

Information about the processing of personal data

For filling system: Filling system-marketing (legitimate interest)

Information about the processing of data subject's personal data under Paragraph 19 and Paragraph 20 of the Act No. 18/2018 Coll. on Personal Data Protection and on the amendment of certain other Acts (hereinafter referred to as the "Act") and Article 13 and 14 of the 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 "Regulation")

This information aims to provide knowledge about what personal data we process, how we deal with it, for which purposes we use it, to whom we can provide it, where you can obtain information about your personal data and enforce your rights in the processing of personal data.

Identity and contact data:

The Controller that processes your personal data is: company MILK WORLD Slovakia s. r. o., Gorského 2618/1A, 909 01 Skalica, IČO: 47 689 463, medovka@medovka.com.

1. Purpose of personal data processing and legal basis for processing

The purpose of the personal data processing is: marketing purposes (information about news, discounts and other marketing offers) related to the purchased or acquired service or product.

Personal data are processed on the basis of: legitimate interest of the Controller, or third party pursuant to Paragraph 13 point 1(f) of the Act and Article 6 point 1(f) of the Regulation.

The legitimate interest of the Controller or third party

Processing of personal data is carried out based on the legitimate interest of the data controller.

2. Identification of processed personal data of the data subjects

Data subjects, whose personal data are processed are: customers.

The extent of processed personal data: name, surname, email address.

3. Identification of recipients, categories of recipients

The Controller may provide personal data to the authorized entities, such as institutions and organizations, under specific legal regulation or to the contractors (especially the data Processors) who have undertaken to accept reasonable safeguards for the protection of the processed personal data, as follows:

Other authorized entity	Generally binding legal regulation pursuant to Paragraph 13 point 1(c) of the Act No. 18/2018 Coll. on Personal Data Protection and on the amendment of certain other Acts
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Personal data may be provided to other recipients if the data subject consents or orders to provide his/ her personal data to them.

4. Transfer of personal data to third country/ international organization

Transfer of personal data to third countries or international organizations does not apply.

5. Identification of the source of which the data were collected

Directly from the data subject (by an email, through the Controller's website).

6. The retention period of personal data

The Controller shall process the personal data for the period necessary to fulfill the purpose, but for a maximum of 5 years from the date of last demand of data subject.

7. Profiling

The Controller does not process the personal data by profiling, or by other similar means based on automated individual decision-making.

8. Rights of the data subject

The data subject shall have the right to request from the Controller the access to processed personal data concerning him/her, the right to rectification of personal data, the right to personal data erasure or restriction, the right to object to the processing of personal data, the right not to be subject to a decision based solely on automated processing, including profiling, the right to data portability as well as the right to initiate the proceeding to supervisory authority. When the Controller processes the personal data based on data subject's consent, the data subject shall have the right to withdraw his or her consent to processing at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. The data subject can exercise his/her rights by sending an e-mail to e-mail address: medovka@medovka.com, or by sending the letter to the address of the Controller.

9. Obligation to provide personal data

The data subjects provides his/ her personal data on the voluntary basis, with the expectation that they will be informed about various marketing activities (updates, discounts, and other marketing offers) related to the purchased or acquired service or product in the future. In case of non-provision, they will not receive information about updates, discounts, or other marketing offers, and at the same time, the service or product they are acquiring will not be provided.