

Privacy Policy

Effective from: 01.07.2026

1 Who is the data controller

The controller of personal data processed through this website is:

Polina Shkalenkova

Self-employed entrepreneur (OSVČ), registered in the Czech Republic
Address: Erbenova 408/7, 293 01 Mladá Boleslav, Česká republika
Company ID (IČ): 22578137
Contact e-mail for data protection matters: pshkalenkova@gmail.com

In the remainder of this document, "I", "me", or "the controller" refers to the above entity.

2 What data I collect and why

2.1 Audit request form. If you submit the form on this website, I receive:

- your name;
- your e-mail address;
- your phone number / WhatsApp / Telegram contact;
- a description of your business and your customer;
- your answers about your current marketing situation and budget;
- a link to your website or social media (optional field).

Purpose: to contact you, carry out the free marketing audit you requested, and offer cooperation if relevant.

This data is processed **only with your explicit consent**, given by ticking the consent checkbox before submitting the form.

2.2 Technical data (cookies). If and when analytics or advertising tools are added to this site (e.g. Google Analytics, Meta Pixel), the site will store cookies for these purposes only with your consent. See Section 6 (Cookies) below. Until such tools are enabled, the site uses only technically necessary elements (Google Fonts, loaded from Google's servers to display the site correctly) — see Section 4.

3 Legal basis for processing

- Data submitted through the audit request form: **consent of the data subject** (Art. 6(1)(a) GDPR / § 5 of Act No. 110/2019 Coll.), given voluntarily and revocable at any time.
- Analytics / advertising cookies (once enabled): consent requested separately via a cookie banner, before any such cookies are set.

4 Who receives the data

I do not sell or share your personal data with third parties for marketing purposes. The following services may process data as part of the technical operation of this website (data processors):

- **Web3Forms** — the service used to technically deliver the audit request form to my e-mail inbox. It operates as an independent data processor with its own privacy policy.
- **Google Fonts** — when the site loads, your browser contacts Google's servers to retrieve fonts, which involves

transmitting technical information such as your IP address.

- **Google Analytics / Meta Pixel** (once enabled) — analytics and advertising services provided by Google and Meta, used only if you consent via the cookie banner.

5 International data transfers

The services listed in Section 4 (Web3Forms, Google, Meta) may process data on servers located outside the European Union, including in the United States. Such transfers rely on mechanisms recognized as compliant with the GDPR, in particular the EU-US Data Privacy Framework adequacy decision or the standard contractual clauses applied by the relevant service provider.

6 Cookies

Currently, this website does not set any cookies that require your consent — only technically necessary elements are used to display the site correctly.

Once analytics or advertising tools are enabled, the site will request your consent through a cookie banner before setting any non-essential (analytics or advertising) cookies. You will be able to:

- accept all cookies;
- reject non-essential cookies;
- choose which categories of cookies to allow;
- change your choice at any time via the cookie settings on the site.

7 Data retention period

Data submitted through the audit request form is retained until the purpose of your inquiry has been fulfilled (i.e. until our communication regarding the audit or potential cooperation is concluded), but for no longer than **2 years** from the date of the last contact, unless a longer retention period is required by law (for example, for accounting or tax purposes if a contract is concluded between us).

8 Your rights

As a data subject, you have the right to:

- access the personal data I hold about you;
- request correction of inaccurate data;
- request erasure of your data ("right to be forgotten");
- request restriction of processing;
- object to processing;
- withdraw your consent at any time — this does not affect the lawfulness of processing carried out before withdrawal;
- receive your data in a structured, commonly used format (right to data portability);
- lodge a complaint with the supervisory authority — the **Office for Personal Data Protection (Úřad pro ochranu osobních údajů, ÚOOÚ)**, Pplk. Sochora 27, 170 00 Prague 7, Czech Republic, www.uoou.cz — if you believe the processing of your data violates the law.

To exercise any of these rights, please contact me at pshkalenkova@gmail.com.

9 Changes to this policy

I may update this policy from time to time — for example, when new services (analytics, advertising) are enabled, or when the applicable law changes. The current version is always available on this page, together with the date of its last update.

This document is a template prepared for informational purposes and reflects the data practices described by the controller at the time of drafting. It is recommended to have this document reviewed by a Czech-qualified lawyer before relying on it as your final, published privacy policy.