

PERSONAL DATA PROCESSING INFORMATION FOR CUSTOMERS

pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to personal data processing and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation)

1. Personal data controller

1.1. Contact information

- Company name: Feron, a.s.
- Registered seat: Havlíčkova čp. 1043/11, 111 82 Prague 1
- Company registration No.: 26 44 01 81
- Contact information: tel.: +420 274 074 111 / E-mail: ferona@ferona.cz / Databox ID: ptwcejc

1.2. Personal Data Protection Officer

The personal data controller does not have a personal data protection officer.

2. We are processing your personal data for the following purposes:

2.1. Sale of goods

- Such processing mainly includes:
 - goods reservation in subsidiaries,
 - issuing, recording and settlement of enquiries, offers and purchase orders and purchase contracts,
 - creating and checking contact information (in particular, e-mail address) for the purpose of sending invoices,
 - registering export declarations according to the EU Customs Code,
- such processing is required for the purposes of legitimate interests of the competent controller and compliance with the statutory obligations of Feron, a.s. The controller's legitimate interests include:
 - settlement of customers' enquiries and their registration for the purpose of providing more advantageous terms and conditions to regular customers,
- personal data is not provided to other processors or outside the territory of the Czech Republic and profiling and automated decision-making do not occur,
- processing occurs for the period of active cooperation with the customer + 10 years as of the last payment.

2.2. Sales support

- Such processing mainly includes:
 - customer registration in the customer record information system,
 - customer risk assessment,
 - securing and collecting receivables,
 - recording the customer's financial standing for the purpose of generating an individual quotation,
 - recording customers' feedback,

- such processing is required for the purposes of legitimate interests of the competent controller. The controller's legitimate interests include:
 - sales support,
 - possibility to generate individual quotations,
 - collecting receivables,
- in such processing your personal data is only provided in the case of collection of receivables, in particular to:
 - attorney's office,
 - court,
 - arbitrator,
 - bailiff,
 - debt-collection company,
- the personal data is not provided outside of the territory the Czech Republic and profiling and automated decision-making do not occur,
- processing occurs for the period of active cooperation with suppliers + 10 years as of the cooperation termination.
- Failure to provide the personal data for the purposes of such processing may result in a limited scope of business cooperation.

2.3. Marketing activities towards existing customers (legal entities)

- Such processing mainly includes:
 - e-mailing offers,
 - segmenting e-mail campaigns for the purpose of providing applicable offers,
 - marketing campaigns,
- such processing is required for the purposes of legitimate interests of the competent controller. The controller's legitimate interests include:
 - communicating applicable offers to customers,
- personal data is not provided to other processors or outside the territory of the Czech Republic and profiling and automated decision-making do not occur,
- processing occurs for the period of active cooperation with the customer + 10 years as of the cooperation termination,
- failure to provide personal data for the purposes of such processing shall result in a limited scope of marketing activities.

3. In relation to personal data processing, you have the following rights

Pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on protection of natural persons with regard to personal data processing and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), you shall have the following rights:

- right of access to the personal data we are processing about you,
- right to rectification of the personal data we are processing about you,
- right to restriction of processing,
- right to erasure of personal data,
- right to portability of personal data,
- right to object to processing,

- right to lodge a complaint with a supervisory authority (Office for Personal Data Protection – www.uoou.cz).

You may exercise any of your rights at any time personally at the controller's registered seat or by electronic communication using the databox ID: **ptwcejc** or e-mail at: **ferona@ferona.cz**.

Further, you have the option not to provide your personal data for processing or to object to its processing based on the controller's legitimate interests. Enforcement of these rights may have consequences stipulated for the individual purposes of processing in Section 2.

You will find more detailed information about your rights directly in the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council ("GDPR") or on the website of the Office for Personal Data Protection www.uoou.cz.