



Privacy policy

The operator of the website and the controller of personal data is the company SUPRAPHON a.s., with its registered office at Palackého 740/1, Prague 1, Postal Code 11299, Company ID (IČO): 48038725.

Regarding the protection of your personal data, you may contact: info@supraphon.cz

If you contact us or communicate with us, we may collect and process the data you provide to us on this basis.

We collect and process your data for the purpose of processing your orders, for marketing purposes, to improve the services provided, or for market research. The reasons are detailed below.

Some data is collected automatically whenever you visit the website, such as your IP address, the date and time of access to our website, information about your internet browser, operating system, or language settings. We may also process similar information about your mobile device if you access the website from a mobile phone or similar device. We may also process information about your behavior on our website, i.e., for example, which links on our website you visit and which goods are displayed to you.

We also automatically process cookies. You can turn off personalization and targeted advertising at any time.

We process your personal data for the following reasons:

- 1. Purchase of goods and services according to your order.**
- 2. Customer service.**
- 3. In some cases, personal data may be transferred to third parties** (e.g., freight carriers or service centers).
- 4. Marketing activity** (we send you commercial e-mail communications based on your consent).
- 5. Market research** (using your order history, customer reviews of goods, and website behavior, we can offer more relevant offers of other goods).
- 6. Exercise of rights and legal claims and audits by public authorities** - we may also process your personal data because we need it to exercise our rights and legal claims (e.g., in the event that you have an outstanding debt to us or to prove the delivery of ordered goods). Furthermore, we may process your personal data because we need it for the purposes of inspections carried out by public authorities and for other similarly serious reasons.

We need a large part of your personal data in order to be able to conclude a purchase or other contract with you regarding the goods or services you wish to purchase from us. Once the contract is concluded, we process your personal data to properly deliver the purchased goods to you, or to properly provide the purchased services. Based on this legal ground, we primarily process billing and delivery data.



We also use your personal data based on **legitimate interest** to provide you with content that is interesting to you. In this way, we specifically process personal data that is processed automatically and cookies. Cookies are files that contain information about how you use our website. They help us improve the user experience, ensure the proper functioning of the site, and adapt content and advertisements to your preferences. We may share this information with our social media, advertising, and analytics partners.

For the purpose of sending commercial communications (e-mail marketing), we process your personal data based on your consent. If you do not grant us consent but you are our customer, we may send you commercial communications even without your consent. You can prohibit such marketing communication from our side directly in the newsletter or you can contact us at info@supraphon.cz.

Transfer of personal data to third parties

In the following cases, we transfer your personal data to third parties (acting as the controller in relation to this personal data):

- 7. Delivery of goods.**
- 8. Delivery of goods stored for us by a contractual partner:** [name/entity if applicable, or remove this bracket].
- 9. Commercial communications:** in the case of sending commercial communications (e.g., by e-mail or SMS), we may use a third party for the distribution. This entity is bound by a duty of confidentiality and may not use your personal data for any other purpose.

We will process your data for the entire duration of the contractual relationship between us.

In the case of processing personal data for which consent has been granted, your personal data will generally be processed for a period of **5 years**, or until such consent is withdrawn.

In the event that you subscribe to receive commercial communications via the newsletter under the conditions found [HERE], we will process your personal data for a period of 5 years, or until you express your disagreement with further sending.

Cookies: cookies involving user behavior are deleted after 30 days, with older data being available in an anonymized form in Google Analytics.

We take appropriate measures of both a technical and organizational nature to ensure that your personal data is safe with us and is not misused.

In relation to your personal data, you have the right: to withdraw your consent to the processing of personal data at any time, the right to rectify or supplement your personal data, the right to request restriction of its processing, the right to object or lodge a complaint against the processing of your personal data, the right to access your personal data, the right to request the portability of your personal data, the right to be informed of a breach of security of your personal data, and under certain conditions also the right to the erasure of certain personal data that we process in connection with you (the so-called "right to be forgotten").

If the personal data we process is incorrect, you can contact us at info@supraphon.cz.



You have the right to ask us to delete data about you (however, we cannot delete data on documents that we are required by law to keep, such as invoices or credit notes). If we need your personal data for the establishment, exercise, or defense of our legal claims, your request may be refused (e.g., if we register an outstanding receivable from you or in the case of an ongoing complaint procedure).

In addition to the cases mentioned above, you also have **the right to erasure** in cases where the data is no longer necessary for the purposes for which it was processed; if you have withdrawn your consent on the basis of which the data was processed and there is no other legal ground for its processing; if you have raised an objection against the processing of personal data and you consider that, upon assessment of the objection, it will become apparent that in the specific situation your interest outweighs our interest in processing this personal data; if the personal data is processed unlawfully; if the obligation to erase is established by a special legal regulation; or if it concerns the personal data of persons under 16 years of age.

If you believe that we are processing your personal data unlawfully, you also have the right to lodge a complaint with the relevant supervisory authority. The lead supervisory authority competent for issues of personal data processing is the **Office for Personal Data Protection** (Úřad pro ochranu osobních údajů). We would appreciate it if you would first address any of your comments with us at the contact listed above.