

Principles of personal data processing of LERROA s.r.o.

This privacy policy describes the policies of LERROA s.r.o., located at Petráská 1426/1, 110 00, Prague 1 – Nové Město, Czech Republic, e-mail: info@lerroa.com, phone: +420 775 845 468, on the collection, use and disclosure of your information that we collect when using our website (www.lerroa.com), hereinafter referred to as the "Service". By accessing or using the Service, you consent to the collection, use and disclosure of your information in accordance with this Privacy Policy. If you do not agree, do not access or use the Service.

The processing of personal data takes place in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in connection with the processing of personal data and on the free movement of such data and on the repeal of Directive 95/46/EC (hereinafter "GDPR"), Personal Data Processing Act No. 110/2019 Coll. and Act No. 480/2004 Coll., on certain information society services, as amended.

We may change this Privacy Policy at any time without notice and will post the revised Privacy Policy on the Service. The revised Policy will be effective 180 days after the revised Policy is posted on the Service, and your continued access to or use of the Service after that time will constitute your acceptance of the revised Privacy Policy. We therefore recommend that you check this page regularly.

1. Information we collect

We will collect and process the following personal data about you:

- name and surname
- firm
- birthdate
- identification number
- tax identification number
- e-mail
- phone
- residential address
- billing address
- mailing address
- payment information.

2. How we collect your information

We collect/receive information about you in the following ways:

- when a user fills out a form for their inquiry or otherwise submits personal data
- interaction with websites
- when a user purchases goods in our e-shop
- from public sources.

3. How we use your information

We will use the information we collect about you for the following purposes:

- marketing/promotion

- newsletters (commercial communications)- if you are a purchasing customer and you did not prohibit us from doing so when making a purchase, we will use your email address to send you our news. You can unsubscribe from the newsletter at any time by emailing info@lerroa.com.
- reference
- collecting customer feedback
- payment processing
- support
- targeted advertising
- customer order management
- website protection
- conflict solving.

If we want to use your data for any other purpose, we will ask for your consent and we will only use your data after receiving your consent, and only for the purpose(s) for which you have given consent, unless otherwise required by law.

4. How we share your information

We do not share your personal information with any third party without your consent, except in the limited cases described below:

- e-shop platform operator
- companies involved in the shipment of goods
- advertising services
- marketing agencies
- legal entities
- analytics
- payment collection services
- data collection and processing.

We require that these third parties use the personal information we provide to them only for the purpose for which it was provided and not retain it for longer than is necessary to fulfill that purpose.

We may also disclose your personal information for the following purposes: (1) to comply with applicable laws, regulations, court orders, or other legal process; (2) to enforce your agreements with us, including this Privacy Policy; or (3) to respond to claims that your use of the Service violates any third-party rights. If the Service or our company is merged or acquired by another company, your information will be one of the assets that will be transferred to the new owner.

5. Retention of your information

We will retain your personal information for up to 2 years after the last use of the Service, or for as long as we need it to fulfill the purposes for which it was collected, as detailed in this Privacy Policy. We may need to retain some information for a longer period of time, for example for record keeping/reporting purposes in accordance with applicable laws or for other legitimate reasons such as enforcement of legal rights, fraud prevention, etc. Residual

anonymous information and aggregate information, none of which identifies you (directly or indirectly), may be kept indefinitely.

6. Your rights

Depending on the applicable legal regulations, you have the right to access your personal data and correct or delete it, or the right to obtain a copy of your personal data, the right to limit or object to the active processing of your data, the right to ask us to share (transfer) your personal data to another entity, the right to revoke the consent to the processing of your data that you have given us, the right to file a complaint with a legal authority and other rights that may be relevant under applicable legal regulations. To exercise these rights, you can write to us at the email address info@lerroa.com. We will respond to your request in accordance with applicable legal regulations.

You can opt out of direct marketing communications or profiling that we do for marketing purposes at info@lerroa.com.

Please note that if you do not allow us to collect or process the requested personal data or withdraw your consent to their processing for the requested purposes, it is possible that you will not be able to access or use the Services for which your data was requested.

7. Policy on the use of cookies

In order to provide the best possible service, we use technologies such as cookies to store and access device information. Consenting to these technologies will allow us to process data such as browsing behavior or a unique ID on our website. Disagreeing or withdrawing consent may adversely affect certain features and functions.

7.1 What are cookies?

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded in the browser. These cookies help us to ensure the correct functioning of the website, increase its security, provide better user comfort and understand how the website works and analyze what works and where something needs to be improved.

7.2 How do we use cookies?

Like most online services, our website uses its own and third-party cookies for several purposes. Own cookies are mostly necessary for the proper functioning of the website and do not collect any of your personal data.

Third-party cookies used on our website primarily serve to understand how the website works, how you interact with it, to ensure the security of our services, to provide advertisements that are relevant to you, and overall to provide you with a better and better user experience and help speed up your future interactions with our website.

For more information about managing cookies in individual browsers, please visit 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=en>
- Firefox- <https://support.mozilla.org/cs/kb/allow-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>

8. Security

The security of your data is important to us and we use reasonable security measures to prevent the loss, misuse or unauthorized alteration of your data under our control. However, due to the risks involved, we cannot guarantee absolute security and therefore cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

9. Complaints in the field of personal data protection

If you have any complaints, questions or concerns regarding the processing of your data available with us, you can write to us at the address of our registered office Petráská 1426/1,110 00, Prague 1 – Nové Město, Czech Republic, or by e-mail: [info @lerroa.com](mailto:info@lerroa.com) . We will deal with your suggestions in accordance with applicable legal regulations.

In Prague on: May 26, 2025

Effective date: June 1, 2025