

# **PRIVACY POLICY**

## **1. Controller**

The controller of personal data is:

Kano Beauty s.r.o.

Gorkého 10, 811 01 Bratislava

Company ID: 57226717

Email: info@kanobeauty.sk

(hereinafter "the Controller")

## **2. What personal data we process**

We process in particular the following personal data:

- full name
- delivery address
- email address
- phone number
- order details
- payment information (to the extent strictly necessary)

## **3. Purposes and legal basis for processing**

3.1 Order fulfilment Purpose: conclusion and performance of a purchase contract Legal basis: performance of a contract

3.2 Accounting and legal obligations Purpose: maintaining accounting records Legal basis: compliance with legal obligations

3.3 Marketing (email, newsletter) Purpose: sending commercial offers Legal basis: legitimate interest or consent

3.4 Online marketing (advertising and analytics) Purpose: remarketing, measurement of advertising performance Tools used: — Google Ads — Meta (Facebook/Instagram) Ads Legal basis: consent via cookies

## **4. Recipients of personal data**

Personal data may be disclosed to the following entities: — Shoptet a.s. – operation of the online store — Shoptet Pay – payment processing — Packeta Slovakia s.r.o. – delivery of goods — Ecomail.cz, s.r.o. – email marketing — Google Ireland Ltd. – analytics and advertising — Meta Platforms Ireland Ltd. – advertising and remarketing

## **5. Data retention periods**

Personal data is retained for the following periods: — orders and billing data: 10 years — marketing data: until consent is withdrawn or the user unsubscribes — analytical data: in accordance with cookie settings

## **6. Cookies**

We use the following cookies on our website: — necessary cookies (website functionality) — analytical cookies (e.g. Google Analytics) — marketing cookies (Google Ads, Meta Ads)

Marketing cookies are used exclusively on the basis of the user's consent. Further details are set out in the Cookie Policy.

## **7. Rights of the data subject**

You have the right to: — access your personal data — rectification of inaccurate data — erasure of your data — restriction of processing — data portability — object to processing — withdraw your consent at any time

You may exercise your rights by email: [info@kanobeauty.sk](mailto:info@kanobeauty.sk)

You also have the right to lodge a complaint with the Office for Personal Data Protection of the Slovak Republic.

## **8. Data security**

The Controller has implemented appropriate technical and organisational measures to protect personal data, including: — secured access to systems — database protection — restricted access to personal data

## **9. Final provisions**

This Privacy Policy is valid and effective from the date of its publication on the website [www.kanobeauty.sk](http://www.kanobeauty.sk). The Controller reserves the right to amend this Policy at any time.