

## Principles of working with your data

We are Mgr. Kristína Porthová, with registered office at Legerského 12, 831 02 Bratislava, Slovakia, IČO 46473726, DIČ 1079166638 registered in the register of the Bratislava District Office under trade register number 110-210980, with the business name MSaid-fashion,

We operate an e-shop on the website [www.msaidfashion.com](http://www.msaidfashion.com).

When selling goods and operating our website, we process some personal data.

The processing of personal data is regulated in particular by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the processing of personal data and the free movement of such data, which repeals 95/46/EC (General Data Protection Regulation) ("GDPR").

### 1. Processing of personal data

#### A. Processing of personal data when using the contact form

If you contact us in connection with our products and services, we will work with your contact information that you provide us, mainly through the contact form. It is personal data in the scope of: Name, surname, mailing address, email and telephone number.

##### For what reason?

Based on the personal data sent, we will then contact you in connection with our product offer.

##### On what legal basis?

This is processing on the basis of Article 6 para. 1 letter b) GDPR – fulfillment of the contract, or taking measures before concluding the contract at your request.

If you do not provide us with these personal data, we will not be able to communicate with you in order to conclude a contract for the delivery of our goods.

##### How long will we process personal data?

Unless we establish further cooperation, we will process your personal data for a maximum of 1 year from our last communication.

#### B. Processing of personal data in case of purchase

If you buy from us, we will work with the personal data we need from you to ensure the conclusion of a contract for the provision of our goods or services. These are mainly billing data: name, surname, address, email and phone number.

##### For what reason?

We need to process personal data in order to be able to fulfill our obligations arising from the contract - delivery of goods. By using the contact data, we will also communicate with you regarding the status of your order, possibly regarding complaints or your questions.

We will continue to process personal data to fulfill our obligations arising from generally binding legal regulations (mainly for accounting and tax purposes, or for processing complaints).

On what legal basis do we process personal data?

This is processing on the basis of Article 6 para. 1 letter b) GDPR – performance of the contract and Article 6 par. 1 letter c) GDPR - fulfillment of our legal obligation.

If you do not provide us with this personal data, we will not be able to conclude a contract with you for the delivery of our goods or the provision of our services.

How long will we process personal data?

During the delivery of goods or provision of services and then no longer than 1 year from the last provision of such services or delivery of goods.

### C. Newsletter (commercial communication)

If you have purchased goods from us and at the same time have not expressly refused to receive marketing communications, we will use your e-mail address to send our marketing communications.

On what legal basis?

This is processing on the basis of Article 6 para. 1 letter f) GDPR – our legitimate interests, which are marketing communications aimed at our customers.

How long will we process personal data?

A maximum of 1 year from your last purchase. If you do not wish to continue receiving our marketing communications, you may opt-out at any time by email or by contacting us at: [msaidfashion@msaidfashion.com](mailto:msaidfashion@msaidfashion.com).

## 2. Who has access to the data?

Your personal data will remain with us. Nevertheless, some companies or other persons work for us and have access to your personal data because they help us run our e-shop. They are:

- companies participating in the shipment of goods (Slovenská pošta, DHL, SPS, DPD, Packeta)
- companies participating in the forwarding of payments (Paypal, Slovenská pošta a.s., Tatra banka a.s.)
- e-mailing service provider (Websupport)

We process personal data only in the territory of the European Union.

## 3. What else should you know?

In our company, we do not have a person responsible for the protection of personal data.

Our company does not make decisions based on automatic processing or profiling.

If you have any questions about personal data, please contact us at [msaidfashion@msaidfashion.com](mailto:msaidfashion@msaidfashion.com).

#### 4. Use of cookies

Cookies are text files containing a small amount of information that are downloaded to your device when you visit our website. Cookies are subsequently sent back to the website or another website that recognizes them on each subsequent visit.

Cookies perform various tasks, for example, they enable efficient navigation between web pages, remember your preferences and generally improve the user experience. They can also ensure that the advertisements displayed online are better adapted to your person and your interests.

We use the following cookies on the website:

- Necessary cookies: they are necessary for the operation of websites, for example, they allow you to log in to secure parts of the website and other basic functionalities of the website. This category of cookies cannot be disabled.
- Analytical/statistical cookies: for example, they allow us to recognize and determine the number of visitors and track how our visitors use the website. They help us improve the way the Sites work, for example by making it easier for users to find what they are looking for. We run these files only with your prior consent.
- Advertising cookies: they are used to track preferences and allow you to display advertising and other content that best matches your interests and online behavior. We run these files only with your prior consent.

Please note that third parties (including e.g. external service providers) may also use cookies and/or access data collected by cookies on websites.

Cookies used:

Technical name	Publisher	Purpose and description of cookies	Duration
Google analytics	Google	Tracking site traffic and product purchase growth/decrease	10 hrs

You can find additional information about cookies and their current list through individual Internet browsers, most often in the item Tools for developers.

Consent can be expressed through the checkbox contained in the so-called cookie bar. You can also subsequently reject cookies in the settings of your internet browser, or set the use of only some of them.

You can find more information about managing cookies in individual browsers at the following links:

- Internet Explorer - <https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>

- **Google Chrome** - <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=cs>
- Firefox - <https://support.mozilla.org/cs/kb/povoleni-zakazani-cookies>
- Safari - <https://support.apple.com/cs-cz/guide/safari/sfri11471/mac>
- Opera - <https://help.opera.com/cs/latest/security-and-privacy/>
- Microsoft Edge - <https://docs.microsoft.com/cs-cz/sccm/compliance/deploy-use/browser-profiles>

## 5. Your rights in connection with the processing of personal data

The GDPR regulation gives you, among other things, the right to contact us and request information about how we process your personal data, to request access to this data from us and have it updated or corrected, or to request a restriction of processing, you can request a copy of the processed personal data, request us in certain situations deletion of personal data and in certain cases you have the right to their portability. It is possible to object to processing on the basis of legitimate interest.

If you think that we are not handling the data correctly, you have the right to file a complaint with the supervisory authority, which in our jurisdiction is the Personal Data Protection Office of the Slovak Republic, Hraničná 4826/12, 820 07 Bratislava, or to go to court.

These policies are effective from 1 April 2024