

Privacy Policy (GDPR)

MERKO CZ, a.s. is committed to protecting your privacy and the security of the data you share with us. We handle personal data in accordance with generally binding data protection legislation, including the General Data Protection Regulation EU Data Protection Regulation and the relevant MERKO CZ, a.s. Privacy Policy.

What types of information and personal data do we collect and for what purposes?

We primarily collect information and personal data for the purposes of managing our business and relationships with you-customers, employees, suppliers

etc. We may also collect information for the purposes of meeting legislative requirements, improving the products or the services we provide, as well as to resolve legal and/or commercial matters or disputes.

In general, we may request and obtain personal data from you in the scope of your contact details (Name, address, e-mail, telephone number), or other identifying information. If we request special categories of personal data from you, such as information about your health, we will ask for your explicit consent and inform you of the purpose of the processing, if necessary. Due to the diverse nature of the services provided by the companies of the MERKO CZ, a.s. group, we obtain different information and personal data. However, the collection of all such data is necessary for the specific object of the company's activities of the MERKO CZ, a.s. group and specific information on the processing of personal data is available for each area of services provided.

Data is generally collected directly from you as an individual through electronic means such as a website, forms and emails, or through telephone calls with you or other means of communication. Sometimes we may ask you to provide us with information, particularly when you report problems with our services or when we ask you to fill in surveys, questionnaires and written feedback that we use for quality monitoring and research purposes.

Naturally, you have the right to choose whether to provide us with personal information and allow us to identify you. However, if you choose not to provide us with the personal information we request from you, we may not be able to provide you with the services you request.

How do we handle your personal data and information?

We guarantee the security of your personal data and information, the prevention of unauthorised access to it and their unauthorised disclosure and we have established material, technical and organisational procedures to ensure their protection.

All data provided is stored in a secure and adequate system or repository that meets the commercial and processing needs. The data is stored in electronic or paper form, and in any case there are safeguards to protect personal data and information from

loss, misuse or unauthorised access. Some of your data may be transferred to or processed by our suppliers, such as information technology vendors who process personal data on behalf of MERKO CZ, a.s.

MERKO CZ, a.s. has carefully selected its suppliers and entered into appropriate data processing agreements with them to ensure an adequate level of protection of personal data.

MERKO CZ, a.s. group companies are eligible to transfer your personal data to recipients in countries outside the EU/EEA, as we may use external suppliers to provide and store some of our personal data and information. When transferring personal data to recipients outside the EU/EEA, appropriate data protection safeguards will be in place, such as safeguards under the U.S. Privacy Shield or the EU's "standard contractual clauses." When providing certain services, your data may be disclosed to third parties where there is a specific and legitimate purpose and it is in accordance with generally binding law and where all appropriate measures are taken to ensure that third parties are bound by the obligation to maintain confidentiality and privacy with respect to the protection of personal data. MERKO CZ, a.s. may, in certain specific cases, use your data for direct marketing purposes in cases where this is required by your authorization.

When you visit our website, cookies are used to provide us with data that may be needed to improve the quality of the services we provide. You have the option to consent to the use of cookies and, if necessary, you can remove them from your computer or device. Further information regarding cookies can be found on our website.

How long do we keep your personal data and information?

We keep your personal data and information for as long as is necessary to fulfil the stated purpose and/or as required by legal requirements. Personal data is periodically reviewed to ensure that its storage is necessary.

MERKO CZ, a.s. is guided by internal data storage instructions that must be followed. WE strive to keep only information that is accurate, up-to-date and relevant. If you believe that the personal data we process about you is incorrect, please do not hesitate to contact us via the available channels so that we can take the appropriate steps for rectification.

What are your rights regarding your personal data and information?

You have the right to choose what information you provide to us, however, if you choose not to provide personal data or information, we will not be able to provide you with the services you have requested. You have the right to access your personal information, to correction of incorrect information, deletion, restriction and data portability. You may also object to the processing of your certain personal data, including automated individual decision-making and profiling.

You also have the right to lodge a complaint with the relevant supervisory authority.