

Privacy Policy

This document contains information concerning the protection of personal data provided by Users of the Websites <https://www.bigdigdata.com/> and <https://www.celus.net/>. The purpose of this document is to inform Users, as data subjects, of their rights and to provide clear and comprehensible information on how their personal data will be processed. This Privacy Policy applies to all data we collect and process in connection with the use of the Websites, Services, and systems by their Users.

We process personal data with the utmost care and respect. We comply with applicable legislation, in particular [Act No. 110/2019 Coll.](#), on Personal Data Processing, as amended, and with [Regulation \(EU\) 2016/679](#), i.e., the General Data Protection Regulation (GDPR). By clicking the hyperlink, you will access the full text of the Regulation, where you will find the exact wording of the provisions to which this document may refer.

1. Definitions and Interpretation

For the purposes of this Privacy Policy, the following terms have the following meanings:

“Account”: collectively, the personal data, professional/institutional identification and contact details, payment data to the extent necessary for invoicing (without storing payment card data), and access credentials that Users use to access paid content and/or any communication infrastructure on the Websites;

“Content”: any text, graphics, logos, icons, images, audio and video recordings, data compilations, page layouts, source code, software, and any other form of information that can be stored on a computer and that appears on or forms part of these Websites;

“Cookie”: a small text file that the Website stores on the User’s computer, tablet, or smartphone and by means of which the pages “remember” the User’s actions or preferences over time. It serves to distinguish individual Users accessing the Website, whereby some of the information thus obtained (for example, the IP address of the connecting computer or the type of browser used) may constitute personal data;

“Data”: collectively, all information you provide to us through the website. This includes, among other things, Account data and information submitted through any of our services or systems;

“Services”: collectively, all online facilities, tools, services, or information that Big Dig Data s.r.o. provides through the websites now or in the future;

“System”: collectively, any online tools, services, information, or features that **Big Dig Data s.r.o.** makes available through the website now or in the future. This includes, among other things, webmail, discussion forums, and email links;

“User” / “Users”: any third party who accesses the website and is not an employee of **Big Dig Data s.r.o.** acting within the scope of their employment;

“Website”: the website you are currently using (<https://www.bigdigdata.com> or <https://www.celus.net>), and any of their subdomains unless expressly excluded by their own terms.

2. Who is the controller of personal data and where can you contact them?

Controller of personal data: **Big Dig Data s.r.o.**

Company ID No. (IČO): 07607342

with registered office at Opletalova 85, 252 30 Řevnice

(hereinafter the **“Controller”**, **“Big Dig Data”**, **“we”**, or **“us”**)

Contact details — email: ask@bigdigdata.com

phone: **+420 704 442 069**

PhDr. Lucie Šerá has been appointed as the Data Protection Officer. The Officer can be contacted at the email/phone stated above.

3. Scope of personal data processed and the manner of its collection

3.1 The Controller processes personal data that the User has provided, or personal data that the Controller has obtained on the basis of fulfilling the User’s order. In specific cases, data may be provided in particular by completing forms on the Websites, by entering data into an established user Account, as well as in the preparation or conclusion of contracts and related documents and in the course of their performance (e.g., upon delivery of goods or provision of services). Data may also be provided during in-person meetings, by telephone, in writing, by email, or through other commonly used communication channels (e.g., text or messaging applications).

3.2 The Controller processes identification and contact data and data necessary for the conclusion and performance of a contract.

3.3 Depending on the relevant processing purpose, the Controller may process the following categories of ordinary personal data, where necessary:

- name;
- job position;
- contact details, such as email address and telephone number;
- institution details and billing data;
- IP address (collected automatically);
- type and version of the web browser (collected automatically);
- operating system (collected automatically);
- list of visited URLs – including the page you came from, your activity on our website, and the page you leave to (collected automatically);
- cookie information (see Article 9 below);
- information about ordered services;
- information about which services we have provided to you.

The Controller processes personal data only to the extent necessary for the purposes and on the legal bases described in Article 4 of this Privacy Policy.

3.4 The Controller does not process any special categories of personal data.

3.5 Where the User's consent is necessary for the processing of certain personal data for a specific purpose, such data will be processed only with that User's explicit consent.

3.6 The provision of personal data by the User is, as a rule, voluntary. Exceptions are situations where the delivery of goods or the provision of a Service cannot be ensured without certain data. We will always notify the User in advance if the provision of data is necessary. We require mandatory data only where required by law. We process only ordinary personal data and do not retain sensitive data, the processing of which is subject to stricter rules.

4. Legal basis, purpose of processing, and retention period of personal data

4.1 On the basis of consent

By granting consent, you allow the Controller to process personal data for the purpose of sending commercial communications relating to the offered services or products. This consent is required where you do not yet have an established Account, or where no order for goods or a service has been placed.

