

PRIVACY POLICY

of the company **Legishop s.r.o.** with its registered office at Na Zderaze 1275/15, Nové Město, 120 00 Prague 2, Czech Republic (hereinafter referred to as the „**registered office**“), ID No.: 19174977, registered in the Commercial Register maintained by the Municipal Court in Prague under file No. C 382064, represented by Mgr. Petra Stupková and Mgr. Pavla Vybíralová, executive directors (hereinafter referred to as the “**Controller**” or “**We**”)

We take the protection of personal data seriously. In this policy you will find out for what purpose, for what reason and in what way we process your Personal Data. You will also find information on your rights in relation to the protection of Personal Data.

If you have any further questions about the processing of your Personal Data, please contact us by email support@legishop.cz or by post at our registered office Na Zderaze 1275/15, Nové Město, 120 00 Prague 2, Czech Republic.

We need some Personal Data for the conclusion and performance of the Contract, and we process some Personal Data on the basis of our legitimate interest. For some purposes we are required by law to process Personal Data (e.g., accounting). In some cases, we use Processors who may have access to your Personal Data. These include, for example, accounting firms or marketing specialists. Where necessary, we will seek your consent to process your Personal Data.

When are we in the position of a Controller? We are the Controller of Personal Data in relation to Users. An overview of the processed Personal Data, including the reasons for their Processing, can be found below. In case something in this policy is unclear, do not hesitate to contact us at support@legishop.cz.

In order to make the text clearer, we will simplify your reading with some definitions we use in this Privacy Policy:

Website	or just Web is the website at the address www.legishop.com , which is operated by the Controller;
GDPR	Regulation (EU) 2016/679 of the European Parliament and of the Council;
Osobní údaje	Any information about the User from which the User can be identified, directly or indirectly;
User / you	a natural person to whom the Personal Data relates, most often a customer or a potential customer or a user of our website who is merely browsing it;
Processor	we use other entities that process Personal Data under a contract with the Controller;
Processing	simply, it is any handling of Personal Data - whether it is their storage, sharing, deletion, or change;
Special categories of Personal data	data that we understand to be more sensitive. They concern, for example, what your ethnic origin is, what your sexual orientation is, whether you are in a trade union or how your health is and what your faith is. Genetic and biometric data are also considered a special category of data if they are processed for the unique identification of a natural person.

We do not process this Personal Data.

1. WHAT PERSONAL DATA DO WE PROCESS and HOW?

How do we process personal data? We process your Personal Data only to the extent necessary to achieve the purpose for which the data were collected and when processing we comply with security, technical and organizational rules. The Processing is automated, but we do not perform profiling. The specific purposes of Processing and the categories of Personal Data we process for individual purposes are explained in detail in the following section.

- **Name and surname, contact information** (especially e-mail address, telephone number)
- **Note and other information that you share with us** as part of our communication (in particular, it will concern your questions and answers to your questions, communication with you)
- **Invoicing data** and bank connection (data necessary for accounting and processing payments)
- **Cookies and IP address, activity data** (including information about your device or operating system)
- **Identification data of the entrepreneur** (in particular, ID number, company name, registered office of the company)

Special categories of Personal Data. We do not process any sensitive Personal Data about you.

A. USERS OF OUR WEBSITE

If you visit our Website, we process your Personal Data for the purposes listed in this table. If you are interested, you can sign up to receive business communications or similar promotional material (newsletter) that we prepare for potential interested parties in our product. In order to sign up for the newsletter, you need to provide us with some of your Personal Data with your consent.

Why?	Which data?	How?	How long?
<p>Website visit. Ensuring the basic functionality of our website, analytics, improving our services and for our advertising. We also process Personal Data so that we can show you relevant content or our advertising on other websites. You can set your preferences in the cookie bar. The legal title for the Processing is consent (analytics, marketing cookies) or our legitimate interest (necessary cookies).</p>	<p>Information about when and how you visit and view our website may include: IP address, date and time of access to our website, operating system or your language settings, history of your behavior on the website, etc. If you visit our website on a mobile phone, we may also process data about your phone.</p>	<p>Cookies or other technologies for tracking User behavior.</p>	<p>Processing time varies depending on the cookie type. Some process data only for the duration of the session (visit), some for a longer period.</p>

<p>Communication with customer support, requests and complaints. By sending an inquiry, you express your consent to the processing of Personal Data for the purpose of handling the inquiry.</p>	<p>Name, surname, telephone number, email address.</p>	<p>In order to process the inquiry, we process the Personal Data that is necessary to process it. Communication takes place by phone, e-mail, or directly on our website.</p>	<p>Closed inquiries are regularly deleted, no later than 3,5 years after the question was asked.</p>
<p>Commercial communication (direct marketing). You have subscribed to the newsletter. If you no longer want to receive it, you can unsubscribe through the link in the footer of the e-mail.</p>	<p>First name, last name, telephone number and email address.</p>	<p>We send out a newsletter in which we inform you about our services and news.</p>	<p>The data is processed for 2 years from the last active viewing of the newsletter, unless you unsubscribe earlier.</p>

B. CUSTOMERS

If you order our document package, we will process your Personal Data to the extent necessary to process the order. If you are interested, you can sign up for business communications or similar promotional material that we prepare for existing customers on the Website or via email.

