

# pudeto

## Privacy Policy

Marketing Helper Ltd., with registered office at Záhřebská 562/41, 120 00 Prague - Vinohrady, Identification Number: 06838910, registered in the Commercial Register kept by the Municipal Court in Prague, Section C, Insert 289912 (hereinafter referred to as the "Controller"), in accordance with 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 (hereinafter referred to as the "GDPR"), processes personal data to the following extent: email, first name, last name, phone number (hereinafter referred to as "personal data").

We process personal data for the purpose of addressing your inquiry, subsequent contract fulfillment (pursuant to Article 6(1)(b)), and, if you provide explicit consent, also for marketing purposes (pursuant to Article 6(1)(e)). The processing duration varies based on the purpose. For the purpose of addressing your inquiry, we archive data for 1 year; for marketing purposes, the retention period is 3-5 years (exact duration is specified in the consent). If you become our client, we retain data for the duration of the cooperation.

The processing of personal data is carried out by the Controller, Marketing Helper Ltd., however, the following processors may also process personal data. The Controller transfers personal data outside the EU, specifically to the USA, where the software provider is located. Data transfer will occur based on the verification of the processor through the Privacy Shield platform. (This platform verifies whether American software is in compliance with European legislation.)

- Google Analytics
- Google AdWords
- Facebook Pixel
- Sklik
- Hygraph

We use cookies on our website. We consider analytical cookies that measure website traffic as our legitimate interest. We process targeting advertising cookies based

on your consent. You can disable the use of cookies on your computer.

We implement all necessary technical and organizational measures to secure personal data as prescribed by law or other mandatory legal regulations, and to prevent unauthorized or accidental access to personal data, their alteration, destruction, or loss, unauthorized transfers, other unauthorized processing, or misuse. This obligation persists even after the processing of personal data ends.

All electronic data stored is protected by a secure protocol (HTTPS encrypted using TLS), which safeguards the connection between your web browser and our server against eavesdropping and data tampering. We have user access control and a rights and roles management system in place to protect data from unauthorized access. All individuals coming into contact with personal data in the course of their work duties are bound by confidentiality.

With the above-mentioned processing, you grant your explicit consent. Providing personal data is voluntary. According to GDPR, you have the following rights:

1. Withdraw consent at any time;
2. Request information about the processing of personal data;
3. Request access to personal data;
4. Request correction of inaccurate personal data, their supplementation, or updating;
5. Request immediate erasure of personal data;
6. Request restriction of personal data processing;
7. Request transfer of personal data in a machine-readable format;
8. If you have doubts about the legality of the processing of your personal data, contact the office for Personal Data Protection.

You can withdraw your consent at any time by clicking the link in the footer of the newsletter or by sending an email directly to [marketing@pudeto.cz](mailto:marketing@pudeto.cz). If you have questions regarding data processing, you can contact us at [marketing@pudeto.cz](mailto:marketing@pudeto.cz) or in writing at: Marketing helper Ltd., Záhřebská 562/41 120 00 Prague - Vinohrady.