

Ferona, a.s. Personal Data Protection Declaration (updated 31 January 2022)

1. Introduction

Ferona, a.s. is aware of how important the privacy and protection of the personal data of visitors to its website is and therefore it processes personal data in accordance with Regulation (EU) 2016/679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

This Declaration is used to inform visitors to the website about how their personal data is collected, processed and protected. It also gives information about all the options and rights that visitors have.

2. Purpose of processing personal data

Through the website, Ferona, a.s. may obtain and subsequently process your personal data. These personal data are processed based on the company's legitimate interest and are used for the purpose of communication with existing customers (legal entities) using the contact form, enabling visitors to register, logging in and subsequently purchasing goods and also for the purpose of monitoring website traffic and tracking user activity in order to make the content more accessible. The website does not store information about your geographical location nor does it conduct active behavioural analysis of users or automated decision-making.

3. Third-party tools

The website uses Google Analytics to monitor website traffic and to improve its content. All information regarding Google Analytics can be found here <https://support.google.com/analytics/answer/6004245>.

4. Use of cookies

Ferona, a.s. uses cookies in operating its website. These are small text files which the website stores in the web browser. Cookies cannot be used to run a program, spread viruses or remove files from your computer.

Cookies are only used to store your preferences and action you have taken on the website. Typical use of cookies include setting the website language, logging into FERONA Online, adding items to your shopping basket, etc.

Each visitor to the website has the option to disable or modify the storage of cookies through a dialogue before entering the Ferona, a.s. website, thus granting consent to the processing of personal data based on their use. This consent can then be withdrawn or modified at any time using the same dialogue, which is accessible from each individual web page.

The Ferona, a.s. website uses the following cookies which are necessary in order for it to fully function in your browser. If you make a change to the settings, certain functions may not be available, such as:

Monitoring website traffic

An external Google service called Google Analytics is used. Its purpose is to monitor website traffic which helps to improve the quality of its content. More detailed information about Google Analytics can be found here: <https://support.google.com/analytics/answer/6004245>.

This function uses the following cookies:

	Expiry:	Purpose:
• <code>_ga</code>	2 years	to distinguish users
• <code>_gid</code>	24 hours	to distinguish users
• <code>_gat</code>	1 minute	to reduce request frequency

Disabling them does not interrupt the basic functionality of the website. There is no change on the part of the user; it will just prevent monitoring of his movements on the website and the possibility to adapt the website to his needs.

Operation of the ordering system (FERONA Online)

This function uses the following cookie:

	Expiry:	Purpose:
• <code>PHPSESSID</code>	session	to ensure the functionality of the ordering system
• <code>cookieconsent_dismissed</code>	1 year	the user's consent to use cookies

Disabling it interrupts the basic functionality of the website.

5. Social networks

The website is not connected to any social networks and does not share any content with them.

6. Protection of children's privacy

The website does not knowingly process or participate in the processing of children's personal data. Neither the content nor the form of the website is intended for children and nor are any of the website's functions designed to collect their personal data.

7. Security of personal data

We care about protecting your personal data and therefore all the information about your registration, login and purchases is transmitted only via an encrypted HTTPS connection. The encrypted connection will prevent other users from eavesdropping on your login details or information about your orders.

8. Transfer of personal data outside the EU

Ferona, a.s. itself does not transfer any information to countries outside the EU. Technologies, such as Google Analytics, which transfer personal data outside the EU, may be used to operate the website. All information about this service can be found here:

<https://support.google.com/analytics/answer/6004245>

9. You have the following rights based on the processing of your personal data

Under 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 the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection regulation), you have the following rights:

- right of access to the personal data that we process about you,
- the right to the rectification of the personal data that we process about you,
- the right to the restriction of processing,
- the right to the erasure of personal data,
- the right to the portability of personal data,
- the right to object to processing,
- the right to lodge a complaint with the supervisory authority (the Office for Personal Data Protection – www.uoou.cz).

You may exercise all your rights at any time in person at the controller's headquarters or by electronic communication via data box ID: ptwcejc, or to the email address: ferona@ferona.cz.

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

10. Final provisions

Ferona, a.s. reserves the right to update this "Personal Data Protection Declaration" and, at its discretion, to amend or supplement it in keeping with the current situation. The date of the last update of this Declaration will always be indicated on the website together with it. The new Declaration will be valid from the date of its publication. Therefore, we recommend regularly checking the content of this website so that you are informed about how we process and protect your personal data.

11. Contact details

11.1. Website owner

- Business name: Ferona, a.s.
- Registered Office: Havlíčkova čp. 1043/11, 111 82 Prague 1
- Identification number: 26 44 01 81
- **Contact details:** tel: +420 274 074 111 / E-mail: ferona@ferona.cz / ID data box: ptwcejc
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11.2. Website operator

- Business name: OPTIMUS s.r.o.
- Registered Office: Králova 279/9, 616 00 Brno - Žabovřesky
- Identification number: 63485141
- **Contact details:** Data box 6hx6wie

11.3. Data protection officer

The website owner does not have a data protection officer.