

Personal Data Processing Policy

1. Data Controller

Customers' personal data is processed by the persons operating SIV.cz (see the identification in the introduction to the Terms and Conditions), specifically whichever of them the Customer concluded a contract with. Given their close business cooperation and their use of a unified information system, they act as **joint controllers** with respect to the processing of personal data under Article 26 GDPR. For a rental agreement (rental service), the Customer's personal data is also processed, to the extent necessary for receiving, recording, and returning the deposit, by the Deposit Administrator as controller. If the Deposit Administrator for a specific contract differs from the Seller, they act as joint controllers to this extent within the meaning of Article 26 GDPR.

Contact for data protection matters: info@siv.cz

2. What Data We Process and Why

Category of data	Purpose of processing	Legal basis
Identification and contact details (name, address, e-mail, phone)	Handling orders, rentals, complaints, and repairs	Performance of a contract
Date of birth	Conclusion of a rental agreement	Performance of a contract
Insured person's number (birth ID number)	Dispensing against a voucher	Performance of a contract
Billing and payment details	Accounting and tax records	Compliance with a legal obligation
Order and rental history	Customer service, possible offers	Legitimate interest
Data on website behavior (cookies)	Traffic analysis, remarketing	Consent

3. Third-Party Tools We Use

To operate the website and for marketing purposes, we use the following tools, which may receive data on website behavior (in particular via cookies):

- **Google Analytics** (Google Ireland Ltd.) – website traffic analysis.
- **Google Ads (AdWords)** (Google Ireland Ltd.) – conversion measurement and remarketing.
- **Sklik** (Seznam.cz, a.s., Czech Republic) – conversion measurement and remarketing.
- **Zboží.cz** (Seznam.cz, a.s., Czech Republic) – a price-comparison service, processing order data for the purpose of displaying offers and, where applicable, shop ratings.
- **Heureka.cz** (Heureka Group a.s., Czech Republic) – the “Verified by Customers” program (sending a satisfaction survey after purchase).
- **Meta Pixel** (Meta Platforms Ireland Ltd.) – a tracking code placed on the website, used to a limited extent for conversion measurement and, where applicable, remarketing on Facebook/Instagram.

We also maintain a public profile (page) on Facebook as a brand. In connection with the administration of this page, some data on page visitors may be processed independently of us, as the e-shop operator, by Meta (so-called Page Insights).

4. Transfers of Data Outside the EU/EEA

Some of the providers listed above (Google, Meta) also process data on servers outside the EU/EEA, specifically in the USA. This transfer is based on the participation of Google LLC and Meta Platforms, Inc. in the **EU–U.S. Data Privacy Framework (DPF)**, a mechanism recognized by the European Commission as providing an adequate level of protection for personal data.

5. Data Retention Period

- Data related to performance of the contract (orders, rental agreements, complaints): for the duration of the contractual relationship and thereafter for as long as rights arising from that relationship may be asserted.
- Accounting and tax documents: 10 years, pursuant to the Accounting Act and the VAT Act.
- Marketing consents (e-mailing, remarketing): **recommended 12 months from when consent is given or from the Customer's last interaction**, or until consent is withdrawn – we recommend setting this period consistently in the cookie/consent management tool (CMP) and describing here only the value actually set.

6. Cookies

Our website uses: – **necessary cookies** – required for the basic functioning of the e-shop (cart, login); these do not require consent; – **analytical and marketing cookies** (Google Analytics, Google Ads, Sklik, Zboží.cz, Meta Pixel) – stored only with your consent, given via the cookie banner on your first visit to the website.

You may change or withdraw your consent to cookies at any time via the cookie settings on the website www.pomuckyzdravotnicke.cz, or in your browser settings.

7. Your Rights

As a data subject, you have the right to: – access the personal data we process about you, – correct inaccurate data, – erasure of data (subject to the conditions set out in the GDPR), – restriction of processing, – data portability, – object to processing based on legitimate interest or to direct marketing, – lodge a complaint with the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, uoou.cz.

You may exercise these rights using the contact e-mail address given in Article 1 of this Annex.

This Personal Data Processing Policy is effective from 24 August 2026 and forms an integral annex to the SIV.cz Terms and Conditions.