

## Privacy Policy

**Jan Walla**, entrepreneur, with his registered office at Tichá 469, 79607 Držovice, ID No. 17626587, registered in the Trade Register, e-mail: info@aerowalla.com, telephone number: +420728344857, operating the [www.aerowalla.com](http://www.aerowalla.com) online store issues the following Privacy Policy as the data controller:

In order to sell goods and operate our website, we process certain personal data.

The processing of personal data is governed, without limitation, by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (“GDPR”)

### I. Personal Data Processing

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

If you enquire about our products and services, we will work with the contact details you provide, mainly via the enquiry form. These contact details are: Name and surname, date of birth, email, phone number

##### For what reason?

We will use your contact details for further communication about goods and products.

##### What is the legal basis?

The processing is based on Article 6(1)(b) GDPR – agreement negotiation or to take steps at your request prior to entering into an agreement.

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

If we do not establish further cooperation, we will process your data for a maximum of 1 year from our last communication.

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

If you make a purchase with us, we will work with the data you fill in. These are mainly billing details: name, surname, address, phone, email

##### For what reason?

We need to process personal data to fulfil our agreement – to deliver our goods to you. We will also communicate with you via your contact details about the status of your order, or about complaints or queries you may have.

We will also process personal data for the fulfilment of our statutory duties (mainly for accounting and tax purposes, or to handle complaints, etc.).

What is the legal basis for data processing in this case?

The processing is based on Article 6(1)(b) GDPR – performance of an agreement and Article 6(1)(c) GDPR – performance of our legal obligation.

How long will we process personal data?

For the period of performance of our service and thereafter for 1 year from the last time we provide such service or supply the goods.

**C. Newsletters (commercial messages)**

If you are a purchasing customer and you have not rejected newsletters during purchase, we will use your email address to send our newsletter.

What is the legal basis?

Section 7(3) of Act No. 480/2004 Coll., on certain information society services, unless you have prohibited us from doing so at the time of purchase.

How long will we process personal data?

1 year since your last purchase. You can unsubscribe at any time via email or contact us at: **info@aerowalla.com**

## II. How can you access your data?

Your data stays with us. However, we work with certain companies or other persons who get access to the data because they help us run our online store. These are:

- the operator of the Upgades online store platform (Company EVici webdesign s.r.o., ID No.: 285 98 661, registered office Petra Bezruče 139, 747 91 Štítina, the company is registered with the Regional Court in Ostrava under file number C 33912)
- sales department
- accountant

We process personal data only within the European Union.

## III. What you should know

We have not appointed a Data Protection Officer.

We do not make decisions based on automated processing or profiling.

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

## IV. Cookies

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

Cookies perform a variety of tasks, such as allowing you to navigate between websites efficiently, remembering your preferences and generally improving the user experience. They can also ensure that the ads you see online are better tailored to you and your interests.

We use the following cookies on the website:

- **Essential cookies:** are required to operate the website, for example, they enable you to log into secure areas of the site and provide other basic functionality of the site. This category of cookies cannot be disabled.
- **Analytical/statistical cookies:** they allow us, among other things, to identify and track the number of visitors and how our visitors use the website. They help us to improve the way the site works, for example by making it easy for users to find what they are looking for. We only run these files with your prior consent.
- **Advertising cookies:** are used to track preferences and allow you to see advertising and other content that best matches your interests and online behavior. We only run these files with your prior consent.

Please note that third parties (including, for example, external service providers) may also use cookies and/or access data collected by cookies on the website.

Used cookies:

Technical name	Issuer	Purpose and description of cookies	Duration
_ga	Google	The cookie set by Google Analytics creates a statistical identifier that generates data about how the website is used.	2 years
_gad	Google	The cookies set by Google Analytics are used to distinguish users.	1 day
_gat	Google	The cookie set by Google Analytics is used to limit the number of requests to the server.	1 day
Functional cookies	Upgrades	These are anonymous cookies used for the proper functioning of the system, i.e.: <ul style="list-style-type: none"> <li>- user login,</li> <li>- so that the user can add items to the basket,</li> <li>- to select shipping and payment,</li> <li>- entering delivery details and completing the order.</li> </ul>	1 month
Analytic cookies	Upgrades	They allow you to store information related to measuring e-shop performance (number and sources of visits, etc.) and advertising campaigns.	1 month
Personalised cookies	Upgrades	It is used to store information related to personalization, such as recommendations of matching items, etc.	1 month

Advertising cookies	Upgrades	These cookies are used by the e-shop or its partners to display appropriate content or advertisements on the e-shop website as well as on the third parties.	1 month
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Further information about cookies and the current list of cookies can be found via the individual web browsers, most often under Developer Tools.

Consent can be given via a checkbox in the cookie bar. You can also subsequently refuse cookies in your browser settings, or set your browser to use only certain cookies.

For more information on the management of cookies in individual browsers, please check 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>

## V. Your rights in relation to personal data processing

Under the GDPR, you have the right, among other things, to contact us and ask for information about what personal data we process, to request access to this data and have it updated or rectified, or to request a restriction of processing, you can request a copy of the personal data we process, request that we delete your personal data in certain situations, and in certain cases you have the right to data portability. You can object to processing carried out under legitimate interest.

If you think we are not handling your data correctly, you have the right to complain to [Personal Data Protection Office](#), or file a claim with a court.

This Privacy Policy is effective as of 20.1.2025