Why?	Which data?	How?	How long?
<p>Website visit. Ensuring the basic functionality of our website, analytics, improving our services and for our advertising. We also process personal data so that we can show you relevant content or our advertising on other websites. You can set your preferences in the cookie bar. The legal title for the Processing is consent (analytics, marketing cookies) or our legitimate interest (necessary cookies).</p>	<p>Information about when and how you visit and view our website may include: IP address, date and time of access to our website, operating system or your language settings, history of your behavior on the website, etc. If you visit our website on a mobile phone, we may also process data about your phone.</p>	<p>Cookies or other technologies for tracking User behavior.</p>	<p>Processing time varies depending on the cookie type. Some process data only for the duration of the session (visit), some for a longer period. You can find more information in our Cookie Policy.</p>
<p>Processing of the order. In order to get our product, you need to go</p>	<p>While ordering, you fill in your name, surname, email address, telephone number, company name,</p>	<p>You provide us with this data when filling in the order form on our Website.</p>	<p>The data is processed for the duration of the Contract and subsequently for a</p>

<p>through the ordering process. By completing the order, you and us enter into a Contract. We process Personal Data as part of the performance of the Contract.</p>	<p>registered office, ID number, VAT number.</p>		<p>period of 4 years after the end of the Contract.</p>
<p>Consultation. In order for you to order a consultation with the law firm, we will need to provide them with your Personal Data. You give us your consent to this by filling out and sending the form.</p>	<p>Name, surname, email address, other Personal Data you share with us.</p>	<p>You provide us with this data while booking your consultation.</p>	<p>We process the data for a period of 4 years from the transfer of your Personal Data.</p>
<p>Premium package. Through our website, you can connect with a law firm that will create customized documentation for you. We transfer this data based on your consent.</p>	<p>Name, surname, email address, other Personal Data you share with us.</p>	<p>You provide us with this data while filling in the form on our Website.</p>	<p>We process the data for a period of 4 years from the transfer of your Personal Data.</p>
<p>Communication with customer support, requests and complaints. By sending an inquiry, you express your consent to the processing of Personal Data for the purpose of handling the inquiry. Or we process your Personal Data as part of the performance under the Contract.</p>	<p>Name, surname, telephone number, email address.</p>	<p>In order to process the inquiry, we process the Personal Data that is necessary to process it. Communication takes place by phone, e-mail, or directly on our website.</p>	<p>Closed inquiries are regularly deleted, no later than 3,5 years after the question was asked.</p>
<p>Commercial communication (direct marketing). Based on our legitimate interest we may send our customers newsletter in order to improve and promote our product and services. We may also send a newsletter</p>	<p>Name, surname, telephone number and email address.</p>	<p>We send out a newsletter in which we inform our subscribers about legal news, tips for e-commerce, our services and other news.</p>	<p>The data is processed for 2 years from the last active viewing of the newsletter, unless you unsubscribe earlier.</p>

to those who signed up for it and gave us their consent .			
Satisfaction rating. We have a legitimate interest in finding out whether you were satisfied with our services and the documents you purchased.	Name, surname, email address.	Unless you previously object to this (e.g. as part of the order), we will provide some of the Customer's Personal Data to a third party for the purpose of evaluating customer satisfaction.	We process the data for the duration of the customer's contractual relationship with us and subsequently for a period of 4 years after its termination.
Bookkeeping. Based on the concluded Contract, you will pay us the price for the document package. We provide you with accounting and tax documents, which we then archive and further work with for the purposes of proper accounting and the fulfillment of legal obligations.	Data on the invoice: name, surname, email address, billing address, or other identification of the User and details of the fulfillment of the order. Data on the tax document: name, surname, email address, billing address, or other identification of the User and details of the ordered product.	After filling in the payment information in the form, we save this information to create the invoice.	We are legally obliged to keep accounting documents and records (invoices) for 5 years starting from the end of the accounting period to which they relate. We are also obliged to keep the invoices for 3 years from the end of the financial year in which the tax liability relating to the invoice arose. We are further obliged to keep tax documents for 10 years from the end of the tax year in which the taxable transaction took place.
Compliance with legal obligations. In certain cases, we have to process your Personal data in order to fulfill the obligations established by law.	In particular, this Processing may include your first name, last name, email address, invoice data or other User identification.	In this case, we process your Personal Data in order to comply with applicable legal regulations (fulfillment of a legal obligation).	We process your Personal Data for the period specified by the relevant legal regulations.

