

**ShitForYou.eu**

**Effective Date: January 1, 2023**

## **1. Who We Are and How to Contact Us**

The data controller is:

**Martina Adamcová**

**IČ: 06369596**

**Mohelnice 64**

**789 85**

**E-mail: info@ ShitForYou.eu**

## **2. What Personal Data Do We Process?**

When using our e-shop, we may process the following personal data:

- **Identification Data** (name, surname, company ID, VAT number)
- **Contact Information** (email, phone number, shipping address)
- **Payment Information** (payment details, bank account number)
- **Order Data** (purchase history, invoicing details)
- **Technical Data** (device and browser information)

## **3. Purpose and Legal Basis for Processing**

We process personal data for the following purposes:

<b>Purpose of Processing</b>	<b>Legal Basis</b>
Processing orders and providing services	Contract fulfillment (Article 6(1)(b) GDPR)
Invoicing and compliance with accounting and tax obligations	Legal obligation (Article 6(1)(c) GDPR)
Customer communication (inquiries, complaints)	Legitimate interest (Article 6(1)(f) GDPR)
Marketing offers (email newsletters)	Consent (Article 6(1)(a) GDPR)
Website improvement and content personalization	Legitimate interest (Article 6(1)(f) GDPR)

## **4. How Long Do We Store Personal Data?**

We store personal data only for as long as necessary to achieve the purposes for which they were collected:

- **Accounting and tax records** – 10 years as required by law.
- **Order data** – 5 years after contract termination.
- **Marketing data (newsletters)** – Until consent is withdrawn.

## 5. Who Do We Share Personal Data With?

We may share your data with the following entities:

- **Delivery services** (e.g., Czech Post, Zásilkovna)
- **Payment gateways** (e.g., GoPay, PayPal)
- **Accounting and tax consultants** (for invoicing and tax compliance)
- **IT services and hosting providers** (for website maintenance and security)
- **Government authorities** (only if required by law)

## 6. What Are Your Rights?

Under the GDPR, you have the following rights:

- **Right of access** – To know what data we hold about you.
- **Right to rectification** – To correct inaccurate data.
- **Right to erasure** – To have your data deleted if no longer necessary.
- **Right to restrict processing** – To request limited processing of your data.
- **Right to data portability** – To receive your data in a structured format.
- **Right to object** – If you believe we process your data unlawfully.
- **Right to file a complaint** with the Data Protection Authority ([www.uoou.cz](http://www.uoou.cz)).

## 7. Use of Cookies and Analytical Tools

We do not use any cookies on our website.

However, we use the **Toplist.cz** service to track the number of website visitors.

This tool does not use cookies but collects anonymized data about website traffic, such as:

- Number of visitors
- Time of visit
- Type of device and browser
- Approximate geographic location (city/country, without precise address)

This information **does not allow us to identify any specific individual** and is used solely for statistical purposes. More details about Toplist.cz's privacy policies can be found [here](#).

## 8. How Do We Protect Your Data?

- We use **encryption** (e.g., HTTPS).
- Only **authorized personnel** have access to your data.
- We regularly **update our security measures**.

## 9. Changes to the Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be available on this page.