

## Privacy Policy (GDPR)

**1. Introduction**Your privacy is important to us. REAL-SKP, a. s. (registered office: Třibřichy 47, 537 01 Třibřichy, Company ID: 27488730, VAT ID: CZ27488730), as the controller of personal data, is committed to protecting your personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and related legal regulations. This policy explains what data we process, for what purpose, on what legal basis, and what rights you have.

**2. Controller and contact details**Controller: REAL-SKP, a. s., Třibřichy 47, 537 01 Třibřichy.

Contacts: [info@skpmodel.eu](mailto:info@skpmodel.eu), [orders@skpmodel.eu](mailto:orders@skpmodel.eu).

If you have a complaint regarding the processing of personal data, you may also contact the Office for Personal Data Protection ([www.uoou.cz](http://www.uoou.cz)).

**3. What data we process**We process in particular: first and last name, billing and delivery address, e-mail, phone number, order and payment data, data from communication with customers, and possibly Company ID / VAT ID in the case of business customers. We also process technical data about website visits (IP address, logs, cookie identifiers) to the extent necessary for the operation and analysis of the website.

### 4. Purposes of processing and legal bases

- **Performance of a purchase contract** (processing orders, delivering goods, handling complaints): legal basis — performance of a contract (Article 6(1)(b) GDPR).
- **Compliance with legal obligations** (accounting, tax obligations): legal basis — compliance with a legal obligation (Article 6(1)(c) GDPR).
- **Communication with customers, website security, fraud prevention, protection of rights:** legal basis — legitimate interest of the controller (Article 6(1)(f) GDPR). The legitimate interest is balanced against your rights and interests.
- **Marketing and sending newsletters:** legal basis — consent (Article 6(1)(a) GDPR). For existing customers, marketing communications may also be based on legitimate interest (so-called soft opt-in) where permitted by law; in all cases, an easy opt-out is provided.
- **Website analytics:** legal basis — consent for analytical cookies; basic essential measurement may be carried out on the basis of legitimate interest, provided it does not interfere with the rights of data subjects.

**5. Recipients of personal data / processors**We disclose personal data only to necessary partners and processors: the e-commerce platform and hosting provider (Shoptet), payment gateway provider, accountants and tax advisors, carriers (e.g. Czech Post), and other service providers necessary for the performance of the contract. We have data processing agreements in place with all processors.

**6. Transfers to third countries**As a rule, we do not transfer personal data outside the EU/EEA. If a transfer to a third country occurs (for example, in connection with some cloud services), we will ensure legally required safeguards (adequacy decision, standard contractual clauses, etc.) and inform you accordingly.

### 7. Data retention period

- Accounting and tax documents: 10 years.
- Order and delivery data: 5 years (or for as long as necessary to assert legal claims).

- Complaints and related documentation: for the duration of rights and obligations and for as long as necessary to protect legal rights (usually until the limitation periods expire).
- Marketing contacts: until consent is withdrawn or an objection is raised, for a maximum of 3 years from the last interaction, unless otherwise legally justified.
- Technical logs (IP, logs): max. 2 years, unless longer retention is necessary for security purposes.

**8. Your rights**You have the right to access your data, rectification, erasure (in legally permitted cases), restriction of processing, data portability, and to object to processing based on legitimate interest or for direct marketing purposes. If processing is based on consent, you may withdraw it at any time without affecting the lawfulness of processing before withdrawal. You may exercise your rights by sending a request to [info@skpmodel.eu](mailto:info@skpmodel.eu) or by post to the controller's registered office. We will respond without undue delay, and no later than within 1 month; in justified cases, this period may be extended by 2 months.

**9. Lodging a complaint**You have the right to lodge a complaint with the supervisory authority — the Office for Personal Data Protection ([www.uouu.cz](http://www.uouu.cz)).

**10. Cookies and online marketing**We use necessary, functional, analytical, and marketing cookies. Analytical and marketing cookies are stored only after your consent. On your first visit, a cookie banner will appear, allowing you to accept, reject, or customize consent by category; settings can be changed at any time in the website footer.

**11. Security of processing**We use technical and organizational measures to protect data (encryption of transmission, access rights, backups, contractual safeguards for processors). Exact security procedures are governed by the controller's internal rules.

**12. Updates to this policy**This policy may be updated from time to time; the current version is always available at [www.skpmodel.eu](http://www.skpmodel.eu).

Date of last update: 1 June 2026

Thank you for your trust. REAL-SKP, a. s.