

PRIVACY POLICY (GDPR)

1. Introductory Provisions

These Privacy Policy (hereinafter referred to as the “Policy”) describe the manner in which INFINITY estate s.r.o. processes personal data of natural persons in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and related legal regulations of the Czech Republic.

The Controller places maximum emphasis on the protection of privacy and personal data and processes such data only to the extent necessary and for the period strictly required.

2. Data Controller

The controller of personal data is:

INFINITY estate s.r.o.

Company ID: 19627637

Registered office: Rozdrojovická 344/45, 635 00 Brno

E-mail: info@novamyslivna.com

(hereinafter referred to as the “Controller”)

The Controller has not appointed a Data Protection Officer, as this obligation does not arise from applicable legal regulations.

3. Categories of Data Subjects

The Controller processes personal data primarily of the following data subjects:

- visitors to the website novamyslivna.com
- persons interested in the Nová Myslivna project
- persons who complete a contact or enquiry form
- persons who download promotional or informational materials
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4. Categories of Processed Personal Data

The Controller may process in particular the following personal data:

- identification data (first name, last name)
- contact data (e-mail address, telephone number)

- data provided in an enquiry or message
- technical data (IP address, cookies, device type, browser)
- marketing and analytical data

The Controller does not process special categories of personal data (sensitive data).

5. Purposes of Personal Data Processing

Personal data are processed for the following purposes:

1. handling enquiries and requests submitted via the website
2. communication with persons interested in the Nová Myslivna project
3. management of the database of interested persons and contact records in the CRM system
4. provision of informational and marketing materials
5. ensuring the operation and security of the website
6. analysis of website traffic and marketing activities
7. fulfillment of the Controller's legal obligations

6. Legal Basis for Processing

Personal data are processed on the basis of:

- consent of the data subject (Art. 6(1)(a) GDPR)
- performance of pre-contractual measures (Art. 6(1)(b) GDPR)
- legitimate interest of the Controller (Art. 6(1)(f) GDPR)
- compliance with legal obligations (Art. 6(1)(c) GDPR)

7. Method of Processing and Security of Personal Data

Personal data are processed both manually and automatically.

The Controller has adopted appropriate technical and organizational measures to protect personal data, in particular:

- secure IT systems
- encrypted data transmission

- restricted access granted only to authorized persons
- regular system updates and inspections

8. Recipients and Processors of Personal Data

Personal data may be disclosed to or processed by the following categories of recipients and processors:

- providers of IT, hosting, and web services
- providers of marketing and analytical tools (Google Analytics, Google Ads, Meta Ads, Facebook Pixel)
- operator of the Raynet CRM system, which serves as the Controller's primary tool for recording, managing, and communicating with persons interested in the project
- external collaborators and business partners involved in the sale of the Nová Myslivna project
- public authorities, where required by law

The Controller has concluded appropriate data processing agreements with all processors.

8a. Processing of Personal Data in the CRM System

Personal data obtained via contact or enquiry forms or through the downloading of materials may be transferred automatically or manually directly into the Raynet CRM system, which the Controller uses as its primary tool for working with interested parties and customers.

Within the CRM system, personal data are processed primarily for the purposes of:

- recording persons interested in the Nová Myslivna project
- management of sales processes and communication with interested parties
- preparation of offers and subsequent business communication
- customer relationship management

Records in the CRM system are maintained according to the relevant contact status (e.g. new lead, active enquiry, client), and personal data are processed only to the extent necessary for the given purpose and for the period specified in this Policy.

9. Transfer of Personal Data to Third Countries

Personal data may be transferred outside the EU/EEA only in connection with the use of services provided by companies based outside the EU (e.g. Google LLC, Meta Platforms Inc.), on the basis of standard contractual clauses in accordance with the GDPR.

10. Data Retention Period

Personal data are retained:

- for the duration of communication with the interested party
- for the duration of the legitimate interest
- for a maximum of 10 years, unless legal regulations stipulate otherwise

11. Automated Decision-Making and Profiling

The Controller does not carry out automated decision-making or profiling within the meaning of Article 22 GDPR.

12. Rights of Data Subjects

You have the right to:

- access your personal data
- rectification or completion of personal data
- erasure of personal data
- restriction of processing
- data portability
- object to processing
- withdraw consent at any time
- lodge a complaint with the Office for Personal Data Protection

13. Exercise of Rights

You may exercise your rights by e-mail at: info@novamyslivna.com.

The Controller will respond no later than within one month.

14. Final Provisions

These Policy are effective as of 17 December 2025.

The Controller reserves the right to update them at any time.

COOKIE POLICY

The website novamyslivna.com uses cookies to ensure proper functionality, analyze website traffic, and support marketing activities.

What Are Cookies

Cookies are small text files stored on your device when you visit websites.

Types of Cookies Used

- Technical cookies – necessary for the operation of the website
- Analytical cookies – website traffic measurement (Google Analytics)
- Marketing cookies – advertising targeting (Google Ads, Meta Ads, Facebook Pixel)

Managing Cookies

You can manage the use of cookies through your web browser settings.

Restricting cookies may affect the functionality of the website.