

Privacy Policy

Privacy Policy (GDPR) - Lulashop.sk

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I. Basic Provisions

The controller of personal data pursuant to Article 4 point 7 of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data (hereinafter: "GDPR") is:

- **Name:** CSMD s.r.o.
- **Registered Office:** Čerešňová 1808/4, 979 01 Rimavská Sobota, Slovakia
- **IČO:** 54303257
- **DIČ:** 2121631303
- **VAT ID:** SK2121631303
- **Email:** csmdsro@gmail.com
- **Phone:** +421 919 129 124
- **Web:** www.lulashop.sk

(hereinafter: "Controller")

The Controller has not appointed a data protection officer.

II. Sources and Categories of Personal Data Processed

The Controller processes personal data that you have provided or that the Controller has obtained based on the fulfillment of your order: identification and contact data, order data, technical data (IP address, cookies, browser data, behavior on the website).

III. Legal Basis and Purpose of Processing

The legal basis for processing personal data is:

- **Performance of contract:** Article 6(1)(b) GDPR.
- **Legal obligation:** Article 6(1)(c) GDPR (e.g., accounting).
- **Legitimate interest:** Article 6(1)(f) GDPR (direct marketing to existing customers).
- **Consent:** Article 6(1)(a) GDPR (marketing to new visitors, certain cookies).

The Controller does not perform automatic individual decision-making within the meaning of Article 22 GDPR.

IV. Data Retention Period

The Controller stores personal data:

- For the period necessary to exercise the rights and obligations arising from the contractual relationship (10 years for accounting reasons).
- Until the consent for marketing processing is withdrawn (maximum 10 years).

After the expiry of the retention period, the Controller deletes the personal data.

V. Recipients of Personal Data

The recipients of personal data are persons:

- Involved in the delivery of goods / execution of payments based on the contract (transport companies, payment gateways and banks).
- Providing e-shop operation services and other services (IT providers, hosting, newsletter system, accounting firm).
- Providing marketing services (Google Analytics, Google Ads, Facebook Pixel).

The Controller does not intend to transfer personal data to a third country (outside the EU) or international organization.

VI. Cookies

- **Technical cookies:** Necessary for cart operation and login (without consent).
- **Analytical cookies:** For traffic measurement (with consent).
- **Marketing cookies:** For targeted advertising (with consent).

You can change cookie settings in your browser at any time.

VII. Newsletter

By subscribing to the newsletter, you give consent for the processing of your email address. You can unsubscribe at any time.

VIII. Your Rights

Under the conditions set out in the GDPR, you have:

- **Right of access** to your personal data (Article 15 GDPR).
- **Right to rectification** of personal data (Article 16 GDPR).
- **Right to erasure** ("right to be forgotten") (Article 17 GDPR).
- **Right to restriction** of processing (Article 18 GDPR).
- **Right to data portability** (Article 20 GDPR).
- **Right to object** to processing (Article 21 GDPR).
- **Right to withdraw consent** in writing or electronically.
- **Right to file a complaint** with the Office for Personal Data Protection of the Slovak Republic.

IX. Personal Data Security

The Controller declares that it has taken all appropriate technical and organizational measures to secure personal data, including for data stores in paper form. Only authorized persons have access to personal data.

X. Final Provisions

By submitting an order from the online order form, you confirm that you are familiar with these privacy conditions and accept them in their entirety. The Controller is entitled to change these conditions and will publish the new version on its website.

These conditions take effect on 19.05.2026.