

Privacy Policy

Privacy Policy

JMP ASKLEPION s.r.o., A. Sládkoviča 92/9, 960 01 Zvolen, ID No.: 53560264, VAT No.: SK2121412865, registered in the Commercial Register of the District Court of Banská Bystrica, Section: Sro, Insert No. 40590/S ("JMP ASKLEPION"), the operator of the online store www.littlebali.sk, declares that all personal data (hereinafter also referred to as "data") are considered strictly confidential and are treated in accordance with the applicable legal provisions in the field of personal data protection.

The security of your personal data is a priority for us. We therefore pay due attention to personal data and its protection. In this Personal Data Processing Policy ("Policy"), we would like to inform you about what personal data we collect about you and how we use it further.

1. Personal data and their processing

1.1 Categories of personal data

We collect different data depending on which of our services you use.

If you shop with us, we collect:

- Name and contact details. First and last name, email address, postal address, billing address, telephone number, bank account, payment details.
- Demographic information. Gender, date of birth, country and preferred language.
- Data generated by the duration of the contract – products purchased, customer segment, volume of services provided.

We further process the following personal data:

- Data from communication between JMP ASKLEPION and the customer
- Logs include IP address, browser data (resolution, version, operating system, fingerprint), language
- Behavioural logs on websites managed by JMP ASKLEPION

1.2 Purposes of personal data processing:

- Service delivery and improvement.** In order to provide the services we offer and to improve them to your satisfaction, we process your personal data. Specifically, this includes:
 - Processing orders for goods or services** ordered either through our website, mobile app or customer service line. The lawful reason here is necessity for the performance of a purchase contract or, in the case of selected data, for the fulfilment of legal obligations (e.g. accounting documents).
 - Notification of the availability of goods.** In the event that you request to monitor the availability of goods, we will process your personal data on the basis of your consent.
 - Customer support. To provide customer service and to troubleshoot any problems** in the performance of the purchase contract.
 - Communication.** We use the collected data in order to communicate with you and personalise it. For example, we may contact you by phone, email or other means to

remind you that you have items in your online shopping cart, to assist you in completing your order, to notify you of the current status of your request, order or claim or to obtain additional information from you regarding it, or to notify you that you need to take an action necessary to keep your account active. We process this data about you for legitimate interest reasons, which is in the legitimate interest of JMP ASKLEPION as described above.

- **Service Improvement.** We use the data to continuously improve our services and systems, including adding new features, while making informed decisions using aggregate analytics and business intelligence, all based on our legitimate interest derived from the freedom to do business and based on the necessity to improve the services we provide in order to compete successfully. In order to ensure that your rights and interests are sufficiently protected, we use personal data that is anonymised as far as possible for the purpose of improvement.
- **Protection, security and dispute resolution.** We may also process data for legitimate interest, which is to ensure the protection and security of our systems and our customers, to detect and prevent fraud, resolve disputes and enforce our agreements on the basis of legitimate interest.
- **Marketing Offers.**
 - Business Notice
 - We are sending you a commercial communication relating to similar products to those you have purchased.
 - You can always opt-out of these commercial communications by using the unsubscribe link found in every email.
 - If you opt-out of receiving commercial communications, we will no longer use your electronic contacts for these purposes. We will start using them again as long as you register or explicitly request them.
 - The marketing offers you receive may be selected based on other information we have collected about you over time from your contact information, demographics, favorites, and usage data from our products and websites (cookies, IP address, data provided by your browser, click-through data, business notifications viewed, products visited). We do not carry out fully automated processing that would have legal effects for you.
 - If you are not our customer, we process based on your consent.
 - You have the right to object to this processing at any time free of charge. Contact details are provided at the end of this document.
- **Processing of cookies from websites operated by JMP ASKLEPION**
 - If you have cookies enabled in your web browser, we process behavioural records from cookies placed on websites operated by JMP ASKLEPION for the purpose of ensuring better operation of the JMP ASKLEPION websites and for the purpose of JMP ASKLEPION's online advertising. For more information, please refer to the separate chapter of this document.

1.3 Transfer of personal data to third parties

Your personal data will only be passed on to third parties or otherwise communicated if this is necessary for the performance of the purchase contract, on the basis of a legitimate interest or if you have given your prior consent to this.

- a) to affiliated companies and processors for the performance of the sales contract or for the performance of internal processes and procedures
- b) to credit card companies, payment service providers for the purpose of payment processing and banks on the basis of your order, the performance of a purchase contract
- (c) carriers for the purpose of delivering products or services you have ordered and resolving complaints, including cancellation of the contract
- d) other service providers, third parties involved in data processing
- e) third parties, e.g. legal or financial representatives, courts for the purpose of processing tax documents, debt recovery or other reasons arising from the performance of our legal obligations

- f) to public authorities (e.g. police)
- g) third parties conducting customer surveys

Insofar as third parties use the data within the scope of their legitimate interest, the controller is not liable for this processing. Such processing shall be governed by the data processing policies of the companies and persons concerned.

