

Processing of personal data – Business clients

Purpose of processing	Personal data	Grounds for processing	Retention period of personal data
Client events and registration	Name Company Title/role in the company Work address Work e-mail address Work phone number Marketing activities targeted at the client and participating in these events, such as competitions or excursions; the processed personal data depends on the nature of the event	The legitimate interest of the controller	For as long as the contact person's information remains valid For as long as is necessary in order to organise a client event or follow-up activities
Direct marketing, including web forms and newsletters	Name Work e-mail address Work phone number Other information given in the contact form Direct marketing bans	The legitimate interest of the controller	Information is retained for as long as necessary to produce the service You can cancel the newsletter any time
Implementing customer service	Name Company Work e-mail address Work address Work phone number	The implementation of the agreement The legitimate interest of the controller	Information is retained for as long as is necessary to produce the service

<p>Managing and maintaining client relationships and managing agreements, fulfilling warranty terms and conditions</p>	<p>Name Company Title/role in the company Work e-mail address Work address Work phone number Purchase history Information related to managing client relationships and contacts: purchasing and cancellation data related to products and services, delivery information, feedback, reclamations and customer service events, contact via e-mail</p>	<p>The implementation of the agreement with consideration for the warranty period</p>	<p>For as long as the contact person's information remains valid Information is retained for as long as is necessary to produce the service According to the warranty terms and conditions</p>
<p>Management and deliveries of offers</p>	<p>Name Company Title/role in the company Work e-mail address Work address Work phone number Purchase history</p>	<p>The implementation of the agreement with consideration for the warranty period</p>	<p>For as long as the contact person's information remains valid Information is retained for as long as is necessary to produce the service According to the warranty provisions</p>
<p>Client feedback and complaints</p>	<p>Name Company Title/role in the company Work e-mail address Work address Work phone number Purchase history Information related to contacts and managing feedback and complaints: purchasing and</p>	<p>The implementation of the agreement The legitimate interest of the controller</p>	<p>For as long as the contact person's information remains valid Information is retained for as long as is necessary to produce the service According to the warranty terms and conditions</p>

	cancellation data related to products and services, delivery information, feedback, complaints and customer service events, contact via e-mail		
Use of client photographs in marketing	Name Photograph	Consent	For as long as consent remains valid
Creating and sending invoices with the contact person's information	Name Company Title/role in the company Work e-mail address Work phone number	Implementation of the agreement The legitimate interest of the controller Legal obligation	For as long as the client relationship exists For as long as the contact person's information remains valid Legal obligation to retain invoice data (6 years)
Implementing market analyses, such as customer satisfaction surveys.	E-mail	The legitimate interest of the controller	For as long as the user data is accessible
Price list by post	Name Company Title/role in the company Company address Work phone number Work e-mail address	The legitimate interest of the controller	For as long as the contact person's information remains valid