

Privacy Policy

We are FiChr E-com, a company located in the Czech Republic at Varsavská 715/36, Prague 120 00.

VAT: 217 92 658, Company registration number: C 405528/MSPH, Municipal Court in Prague

Website: www.webmistr.com

To provide our services and operate our website, we process certain personal data. These privacy terms apply to all users of our website, including those who are residents of the state of California, USA.

Data Processing

The terms of data protection are in accordance with the European General Data Protection Regulation (GDPR), but if you are a resident of California, these terms also comply with the requirements of the California Consumer Privacy Act (CCPA) and California Online Privacy Protection Act (CalOPPA).

I. Data Processing

A) Data Processing When Using the Contact Form

If you inquire about our products and services, we will process the contact details you provide, primarily through the inquiry form. These include: first name, last name, email, phone number, and address.

Purpose of Processing:

We contact you using this information for further arrangements regarding the goods.

Legal Basis for Processing:

Processing is based on Article 6(1)(b) of the GDPR – negotiations for a contract or the implementation of pre-contractual measures upon your request.

Data Retention Period:

If we do not establish further cooperation, we will process your data for no longer than 12 months from our last communication.

B) Data Processing When Making a Purchase

If you make a purchase with us, we will process the data you provide, including primarily billing details: first name, last name, address, phone number, bank account number and email address.

Purpose of Processing:

We need to process your personal data to fulfill our contract – delivering our services. We will also use the contact details to communicate with you about the status of your order, potential complaints, or inquiries.

Legal Basis for Processing:

Processing is based on Article 6(1)(b) of the GDPR – performance of the contract, and Article 6(1)(c) of the GDPR – compliance with a legal obligation.

Data Retention Period:

For the duration of the service provision, and then for 10 years from the last service provided or goods delivered.

C) Newsletters (Marketing Communications)

If you are a purchasing customer and did not opt out during your purchase, we will use your email address to send you our newsletters.

Legal Basis for Processing:

This is permitted under Section 7(3) of Act No. 480/2004 Coll., on Certain Information Society Services, provided you did not opt out during your purchase.

Data Retention Period:

2 years from your last purchase. You can unsubscribe from the mailing list at any time via email or by contacting us at [protected email address].

II. Consumer Rights in California under the CCPA

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA):

1. **Right to Access Personal Data:**
You can request a copy of the personal data we have collected about you, including the categories and specific data, the purposes for processing, and third parties with whom we may share the data.
2. **Right to Delete Personal Data:**
You can request the deletion of personal data we have collected about you, subject to certain exceptions.
3. **Right to Opt-Out of the Sale of Personal Data:**
You have the right to request that we do not sell your personal data to third parties. If we offer "sale" of personal data, we provide an opt-out mechanism.
4. **Right to Correct and Update Data:**
You have the right to request corrections or updates to any inaccurate personal data we hold about you.
5. **Right to Data Portability:**
You have the right to request that we provide your data in a transferable format to another service provider.

To exercise any of these rights, please contact us at chroust@webmistr.com or call us at +420 720 030 506.

III. Who Has Access to Your Data?

Your data will only be processed within our company. However, certain third parties who assist us with the operation of our services may have access to the data. These include:

- Email service provider (Mailchimp)

We process your personal data only within the European Union and the United States, if applicable, in the context of our services to California residents.

IV. Use of Cookies

We use cookies to enhance user experience on our website, analyze traffic, and tailor advertising content to your interests. We use essential cookies, analytical/statistical cookies, and advertising cookies. Before using analytical and advertising cookies, we obtain your explicit consent.

V. Changes to the Privacy Policy

These privacy terms may be updated from time to time. If there are significant changes, we will notify you via email or by posting the updated terms on our website. The terms will be updated every 12 months.

This version of the terms is effective as of 11.11.2024.