

Personal Data Protection Policy

I. Basic Provisions The data controller pursuant to Art. 4 (7) of Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter: "GDPR") is unuodesign s.r.o., ID: 27380076, registered office at Vožická 329, 391 37 Chotoviny (hereinafter: the "controller").

Address: Vožická 329, 391 37 Chotoviny

Email: info@unuo.cz

Personal data means any information relating to an identified or identifiable natural person.

II. Sources and Categories of Processed Data The controller processes personal data provided by you during the order process, registration, or communication with the AI assistant or customer line. We process your identification data (name, surname), contact details (email, phone, address), billing data, and data regarding your behavior on the e-shop.

III. Legal Basis and Purpose of Processing The legal basis for processing is:

Performance of a contract (order fulfillment) pursuant to Art. 6 (1) (b) GDPR.

Legitimate interest of the controller (direct marketing, protection of property, statistics) pursuant to Art. 6 (1) (f) GDPR.

Your consent (newsletter for non-customers, cookies, advanced AI personalization) pursuant to Art. 6 (1) (a) GDPR.

IV. Data Retention Period The controller stores data for the period necessary to exercise rights and obligations (tax documents for 10 years). For marketing purposes, for 3 years from the last activity or until consent is withdrawn. Afterwards, data is permanently deleted.

V. Recipients of Personal Data and Transfers Outside the EU Recipients include: Shoptet (platform), Shipping (GLS), Payment gateways (ShoptetPay, GoPay, Ideal), Marketing (Google, Meta, Glami, Clarity), Customer care (Daktela, Perselio). Data may be transferred to the USA under the EU-U.S. Data Privacy Framework.

VI. Automated Decision-Making and AI We use an AI assistant (Perselio) to analyze your needs and speed up communication. You have the right to human intervention if you are dissatisfied with the AI's communication results.

VII. Your Rights You have the right to access, rectification, erasure, restriction of processing, data portability, and the right to object. You may lodge a complaint with the Office for Personal Data Protection.

VIII. Security Conditions The controller has adopted technical measures (encryption, strong passwords with 2FA for key services, secured access). Only authorized persons have access to the data.

IX. Final Provisions By submitting an order, you confirm that you have read these terms. These terms become effective on April 15, 2026.