

# Privacy Policy (GDPR)

## 1. Personal Data Controller

The personal data controller in accordance with Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter referred to as the "GDPR") is:

**Name / Business name:** Zuzana Magálová – Confidence Coach

**Registered office:** Dejvická 397/34, 160 00, Praha 6, Czech Republic

**Email:** [hello@zuzanamagalova.com](mailto:hello@zuzanamagalova.com)

**Phone:** + 420 604 333 227

## 2. What data do I process?

I only process essential personal data provided to me, in particular:

- first and last name,
- email address,
- phone number,
- billing information (company ID number, address, VAT number), if you use paid services,
- information provided in the reservation system, emails, or forms (e.g. when booking a coaching session).

## 3. Personal data processing purposes

I use your data solely for the following purposes:

- concluding and fulfilling a contract for the provision of coaching services,
- processing orders, invoicing, and accounting,
- communication regarding the agreed services,
- fulfilling legal obligations (tax and accounting regulations),
- marketing purposes (newsletter, tips and information regarding my services), provided you have expressly agreed to this use.

## 4. Legal basis for processing

- Article 6(1)(b) of the GDPR – performance of a contract,
- Article 6(1)(c) of the GDPR – compliance with a legal obligation,
- Article 6(1)(f) of the GDPR – legitimate interest (e.g. direct marketing to existing clients),
- Article 6(1)(a) of the GDPR – consent to processing (e.g. for sending newsletters).

## **5. Data retention period**

- for the duration of the contractual relationship and subsequently for a period of 10 years in accordance with tax and accounting regulations,
- for data processed on the grounds of consent – until its revocation.

## **6. Recipients of personal data**

Personal data may be disclosed to the following categories of processors:

- IT service and reservation system providers,
- accountants and tax advisors,
- email and marketing tool providers,
- public authorities, if required by law.

## **7. Transfer to third countries**

I never transfer collected personal data outside the EU. If I use services based outside the EU (e.g. email marketing tools), I only transfer data if an adequate level of protection is ensured in accordance with the GDPR.

## **8. Your rights**

You have the following rights:

- the right to access your personal data,
- the right to rectification or erasure,
- the right to restriction of processing,
- the right to object to processing,
- the right to data portability,
- the right to withdraw consent to processing at any time,
- the right to file a complaint with the Office for Personal Data Protection ([www.uoou.cz](http://www.uoou.cz)).

## **9. Data security**

Your personal data is safe with me. I use modern technical and organisational measures to prevent its misuse, loss, or unauthorised access.

## **10. Contact information**

In case of any questions regarding the processing of personal data, you can contact me at any time at [hello@zuzanamagalova.com](mailto:hello@zuzanamagalova.com).