

Privacy Policy

I.

Basic Provisions

1. The controller of personal data pursuant to Article 4, point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons regarding the processing of personal data and on the free movement of such data (hereinafter: "GDPR") is Lucie Vránová with residing at Bohuslava Vrbenského 1082/30, Most 434 01 (hereinafter: "controller").
2. The contact for the controller:
Address: Bohuslava Vrbenského 1082/30
Email: lucie@virologiealucie.com
Telephone: +420 608 212 037
3. Personal data means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
4. The controller has not appointed a data protection officer.

II.

Sources and Categories of Personal Data Processed

1. The controller processes personal data, including **name, surname, and email address**.

III.

Legitimate Basis and Purpose of Processing of Personal Data

1. The legal reason for processing personal data is the following:
 - The performance of a contract between you and the controller pursuant to Article 6(1)(b) GDPR;
 - The legitimate interest of the controller in providing direct marketing (in particular, for sending commercial communications and newsletters) pursuant to Article 6(1)(f) GDPR,
 - Your consent to processing for the purposes of providing direct marketing (for sending commercial communications and newsletters) pursuant to Article 6(1)(a) GDPR in conjunction with Section 7(2) of Act No. 480/2004 Coll., on certain information society services, in the absence of an order for goods or services;
2. The purpose of the processing of personal data is:
 - Sending of commercial communications (newsletter) and other marketing activities.
3. There is no automatic individual decision making by the controller within the meaning of Article 22 GDPR.

IV.

Data Retention Period

1. The controller shall retain personal data:

- Until consent to the processing of personal data for marketing purposes is withdrawn if the personal data are processed based on consent.
2. Consent may be withdrawn at any time by sending a request from the email address for which consent was given to lucie@virologiealucie.com or by **clicking the unsubscribe link in the newsletter**.

V.

Recipients of Personal Data (Subcontractors of the Controller)

1. The recipients of personal data are persons:
 - Providing marketing services;
 - Subcontractors, in particular, providers of newsletter software.
2. The controller intends to transfer personal data to a third country (non-EU country) or an international organisation. Recipients of personal data in third countries are providers of mailing services / cloud services.

VI.

Your Rights

1. Under the terms of the GDPR, you have the following:
 - The right to access your personal data according to Article 15 of the GDPR;
 - The right to rectification of your personal data pursuant to Article 16 GDPR, or restriction of processing pursuant to Article 18 GDPR;
 - The right to erasure of personal data according to Article 17 GDPR.
 - The right to object to processing under Article 21 GDPR;
 - The right to data portability under Article 20 GDPR;
 - The right to withdraw consent to processing in writing or electronically to the address or email of the controller set out in Article III of these terms and conditions.
2. You also have the right to lodge a complaint with the Data Protection Authority if you find that your data protection rights have been violated.

VII.

Terms and Conditions of Personal Data Security

1. The controller declares that it has taken all appropriate technical and organisational measures to secure personal data.
2. The controller has taken technical measures to secure the storage of data.
3. The controller declares that only persons authorised by the controller have access to the personal data.

VIII.

Final Provisions

1. The controller has the right to amend these conditions. It will publish the new version of the privacy policy on its website or send you a new version of the privacy policy to the e-mail address you have provided to the controller.

These terms and conditions will take effect on April 19, 2023.

Lucie Vránová