

SIMPLEBEEZ's Privacy Policy

The Blueline Holding s.r.o. group and the company SIMPLEBEEZ s.r.o., which is the administrator of the website www.SIMPLEBEEZ.com, considers the protection and confidentiality of your personal data to be of high importance. Your personal data are processed and used in accordance with both Czech legislation (Act no. 110/2019 Coll., on personal data processing) and legislation of the European Union (Regulation (EU) 2016/679 of the European Parliament and of the Council).

Personal Data Controller

The controller of personal data within the meaning of national and European legislation is:

SIMPLEBEEZ s.r.o.

with its registered seat: Zaječická 836/9, Čimice, Praha 8, 184 00

company ID: 08885516, Tax no.: CZ08885516

(hereinafter only the “**SIMPLEBEEZ**”)

If you have any questions regarding the processing and protection of your personal data, you can contact us by email at: info@simplebeez.com

What Personal Data We Process and Why?

Sometimes we may request your personal data to provide you with relevant information, respond to your requests or enhance the content of our website. Personal data means any data or piece of information that can be used to identify a particular person. Following categories of personal data are processed by us:

- name and surname
- e-mail address
- telephone number
- home address
- SIMPLEBEEZ web browsing analytics
- eventually other data (e.g. IP address)

SIMPLEBEEZ processes personal data about data subjects for the following purposes:

- to contact you – name, surname, address, e-mail or telephone number may be processed as a part of communication with you.

- to be able to create new content accordingly - personal data may be processed to create relevant web content and for clear website navigation. This information includes browsed websites or data provided via forms.
- to be able to respond to user questionnaires and requests for information – this includes registration for content downloads, newsletters, and specific requests for additional information.
- to be able to answer to your inquiries better – SIMPLEBEEZ will forward contact information to relevant SIMPLEBEEZ dealers or other company representatives to prepare information related to your requests.

If you fill out our web form and voluntarily provide consent, we will send you business communication with offers of our services and information about our products, so we can always inform you about our actual and best technical solutions. Your personal data will be processed for the purpose of marketing activities and business communication.

All the aforementioned personal data which are generated from our mutual communication and interaction are governed by the internal system of personal data protection according to the applicable legislation. To the maximum extent possible we manage access to personal data, technical measures for their protection and their lifetime.

The Time We Process Your Personal Data

We process and store the personal data as long as necessary to fulfil the purpose of processing, and for as long as we are obliged to keep the data pursuant to generally binding legislation.

The personal data that we received based on your voluntarily given consent for processing for the purpose of business communication, we process until the withdrawal of your consent. After the withdrawal we will delete your personal data in a demonstrable manner, unless keeping of such personal data is necessary to meet our statutory obligations.

Your Rights

Your natural right is to receive information about your personal data that we process about you. Likewise, you have the right to rectify or block incorrect or outdated data, the right to restrict processing and the right to object to processing. In certain cases, you have the right to deletion. Moreover, we are obliged to transfer your personal data to the controller/processor of your choice.

If you granted us with consent to process your personal data for the purpose of business communication or sending of potential employment offers, you have the possibility to withdraw such consent at any time. Just contact us at info@simplebeez.com.

You can also use this contact, if you need to ask any question regarding the processing of your personal data.

If you believe that we do not treat your data adequately and in accordance with the applicable law, you may lodge a complaint with the supervisory authority (Úřad pro ochranu osobních údajů).

Voluntary Consent

The granting of consent to the processing of personal data is entirely voluntary and does not make any other fulfilment from SIMPLEBEEZ.

Personal Data Portability

All personal data collected we use only for our company's internal objectives, protect them against misuse and do not disclose them to third parties without prior notice or consent.

The exceptions are the Blueline Holding s.r.o. entities, external companies that provide us with supportive services and state authorities. We may or have to provide these entities with your personal data (in minimum extent) for example when:

- investigations of unlawful use of our services or court proceedings are taking place – the personal data may be transferred to investigation authorities.
- managing of our internal information systems and applications.

For every such service provider we contractually require (except for public authorities) to process personal data in accordance with personal data protection terms and applicable legislation.

Personal Data Breach

Through internal regulations we have implemented all reasonable measures necessary to maintain appropriate level of security to secure ongoing confidentiality, availability and resilience of processing systems and services and the ability to restore the availability and access to personal data in the event of technical incident.

In the event of personal data breach, we will take all necessary steps to maintain remedy without any further delay and we will notify the personal data breach to supervisory the authority (Úřad pro ochranu osobních údajů), unless the personal data breach is unlikely to result in a risk to your rights as a data subject. At the same time, we will properly document every personal data breach and measures taken, in order to facilitate a possible control by the supervisory authority.

Cookies

Cookies are small text files that are stored on your device (computer, mobile device, or other device that allows you to access the Internet). If you do not delete them after leaving our site, they are reused during your next visit. We use cookies **to improve the functionality of our site and to simplify your next visit**, especially for:

- Save preferences and settings that allow our website to work properly,
- login and authentication - If you don't want to sign in and out at all times, you do not need cookies,
- security - we use cookies to detect fraud and abuse of our website,
- analyses - we collect cookies for our analytics tools,
- marketing - we use cookies to evaluate our marketing campaigns or to contact to customers,
- social networks - you can share some of our site content with your friends.

How to refuse to use cookies?

You can easily delete cookies from your computer or from another device using your browser. Instructions on how to treat with cookies and how to remove them, you can found in the "Help" menu of your browser. If you delete cookies, it is possible that some parts of our site may not display properly, you will find it more difficult to view, and you will not be able to view product offerings that match your needs. If you use our site without changing your settings, we will treat it as consent to the use of cookies on our site. If you do not wish us to process your cookies for analytical and marketing purposes, please send a brief email to info@simplebeez.com.

Web analytics tools

Statistical data

When you use our website, we collect statistics about your activity, which we use to improve our services.

Google Analytics

The service that allows our site to be analysed. It's from Google Inc. ("Google"). The information generated by the use of our site is transmitted to Google's servers where it is subsequently stored. Google uses this information to analyse user behaviour on our site and then provides this analysis to us.