2. Customer account and purchase without registration

- a) As part of the conclusion of the VIP Club contract, we set up a customer account for you, which is secured with a password. Within the customer account, you gain direct access to your data, including editing it, and you can thus consult your data on completed and incomplete orders and edit the newsletter sent to you. You can also manage your personal data and the newsletter via your customer account.
- b) The customer account also includes a VIP club, in which we offer you a range of benefits. For more information, please refer to the respective OPs
- c) If you do not wish to set up a customer account to make purchases, you can also make purchases in our e-shop without registering, i.e. as a non-member.
- d) You have the right to terminate the VIP Club contract in accordance with the relevant terms and conditions.

3. Security of personal data and retention period

3.1 Security of personal data

- a) Your personal data is transmitted to us in encrypted form. We use the SSL (secure socket layer) encryption system. We secure our website and other systems with technical and organisational measures against the loss and destruction of your data, against unauthorised persons accessing, altering or disseminating your data.
- b) We require our processors to demonstrate that their systems comply with the GDPR.
 - c) Your customer account can only be accessed by entering your personal password. In this context, we would like to point out that it is essential that you do not communicate your access data to third parties and always close your web browser window when you have finished your activity in your customer account, especially if you are using your computer together with other users. JMP ASKLEPION assumes no liability for misuse of the passwords used, unless JMP ASKLEPION has directly caused this situation.

3.2 Processing period

We process and store personal data

- for as long as necessary to ensure all rights and obligations under the contract of sale
- for the duration of the VIP Club contract
- 1 year from the end of the warranty period for the purpose of resolving potential disputes
- during the time that JMP ASKLEPION is obliged to keep as administrator according to generally binding legislation. Accounting documents, e.g. invoices issued by JMP ASKLEPION, are archived in accordance with the law for 10 years from the date of their issue.
- The consent for notification of the availability of goods remains valid until the availability information is sent, but for a maximum of 1 year or until revocation.
- Consent for marketing offers is valid for 4 years or until revoked
- 6 years review
- Communication 2 years

In other cases, the period of processing results from the purpose of the processing or is dictated by data protection legislation.

4. Rights of data subjects

- a) If we process your personal data, you can request free information about the processing of your personal data at any time.

- b) If you believe that we are processing your personal data in violation of the protection of your personal data and the statutory data protection conditions, you may request an explanation, request that we remedy the situation, in particular, you may request that we rectify, supplement, delete or block your personal data.
- c) To exercise your rights, please contact the Data Protection Officer at gdpr@en. You may also contact the Data Protection Authority.
- d) You may withdraw your consent to the processing of your personal data at any time. If you withdraw your consent to the processing of your personal data, your personal data will be deleted or anonymised; however, this does not apply to personal data that JMP ASKLEPION needs to fulfil its legal obligations (e.g. to process an order already placed) or to protect its legitimate interests. The destruction of personal data will also take place if the personal data is no longer necessary for the stated purpose or if the storage of your data is inadmissible for other reasons provided for by law.

5. Web pages

5.1. Cookies

Our website uses cookies to make our offer relevant, interesting and user-friendly. Cookies are small text files that are stored on your computer, smartphone or other device and used by your browser. You can find more information about cookies [here](#).

We use cookies to:

- the correct functioning of the shopping cart so that you can complete your order as easily as possible
- remembering your login details so you don't have to re-enter them
- making our site as personalised as possible to your requirements by tracking your traffic, your movement around the site and the features you use
- finding out information about ad viewing so that we don't show you advertising for goods you're not interested in

Some cookies may collect information that is subsequently used by third parties and which, for example, directly support our advertising activities ("third party cookies"). For example, information about the products you purchase on our site may be displayed by an advertising agency as part of the display and customization of internet advertising banners on the websites you view. However, you cannot be identified by this information.

5.2 Use of cookies

Cookies used on our site can be divided into two basic types. Short-term, so-called "session cookies" are deleted as soon as you have finished visiting our site. Long-term ones, called "persistent cookies", remain stored on your device for much longer or until you manually delete them (the length of time cookies remain on your device depends on the setting of the cookie itself and your browser settings).

Cookies can also be divided according to their functionality into:

- analytical, which help us improve the user experience of our website by understanding how users use it
- conversion, which allow us to analyse the performance of different sales channels
- tracking, which in combination with conversion helps us analyse the performance of different sales channels
- remarketing, which we use to personalise the content of ads and target them correctly
- essential, which are important for the basic functionality of the website

5.3. Refusal of cookies

Setting the use of cookies is part of your internet browser. Most browsers automatically accept cookies by default. You can refuse cookies using your web browser or restrict them to the types you select.

You can find information about browsers and how to set your cookie preferences on the following websites or in other web browser documentation

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Android](#)

An effective cookie management tool is also available at <http://www.youronlinechoices.com/sk/>

5.4. Links

Our website contains links to other websites that are practical and contain information. Please note that these sites may be owned and operated by other companies and organisations and have different security and privacy policies. Our company has no control over and assumes no responsibility for any information, material, products or services found on or accessible through this website.

6. Contact us

If you have any questions, comments or requests regarding this Policy, please contact us at the address or customer service line listed at the foot of this Policy or via email.

Responsible person: kontakt@littlebali.sk

JMP ASKLEPION Ltd.

A. Sládkoviča 92/9, 960 01 Zvolen

ID: 53560264

VAT NUMBER: SK2121412865

Customer service: kontakt@littlebali.sk

7. Effectiveness

This Privacy Policy is effective from 1 September 2023.