Before granting consent, you will always be informed of the scope of the personal data processed and of the specific purpose for which the consent is provided. **Consent may be withdrawn at any time.** However, the withdrawal of consent does not affect the processing of personal data carried out on the basis of other legal bases under the following points, which allow the processing of personal data for the given purposes to continue even after the withdrawal of consent.

4.2 For the purpose of concluding and performing a **contract** between the User and the Controller

The Controller processes personal data for the purpose of handling your order and exercising the rights and obligations arising from the contractual relationship between you and the Controller. When placing an order, the personal data necessary for the successful handling of the order is required; the provision of personal data is a necessary requirement for the conclusion and performance of the contract, and without the provision of personal data it is not possible to conclude the contract or for the Controller to perform it.

We process personal data for this purpose **for the duration of the contractual relationship.** After its termination, some data may be further retained for the purpose of fulfilling legal obligations or on the grounds of legitimate interest, as set out in the other parts of this Article.

4.3 For the purpose of fulfilling obligations arising from legislation

For the purpose of fulfilling obligations laid down by legislation, in particular in the area of accounting, taxes, and archiving, namely identification data – first name, surname, address, Company ID No. (IČO) and Tax ID No. (DIČ). The retention period for this data is determined by the relevant legislation.

4.4 For the purposes of the legitimate interests of the Controller or a third party

Legitimate interest is a legal basis on which we may process personal data in situations where it is necessary to protect or assert our legitimate interests, without disproportionately affecting the rights and freedoms of the User. For clarity, we set out the legitimate interests for which we process data:

- **Sending commercial communications and related marketing activities**

For direct marketing purposes, we process the name and email address of Users. You can easily stop the sending of commercial communications at any time via the link provided in each email containing such communication. Upon unsubscribing, the User is removed from active marketing lists, whereby basic contact details and communication history may remain stored in internal records.

- **Protection and assertion of the legal claims of Big Dig Data s.r.o.**

Protecting and proving our rights and legal claims arising in particular from contractual relationships or from any damage incurred. For this reason, we retain the relevant personal data (in particular data from contracts and communications) for a period of 5 years from the termination of the contract, or from the last contact if no contract was concluded. This period takes into account the running of limitation periods.

Some operations in the processing of personal data may be carried out in an automated manner, in particular for the purposes of the technical provision of services and basic sorting of data. However, this does not constitute automated individual decision-making or profiling with legal or similarly significant effects for the User within the meaning of Article 22 GDPR.

In order to send the User only relevant information and offers, we use simple segmentation of the database (e.g., according to how Users use e-resources – i.e., by type of resource, frequency of use, purpose of use, type of institution, behaviour in the system, etc.).

Part of this automated sorting is directly related to the performance of the contract (e.g., access to e-resources), and part serves ordinary marketing within the legitimate interest (e.g., sending relevant information and recommendations).

5. Use of data, recipients of personal data

5.1 The recipients of personal data obtained from Users are authorized employees of the Controller and processors that the Controller has entrusted with processing under the conditions set out in Article 6 of this Privacy Policy. We use all personal data exclusively for the internal needs of the company, protect it against misuse, and do not provide it to third parties without prior notice or your consent.

5.2 Any personal data you provide to us will be retained by the Controller **for the period during which you use** the Services and Systems provided on the Website, or for the period under Article 4 of this document. The exception is data set out in a contract, which we retain for legal purposes.

5.3 Unless required or permitted by law, and subject to Article 6, personal data will not be shared with third parties. This also includes our affiliated or other group companies.

5.4 All personal data is stored securely in accordance with the principles of the Act on Personal Data Processing and with Regulation (EU) 2016/679. More information on security (see Article 11).

5.5 We may also occasionally use personal data for the purpose of ensuring the highest possible quality of our services and user comfort, in accordance with the principles of the Act on Personal Data Processing and with Regulation (EU) 2016/679 (GDPR). The personal data may be used in particular for:

- internal record-keeping and the optimization of internal processes;
- improving our products and services;
- contacting you for market research purposes (email, telephone).

6. Third-party websites and services

To ensure the fulfilment of some of its contractual or legal obligations, the Controller may use the services of third parties acting as processors of personal data. These may include, for example, providers of payment services, delivery services, software applications, data storage, accounting, or marketing services. The providers of these services have access only to the data necessary for the performance of their activities. Any data used by these entities is used only to the extent necessary to provide the services requested by the Controller. Any other use is strictly prohibited. All processing of data by these third parties must comply with this Privacy Policy and with the Act on Personal Data Processing and Regulation (EU) 2016/679.

Personal data may also be disclosed to the competent administrative authorities where required by law, for example during inspections where the submission of personal data is required. All processing of data by third parties takes place in accordance with this Privacy Policy and applicable legislation.

