

I. Basic provisions

1. The controller of personal data pursuant to Article 4 point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons in the processing of personal data and the free movement of such data (hereinafter referred to as "GDPR") is Kovo Haken Industry s.r.o., with its registered office at Moravcova 11, 25072 Kojetice, ID: 18036571 (hereinafter: "administrator").
 2. The administrator's contact details are
address: Moravcova 11, 25072 Kojetice, Czech Republic
email: haken@hakenguns.com
phone: + 420 608 863 653
 3. Personal data means all information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be directly or indirectly identified, in particular by reference to a certain identifier, for example a name, identification number, location data, network identifier or to one or more special elements physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person.
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II. Sources and categories of processed personal data

1. The administrator processes personal data that you have provided to him/her or personal data that the administrator has obtained based on the fulfillment of your order.
 2. The administrator processes your identification and contact data and data necessary for the performance of the contract.
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III. Legal reason and purpose of personal data processing

1. The legal reason for processing personal data is
 - performance of the contract between you and the administrator according to Article 6, paragraph 1 letter b) GDPR,
 - legitimate interest of the administrator in the provision of direct marketing (especially for sending business announcements and newsletters) according to Article 6, paragraph 1 letter f) GDPR,
 - Your consent to processing for the purpose of providing direct marketing (in particular for sending business announcements and newsletters) according to Article 6 par. 1 letter a) GDPR in connection with § 7 par. 2 of Act no. 480/2004 Coll. about some services of the information society in the event that it did not occur to order goods or services.

2. The purpose of personal data processing is

- fulfillment of your order and performance of rights and obligations arising from the contractual relationship between you and the administrator; when placing an order, personal data are required, which are necessary for the successful processing of the order (name and address, contact), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or fulfill it on the part of the administrator,
- sending business announcements and doing other marketing activities.

3. There is no automatic individual decision-making by the administrator in accordance with Art. 22 GDPR. You have given your explicit consent to such processing.

IV. Data retention time

1. The administrator stores personal data

- for the period necessary for the exercise of rights and obligations arising from the contractual relationship between you and the administrator and the application of claims from these contractual relationships (for a period of 15 years from the termination of the contractual relationship).
- for as long as the consent to the processing of personal data for marketing purposes is revoked, the longest 5 years if personal data is processed based on consent.

2. After the personal data storage period has expired, the administrator will delete the personal data.

V. Recipients of personal data (subcontractors of the administrator)

1. Recipients of personal data are persons

- participating in the delivery of goods / services / making payments based on the contract,
- involved in ensuring the operation of services,
- ensuring marketing services.

2. The administrator does not intend to transfer personal data to a third country (a country outside the EU) or international organization.

VI. Your rights

1. Under the conditions set out in the GDPR, you have

- the right to access your personal data according to Art. 15 GDPR,
- the right to correct personal data according to Art. 16 GDPR, or restriction of processing according to Art. 18 GDPR.
- the right to erasure of personal data according to Art. 17 GDPR,
- the right to object to processing according to Art. 21 GDPR a
- the right to data portability according to Art. 20 GDPR.
- the right to withdraw consent to processing in writing or electronically to the address or email address of the administrator specified in art. III of these conditions.

2. Furthermore, you have the right to file a complaint with the Office for Personal Data Protection if you believe that your right to the protection of personal data has been violated.

VII. Terms of personal data security

1. The administrator declares that he has taken all appropriate technical and organizational measures to secure personal data.
 2. The administrator has taken technical measures to secure data stores and personal data stores in paper form, especially by encrypting all personal data.
 3. The administrator declares that only persons authorized by him have access to personal data.
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VIII. Final provisions

1. By submitting an order from the online order form, you confirm that you are familiar with the terms of personal data protection and that you accept them in their entirety.
 2. You agree to these terms and conditions by ticking the consent through the internet form. By checking consent, you confirm that you are familiar with the terms of personal data protection and that you accept them in their entirety.
 3. The administrator is authorized to change these conditions. It will publish the new version of the personal data protection conditions on its website, or send you a new version of these conditions to the e-mail address you provided to the administrator.
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These conditions take effect on June 1, 2025.