
MARKETING (legitimate interest)

1. Purpose of personal data processing:

Personal data are being processed for the purpose of sending commercial offers to customers, the purpose of which is (for example) to inform customers about new goods and services of the controller in order to promote their marketability.

2. Legality of personal data processing:

Personal data are processed pursuant to point (f) of Article 6 (1) of regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of 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).

3. Legal obligation of personal data processing:

The processing of personal data on the basis of a special legal regulation is not carried out.

4. List of personal data:

Personal data are being processed in the following extent:

- Name and surname,
- Email address.

5. Data subjects:

The data subjects are customers of the controller.

6. The period for which the personal data will be stored:

The controller processes personal data until the data subject raises an objection to sending commercial offers or for the maximum period of 5 years since the last business activity with the data subject.

7. Legitimate interests of the controller:

Legitimate interest of the controller is processing of personal data of customers (in the necessary extent) for the purpose of sending commercial offers to customers, the purpose of which is (for example) to inform customers about new goods and services of the controller in order to promote their marketability.

8. Transfer of personal data of data subjects to third countries:

Personal data are not being transferred to a third country.

9. Technical and organizational security measures:

Organizational and technical measures for the protection of personal data are processed in the internal regulations of the controller. Security measures are implemented in the areas of physical and object security, information security, cipher information protection, personal,

administrative security and sensitive information protection, with precisely defined competences and responsibilities set out in the security policy.

10. Categories of personal data:

General category of personal data.

11. Disclosure of personal data:

Personal data are not being disclosed.

12. Automated individual decision-making, including profiling:

Automated individual decision-making, including profiling is not being carried out.

13. Other authorised bodies:

Other authorised body	Legal basis	The scope of personal data provided:
Public authorities	However, public authorities which may receive personal data in the context of a specific survey in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be carried out in accordance with the applicable data protection rules, depending on the purposes of the processing;	Personal data to the extent requested by an authorised body (e.g., police in the context of an investigation of offences or criminal offences)

14. Rights of data subjects:

The data subject has the right to request access to the personal data processed about him or her from the controller, the right to rectification of personal data, the right to erasure or restriction of the processing of personal data, **the right to object to the processing of personal data**, the right to the ineffectiveness of automated individual decision-making, including profiling, the right to the portability of personal data, as well as the right to submit a petition to the supervisory authority. Where the controller processes personal data on the basis of the data subject's consent, the data subject shall have the right to withdraw his or her consent to the processing of personal data at any time. The withdrawal of consent shall not affect the lawfulness of the processing of personal data based on consent prior to its withdrawal. The data subject may exercise the rights by sending an email to the controller's address or by writing to the controller's address.