Transfer of personal data to third countries (outside the EU/EEA): Some providers of services used by the Controller (in particular providers of cloud, email, and office services, e.g., the company Google – the Google Workspace services) may process data outside the European Economic Area, in particular in the United States. Such a transfer takes place only where an adequate level of protection is ensured, in particular on the basis of a European Commission adequacy decision (Google LLC is certified under the EU–U.S. Data Privacy Framework), standard contractual clauses approved by the European Commission, or other appropriate safeguards under Article 46 GDPR.

7. Changes in the ownership and control of the company

7.1 The Controller reserves the right that, in the event of an expansion or reduction of its business, which may include the transfer of a share in the company to another entity, the personal data of Users may be transferred together with the relevant part of the business. The new owner will be entitled to use this data under the same conditions as the previous controller.

7.2 Should such a transfer occur, the User will be informed and offered the option to have their personal data deleted or not transferred to the new Controller.

8. Control of access to the User's personal data

When entering personal data, the User will be offered the option to restrict its use, in particular:

- for direct marketing purposes;

- for sharing with third parties.

9. Your right not to provide information, and cookies

9.1 You can access certain parts of the Website without providing any data. However, to fully use the Services, it may be necessary to create an Account or enter additional data.

9.2 Cookies:

- Within its websites, the Controller uses cookies for the following purposes:
- Necessary cookies – for the purpose of maintaining the user session; these cookies are necessary so that the Controller, when displaying the website, can distinguish individual users and thus display relevant data only for the user;
- basic site settings, including for non-logged-in users, affecting the display of the website according to the user's choice (e.g., when a user disables the display of a certain graphic element, these cookies allow such a user choice to be respected) or taking into account the frequency or order of page browsing (e.g., on the first visit, information may be displayed that is no longer shown on subsequent visits).
- The Website uses only technically necessary cookies required for the proper functioning of the site and for maintaining the user session. These cookies are stored automatically and, pursuant to Section 89(3) of Act No. 127/2005 Coll., do not require the User's consent. The Controller does not use analytical or marketing cookies (including tools such as Google Analytics) and does not profile the User on the basis of cookies. The User may manage or delete cookies in their browser settings; however, restricting necessary cookies may affect the functioning of the site.

10. Access to your personal data

10.1 The User may access their Account at any time and edit the stored personal data. They may also change their marketing preferences.

10.2 You have the right to request a copy of your personal data.

11. Conditions for securing personal data

11.1 The Controller declares that it has taken all appropriate technical and organizational measures to secure personal data.

11.2 The Controller has adopted technical measures to secure data storage and the storage of personal data in paper form, in particular encryption of data media, regular backups, management of access rights through user accounts, use of multi-factor authentication, installation and updating of security software, regular testing of security features, physical security of premises (lockable cabinets, electronic security systems), and control of access by persons authorized to handle personal data.

11.3 The Controller declares that only persons authorized by it have access to personal data.

12. User's rights

Under the conditions laid down in the GDPR, the User has:

- the right of access to their personal data under Article 15 GDPR,
- the right to rectification of personal data under Article 16 GDPR, or restriction of processing under Article 18 GDPR,
- the right to erasure of personal data under Article 17 GDPR,
- the right to object to processing under Article 21 GDPR,
- the right to data portability under Article 20 GDPR,
- the right to withdraw consent to the processing of data, in writing or electronically, to the address or email of the Controller set out in Article 2 of these terms.

The User also has the right to lodge a complaint with the Office for Personal Data Protection (Úřad pro ochranu osobních údajů) if the User believes that their right to the protection of personal data has been infringed.

13. Final provisions

13.1 By submitting data through a web form, or by registering / placing an order via the online order form on the website, you confirm that, as a User, you have been acquainted with this privacy policy. This Privacy Policy is informative in nature, and being acquainted with it does not in itself constitute consent to processing; the Controller carries out the processing of personal data on the basis of the legal bases set out in Article 4 of this Privacy Policy.

13.2 Where consent is required for specific processing (e.g., the sending of commercial communications), the User grants it by separately ticking the relevant box. Such consent applies only to the given processing, not to this Privacy Policy as a whole, and may be withdrawn at any time.

13.3 The Controller is entitled to amend this personal data processing policy. The current version of the policy is always available on the Websites, and the User will be informed of any material changes in an appropriate manner. Amendments to the policy do not affect the legal bases on which processing is already taking place.

The current version of this document can be found on the Websites: <https://www.bigdigdata.com/>, <https://www.celus.net/>.

14. Contact us

If you have any questions regarding this privacy policy, you can contact us at: ask@bigdigdata.com tel. +420 704 442 069