

PRIVACY POLICY DAKEA PRO.APP

I. The scope of processed data

1. Personal data is collected during your use of the DAKEA PRO.APP, hereinafter referred to as "the app":

- first name and last name,
- e-mail address,
- telephone address
- Shipping address indicated
- Company data
- Geo-location - if you prefer to not have your geo-location data collected, you can also make this selection within your mobile device settings:

a. iOS (Apple) Instructions on how to control location settings can be found here: <https://support.apple.com/en-us/HT207092/>
<https://support.apple.com/en-us/HT203033>

c. Android (Google) Instructions on how to control device location settings can be found here:
https://support.google.com/nexus/answer/6179507?hl=en&ref_topic=61

2. Providing personal data is voluntary, but necessary for installing and using the app.

II. Personal Data Controller

1. The Data controller of the database is Altaterra Kft. with the business seat in Fertőd (postcode 9431), Hungary, at Malom köz 1, registered in the Hungarian business register under the register number 13543970-2-08. In all matters concerning personal data processing and exercising rights related to personal data processing You can contact Data controller to his postal address, or electronically to the following e-mail address : dataprotection@altaterra.eu.

2. Data controller ensures the security of personal data provided by Participants. The Data controller complies with the provisions of applicable law, including the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April

2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (**General Data Protection Regulation or “GDPR”**) of 27 April 2016 and The Act of 10 May 2018 on the Protection of Personal Data, in particular by fulfilling the obligations arising therefrom and allowing Participants the right to inspect their own data, the right to request their update and removal and the right to object in the cases indicated in the provisions of the above Act.

3. The Data controller uses appropriate technical and organizational measures to ensure the protection of processed data, in particular, protects data against their disclosure to unauthorized persons, as well as against their processing in violation of applicable law.

III. The purpose of processing personal data.

1. Participants' personal data are processed only for the purposes specified in generally applicable law and the Terms and Regulations of Dakea Pro.app and Dakea Loyalty Program – Terms and Conditions (to use the functionality of the Customer Account, and for providing Goods available in the Loyalty Store), in particular to the extent necessary to provide services and for statistical measurements. And the Data controller's own marketing (legitimate interest of the Data controller in accordance with art.6 par.(1)letter(f) of the GDPR), i.e.

1.a) in connection with contracts concluded with the App (code promotions, Customer Account services) according to art.6 par.(1) letter (b) of the GDPR,

1.b) to determine, investigate or defend against claims related to the contract concluded with the Customer or the processing of personal data, because the processing is necessary to implement the legitimate interest of Data controller, according to art.6 par.(1)letter(f) of the GDPR,

1.c)to provide marketing of the Controller own products and services as the pursuing the Data controller's legitimate interest according to art. 6 (1) letter (f) of the GDPR,

1.d) to contact with the Participant regarding using the app as the pursuing the Data controller's legitimate interest according to art. 6 (1) letter (f) of the GDPR,

- 1.e) to meet the legal obligations incumbent on the app., because processing in this case is necessary to meet the legal requirements to which Data controller is subject, i.a. under the applicable accounting regulations, according to art.6 par.(1) letter (c) of the GDPR.
2. The processing of Participants' personal data for purposes other than those indicated above will take place only after notifying Participants these new purposes and other necessary information.

IV. The period of personal data processing.

1. Personal data obtained as a result of the conclusion of the contract are processed from the moment they are obtained from the Customer until:
 - 1.a) the end of the period provided for submitting the complaint procedure,
 - 1.b) requesting cessation of personal data processing / deleting personal data if the Participant uses the Participant Account (the above request will result in the Participant Account being deleted).
2. We process personal data obtained on the basis of the consent of their owner from the moment of granting the relevant consent until its withdrawal / request to cease processing of personal data / request removal of personal data processing by the data owner.
3. In order to determine, pursue or defend against claims - personal data are processed until the time limitations for contractual claims or claims related to the processing of personal data.
4. Personal data processed in connection with the Data controller's (tax) statutory obligation will be stored for the period indicated in the relevant act and for the purpose indicated therein.

V. Transfer of personal data.

1. Personal data may be transferred to:

- 1.a) entities authorized to receive them on the basis of applicable legal provisions (e.g. courts, offices, public administration authorities, law enforcement authorities, supervisory authorities),
 - 1.b) employees, co-workers of the personal data controller authorized to process them,
 - 1.c) entities to which the personal data controller entrusted the processing of personal data or to other recipients of personal data, for example: email providers, accountants, legal advisors, HR contractors, transport companies, couriers etc.
2. Your data will not be transferred outside the EEA, except for the United Kingdom or made available to international organizations. Your personal data will be transfer to the country of the EEA.
 3. For any doubts regarding personal data, please write to dataprotection@altaterra.eu

VI. Data subject's rights.

1. You have the right to access your data and the right to rectify, delete, request restriction of processing, the right to transfer data, the right to object, the right to withdraw consent to data processing at any time without affecting the lawfulness of the processing which was made on the basis of consent before its withdrawal.
2. Consent may be withdrawn by sending an e-mail to the address (e-mail address: dataprotection@altaterra.eu) from the address to which the consent relates. In the event of deletion of data conditioning the use of the Participant Account, the Participant loses the opportunity to use the services offered under the Participant Account.
3. To the extent that your data is processed on the basis of a legitimate interest of Altaterra Kft., you have the right to object to their processing due to a special situation.
4. You have the right to transfer your personal data, i.e. the right to receive your personal data from Altaterra Kft. in a structured, commonly used, machine-readable IT format.

5. You also have the right to lodge a complaint with the President of the Personal Data Protection Office, address: ul. Stawki 2, 00-193 Warszawa, if you find that the processing of your personal data violates the provisions of the GDPR.

VII. Data profiling

Personal data shall not be processed in an automated way, including in the form of profiling.