

# Privacy Policy

*Last updated: 1.11.2024*

We value your privacy and are committed to protecting your personal data in compliance with Czech data protection laws and applicable EU regulations, including the GDPR. This Privacy Policy explains how we collect, use, and protect your information when you register to receive professional documents, sign up for events, or subscribe to our email distributions.

## 1. Information We Collect

We may collect and process the following types of personal data:

- **Personal Identification Information:** Such as your name, email address, and any other contact information provided during registration.
- **Professional Information:** Such as your job title, industry, and specific areas of interest, allowing us to share relevant materials and event updates.
- **Technical Information:** Including IP addresses, browser details, and other online identifiers collected through cookies or similar technologies to improve website performance and security.

## 2. Purpose of Data Processing

We use your personal data solely for the following purposes:

- **Communications:** To send you the requested documents, registration confirmations, or updates on professional events.
- **Marketing and Promotions:** To deliver personalized email newsletters, offers, and information about upcoming events or industry materials. You can opt-out at any time.
- **Service Improvement:** To improve our services and user experience on our website.

We do not process your data for purposes other than those specified above without obtaining your explicit consent.

### 3. Data Sharing and Third-Party Disclosures

We do not sell, trade, or disclose your personal information to third parties, except when necessary to trusted service providers who support our Marketing and Sales team (like Ecomail, and Pipedrive). These providers are required to protect your data and use it solely for the purposes specified by us.

### 4. Data Security

We implement adequate security measures to protect your personal information from unauthorized access, alteration, or disclosure. However, please note that no data transmission over the internet or method of electronic storage is entirely secure.

### 5. Your Rights

Under Czech and EU data protection laws, you have the right to:

- Access, update, or request deletion of your personal data.
- Withdraw your consent at any time, though this may affect your access to certain services.
- Object to or restrict processing and request data portability where applicable.

For assistance with these requests, please contact us.

### 6. Contact Us

If you have any questions regarding this Privacy Policy or wish to exercise your data rights, please contact us at: [info@roboauto.cz](mailto:info@roboauto.cz)

By using our website and subscribing to our email services, you agree to this Privacy Policy. We may update these terms periodically, with changes posted on this page.