

Privacy Policy of the [www.dogmount.com](http://www.dogmount.com), online store

1. Dogmount, s.r.o., with its registered office at Nemocniční 1417, Uničov, Company ID: 04862091, registered with the Regional Court in Ostrava, Section C, File 64778 (hereinafter referred to as the "Seller" or "Controller"), processes, within the meaning of the European Parliament and European Council (EU) Directive No. 2016/679 on the protection of individuals with regard to the processing of personal data and on free movement of such data and annulment of Directive 95/46/EC (general personal data protection regulation) (hereinafter "the Regulation"), the following personal data:
  - A) By sending the contact forms ("Customized Products" form and "Become Our Designer" form):
    - name and surname
    - email address
    - phone number
  - B) Subscribe to our newsletter (the form on the introductory page):
    - e-mail address
  - C) User registration on the website:
    - name and surname
    - e-mail address
    - address/place of business
    - telephone number
  - D) Issue of goods order:
    - name and surname
    - e-mail address
    - address/place of business
    - telephone number
2. The personal data listed above must be processed in order to:
  - A) Provide answers to a question sent via the contact form or reply to product design proposal  
- see 1 A) hereof.
  - B) Register in the database for sending online business messages - see 1 B) hereof. You provide approval for data processing for a period of 3 years unless you extend this period. The processing of personal data is carried out by the Personal Data Controller and may be also processed by other providers of processing software, services and applications, but the company is not currently using any of them.
  - C) Set up and administer your user account. You provide approval for data processing for a period of 5 years unless you extend this period. This extension is performed by the active using of the user account.

And also for orders processing and other performance under the contract - see 1 D) hereof, if a purchase contract is concluded between you and the seller. Such processing of personal data is allowed under Article 6, paragraph 1), letter b) of the Directive and is necessary to perform the contract.

The seller also processes this data for the purpose of recording the contract and possible future application and defending the rights and obligations of the parties. The personal data is kept and processed for the above-mentioned purpose for a period of 10 years from the last performance under the contract, unless another legal regulation requires retention of contractual documentation for a longer period.

Such processing is possible under Article 6, paragraph 1), letters c) and f) of the Directive and is necessary to fulfil the legal obligation and for the purposes of the legitimate interests of the data controller.

3. News and other commercial communication may be sent to the e-mail address or telephone number of the Buyer; this procedure is permitted by Article 7, paragraph 3) of Act no. 480/2004 Coll., on information services, unless the Buyer refuses it. These communications can be unsubscribed at any time by sending an e-mail to: [info@dogmount.com](mailto:info@dogmount.com) or a letter to the Company's registered office: Dogmount, s.r.o. Nemocniční 1417, Uničov, postcode 783 91
4. The processing of personal data is carried out by Dogmount, s.r.o., i.e. by the personal data controller. For this controller, personal data is also processed by the following processors:
  - a) STUDIO VIRTUALIS s.r.o., with registered office at Olomouc - Chomoutov, Lužní 380/42, 783 35, Company ID 26873737, as a service provider,
  - b) DHL Express (Czech Republic) s.r.o., Nádražní 2967/93, 702 00 Ostrava, as a carrier,
  - c) GOPAY s.r.o., a payment gateway, with registered office at Planá 67, Postal Code 370 01, as a service provider.

Personal data will not be transferred to third countries outside the EU.

5. The Controller does not have a Data Protection Officer. The Controller can be contacted by email at [info@dogmount.com](mailto:info@dogmount.com).
6. The Personal Data Controller, as the operator of the [www.dogmount.com](http://www.dogmount.com) website, uses cookies on this website for the following purposes:
  - Website traffic and statistics of the website visitors and their behaviour on the website;
  - Basic website functionality.

Collection of cookies for the purposes stated above may be considered as processing of personal data. Such processing is possible on the basis of a legitimate reason - the legitimate interest of the Controller, and is permitted by Article 6, paragraph 1), letter f) of the Directive.

The website can also be used in a mode that does not allow collecting data about the behaviour of visitors to the website. This mode can be set within the browser settings, or it is possible to object to such data collection, on the basis of the legitimate interest of the Controller, in accordance with Article 21 of the Directive, and do not provide the agreement with collection of cookies on the seller's website at the bottom of the gateway. Your objection will be processed immediately. Cookies necessary for the functionality of the website will only be stored for a period necessary for proper functioning of the website.

If a visitor objects to the processing of technical cookies that are necessary for the operation of the website, then the full functionality and compatibility of the website cannot be guaranteed.

Cookies that are collected to measure the website traffic and generate visitors' statistics regarding number of visits and behaviour of visitors on the website are assessed as an aggregate and in an anonymous form that does not allow identification of the individual.

The collected cookies are processed by other data processors:

- Google Analytics, operated by Google Inc., at 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, as service provider.

7. Please note that under the Directive you have the right to:
  - annul the sending of commercial communications at any time,
  - object to processing on the basis of legitimate interest of the Controller,
  - request us to inform you which of your personal data is processed,

- request access to this data with us and have it updated or corrected, or request processing restrictions,
- require us to delete this personal data; we will delete it unless it is contrary to applicable laws or legitimate interests of the Controller,
- portability of the data, in the case of automated processing allowed by your consent or when necessary to perform the contract,
- request a copy of the personal data being processed,
- for effective judicial protection, if you consider that your rights under the Directive have been violated as a result of processing your personal data in violation of this Directive,
- file a complaint with the Personal Data Protection Office.