1, 2022.