

Privacy Policy

Thank you for visiting my website — I'm glad you're here. I take the protection of your personal data seriously and want you to feel comfortable when browsing my pages.

If you are my customer, newsletter subscriber, or website visitor, you are entrusting me with your personal data. I am responsible for their protection and security. Please familiarise yourself with my privacy policy and the rights you have in connection with the GDPR (General Data Protection Regulation).

Who Is the Data Controller?

I am **Veronika Matysová**, residing at Lečkova 1522/13, Prague 4, 149 00, born 18 April 1976, Company ID: 09269665, operating the website www.odstartujtesvojiknihy.cz.

I process your personal data as the data controller — meaning I determine how your personal data will be processed, for what purpose, for how long, and I select any additional processors who will assist me with the processing.

Contact Details

If you wish to contact me during the processing of your data, you can reach me at:
podpora@odstartujtesvojiknihy.cz

My Commitments as Data Controller

As the controller of your personal data, I declare that I fulfil all legal obligations required by applicable legislation — in particular the Personal Data Protection Act and GDPR — and that I:

- will process your personal data only on the basis of a valid legal ground, primarily **legitimate interest, performance of a contract, legal obligation, or granted consent**
- fulfil the information obligation under **Article 13 of the GDPR** prior to commencing the processing of personal data
- will enable and support you in exercising and fulfilling your **rights under the Personal Data Protection Act and GDPR**

Scope of Personal Data and Purposes of Processing

I process only the personal data you entrust to me yourself, for the following purposes:

- **Provision of services and performance of contract** Your personal data — specifically your email address and billing address — are essential for the performance of the contract (e.g. sending access credentials to the application, delivering an online course, shipping goods, etc.).
- **Bookkeeping** If you are a customer, your personal data (billing details) are necessary for us to comply with our legal obligation to issue and record tax documents.

- **Marketing — newsletter delivery** Your personal data (email address and name), gender, what you click on in emails, and when you most frequently open them are used for direct marketing purposes — sending commercial communications.
- **Advanced marketing based on consent** Only with your explicit consent, we may also send you inspiring offers from third parties or use your email address for purposes such as remarketing and targeted advertising on Facebook — for a period of **5 years from the date of consent**. This consent can of course be withdrawn at any time via our contact details.

Your personal data is retained for the duration of the applicable limitation periods, unless the law requires a longer retention period or we have stated otherwise in specific cases.

Cookies

When you browse my website, I record your **IP address**, how long you spend on the page, and which page you arrived from. I consider the use of cookies for measuring website traffic and customising the display of web pages to be my **legitimate interest as a controller**, as I believe this allows me to offer you an even better service.

- Cookies used for **advertising targeting** will only be processed based on your consent.
- My website can also be browsed in a mode that **does not allow the collection of personal data**.
- You can **disable the use of cookies** in your browser settings at any time.

Security and Protection of Personal Data

I protect personal data to the greatest possible extent using **modern technologies** that correspond to the current state of technical development. I treat your data as if it were my own. I have implemented and maintain all possible (currently known) technical and organisational measures to **prevent misuse, damage, or destruction** of your personal data.

Sharing Personal Data with Third Parties

For certain processing operations that I cannot handle on my own, I use the services and applications of processors who are able to protect data even more effectively than I can and who specialise in the given type of processing.

These include providers of the following platforms:

SmartEmailing, MioWeb, FAPI, Facebook, Google, Stripe

It is possible that in the future I may decide to use additional applications or processors in order to simplify and improve processing. I promise, however, that in such a case I will apply **at least the same standards of security and quality** to any new processor as I apply to myself.

Data Transfers Outside the European Union

Data is processed **exclusively within the European Union** or in countries that ensure an adequate level of protection based on a decision of the European Commission.

Your Rights in Connection with Personal Data Protection

In connection with the protection of your personal data, you have a number of rights. If you wish to exercise any of these rights, please contact me at: veronika@odstartujtesvojiknih.cz

Right to information This is already fulfilled by this information page setting out the personal data processing policy.

Right of access You may request at any time that I provide you — within **14 days** — with a confirmation of what personal data I am processing about you and why.

Right to rectification If something changes in your circumstances or you find your personal data to be inaccurate or incomplete, you have the right to have it **supplemented or corrected**.

Right to restriction of processing You may exercise this right if you believe I am processing inaccurate data about you, if you believe the processing is unlawful but do not want all data deleted, or if you have objected to the processing. You can restrict either the scope of personal data or the purposes of processing. (For example, by unsubscribing from the newsletter, you restrict the purpose of processing for sending commercial communications.)

Right to data portability If you wish to take your personal data and transfer it to another provider, I will proceed in the same way as with the right of access — with the difference that I will send you the information in a **machine-readable format**. I need at least **14 days** for this.

Right to erasure (right to be forgotten) I don't want to forget you — but if you wish, you have this right. In such a case, I will delete all your personal data from my system as well as from the systems of all sub-processors and backups. I need **14 days** to complete the erasure.

In some cases I am bound by a legal obligation — for example, I am required to retain issued tax documents for the period stipulated by law. In such cases, I will delete all personal data that is not subject to another legal requirement. I will notify you of the completion of the erasure by email.

Complaints to the Office for Personal Data Protection

If you feel that I am not handling your data in accordance with the law, you have the right to lodge a complaint at any time with the **Office for Personal Data Protection**. I would appreciate it if you would first inform me of your concerns so that I can address the issue and remedy any potential error.

Unsubscribing from Newsletters and Commercial Communications

I send you emails with inspiration, articles, products, and services:

- **if you are a customer** — on the basis of my legitimate interest
- **if you are not yet a customer** — only on the basis of your consent

In both cases, you can **unsubscribe** from my emails at any time by clicking the unsubscribe link in any email I send.

Confidentiality

I would like to assure you that all employees and collaborators who process your personal data are **bound by confidentiality** regarding both personal data and security measures, the disclosure of which could compromise the security of your data. This obligation of confidentiality **continues even after the termination** of their contractual relationship with me. Your personal data will not be disclosed to any third party without your consent.

These personal data processing policies are effective from 1 September 2020.