2. OUR PROCESSORS

Processors. We only use verified Processors with whom we have a written contract and who provide us with at least the same guarantees as we provide to you. We have listed the data that the Processors can process, including their purpose and legal titles of processing. We will be happy to provide you with details about the processors upon request.

Website and security	Calendly , Airtable , PDF monkey , active24
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Analytics	Google Analytics
Processing of the order	Airtable , PDF monkey , Fakturoid
Inquiries and communication	Google
Bookkeeping	Fakturoid
Marketing	Ecomail

Legal obligations. We may disclose personal data to third parties outside the Processor if required to do so by law or in response to lawful requests by public authorities or at the request of a court in litigation.

3. WHAT MEASURES HAVE WE TAKEN TO PROTECT YOUR PERSONAL DATA?

Technical and organizational measures. We take data security very seriously and that is why we constantly work to ensure that your Personal Data is protected. When opting for measures, we take into account the scope of processing, the riskiness of processing and/or the state of our technology.

- We back up data regularly;
- we update anti-virus software systems;
- we use a secure https protocol;
- access passwords to information systems (where Personal Data will be processed) and access authorizations are controlled at the level of individuals.

Organizational measures. We have adopted and commit to maintain the following measures:

- Our employees are bound by confidentiality;
- Our employees are properly trained and also receive further regular training regarding the GDPR and familiarize themselves with the rules of safe work with the work equipment;
- Access to all systems, including the information system, is personalized and protected by secure passwords.

4. WHAT RIGHTS DO YOU HAVE?

In connection with the protection of Personal Data, you are guaranteed the rights described below, which you can exercise:

- by e-mail support@legishop.cz or
- by post at the registered office at Na Zderaze 1275/15, Nové Město, 120 00 Prague 2, Czech Republic.

How fast do we respond? We will respond within one week at the latest. If providing the information would compromise the privacy of others, or if providing it would be disproportionate to the risks or costs of providing it, we may not be able to comply. We may need to verify your identity in order to better process your request. In the event of a repeated request, the Controller will be entitled to charge a reasonable fee for a copy of the Personal Data.

The right of access to personal data You can request a confirmation of whether we process your personal data.
You can request information on the purposes of processing, categories of personal data, recipients to whom they are

disclosed, the duration of processing, the existence of the right to request the controller to exercise one of the rights listed below. You can request a copy of the Personal data, but only in the event that the rights and freedoms of other persons will not be affected.

The right to correct inaccurate data

You can request correction of inaccurate Personal data. You can correct some information in your User Account.

The right to delete

If there is no other reason to continue Processing this data, we will delete or completely anonymise the data you have requested.

The right to restrict processing

If you believe that we are processing data incorrectly, either in terms of the purposes of the processing or the extent of the processing, please let us know.

The right to be notified of correction, erasure, or restriction of processing

If you contact us with a request, we will inform you of the result, unless this becomes impossible (e.g. the email address from which you wrote to us is no longer working).

The right to transfer personal data

We may transfer the data that you have provided to us in a structured and machine-readable format to another controller at your request.

The right to object to the processing of personal data

If we process your data on the basis of legitimate interest (e.g. sending you a newsletter), you have the right to raise an objection. It is up to us to prove our legitimate interest, if we cannot do so, we will stop this processing.

The right to withdraw consent to the processing of personal data

If you have changed your mind, please contact us. Processing for marketing and business purposes can be revoked at any time.

Automated individual decision-making including profiling

You have the right not to be the subject of any decision based solely on automated processing, including profiling, which would have legal effects on you or similarly significantly affected you. However, we state that we do not make automated decisions without the influence of human judgment with legal effects for Users.

5. CONCLUSION

This Privacy Policy can only be changed in writing. You will be informed about this through our Website. Therefore, please check this policy regularly.

If you have any questions regarding our Privacy Policy, please contact us at support@legishop.cz.

In case you are not satisfied with our Processing, you can file a complaint at the Office for the Personal Data Protection, with a registered office at Pplk. Sochora 727/27, 170 00 Prague 7 – Holešovice, Czech Republic (more at <https://www.uoou.cz/>).

This Privacy Policy is effective as of 14. 12. .2023.