

Privacy Policy

This Privacy Policy describes how we process the personal data of visitors to and clients of the website www.qpexsolutions.cz, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (the "GDPR") and Act No. 110/2019 Coll., on the Processing of Personal Data.

1. Who is the controller of personal data?

The controller of personal data is:

Michal Šoun, trading under the business name QPEX Solutions

Company ID No.: 86793560

Registered office: Pod skalkou 188, Liberec 30, 463 11, Czech Republic

Email: info@qpexsolutions.cz

Phone: +420 775 220 182

(the "Controller").

We are not required to appoint a Data Protection Officer (DPO). Nevertheless, you may contact us at any time at the email address above with any questions concerning the processing of your personal data.

2. What personal data do we process and why?

2.1 Enquiry (contact) form

If you contact us using the "Free Consultation" form, we process:

- your first and last name,
- your email address,
- your telephone number (optional),
- the content of your message and any other information you voluntarily provide to us in the course of communication.

Purpose of processing: handling your enquiry, preparing an offer, and any subsequent communication and contract negotiations.

Legal basis: taking steps at your request prior to entering into a contract (Article 6(1)(b) GDPR), or, where applicable, our legitimate interest in responding to your enquiry (Article 6(1)(f) GDPR).

Retention period: if the enquiry does not result in a business relationship, we retain the data for 3 years from the last communication and then securely delete it. If a business relationship is established, the retention period is governed by Section 2.3 below.

2.2 Marketing communications and other email communication

If you give us separate consent, we may occasionally send marketing communications concerning our services (e.g. news, professional articles and invitations to events) to your email address. At present, we send such communications directly from our email account; in the future, we may also use a specialised third-party email distribution tool. If we do so, we will update this Privacy Policy and identify the relevant processor.

Legal basis: your consent (Article 6(1)(a) GDPR and Section 7 of Act No. 480/2004 Coll., on Certain Information Society Services).

Retention period: until you withdraw your consent. You may unsubscribe at any time free of charge by replying to an email or sending a request to info@qpexsolutions.cz.

2.3 Clients - performance of a contract and invoicing

If we become your service provider, we process billing and identification data (name/company name, address, Company ID No., VAT ID No., contact details and bank details) for the purpose of performing the contract and complying with legal obligations, in particular accounting and tax record-keeping.

Legal basis: performance of a contract (Article 6(1)(b) GDPR) and compliance with legal obligations (Article 6(1)(c) GDPR), in particular obligations under accounting and value added tax legislation. Retention period: for the duration of the contractual relationship and subsequently for the period required by applicable law (generally 10 years for accounting and tax documents).

2.4 Cookies and web analytics

Our website uses Google Analytics and, where applicable, Google Ads / Meta (Facebook) Pixel to measure website traffic and evaluate marketing effectiveness. These tools use cookies and similar technologies.

- Technical (strictly necessary) cookies are processed on the basis of our legitimate interest in ensuring the proper functioning of the website.
- Analytics and marketing cookies are processed only on the basis of your consent, which you may give or withdraw at any time through the cookie settings on the website.

Details of individual cookies, their duration and available settings can be found in the separate Cookie Policy on the website.

3. Who has access to the data (recipients and processors)?

Your personal data may be disclosed to the following categories of recipients:

- Web7master s.r.o. (web7.cz) - provider of web hosting and technical website administration,
- providers of accounting and invoicing services,
- Google Ireland Limited (Google Analytics, Google Ads),
- Meta Platforms Ireland Ltd. (Facebook/Instagram Pixel), if used,
- a provider of an email distribution tool, if we use such a service in the future.

In each case, access is limited to the extent necessary for the relevant purpose and is based on a data processing agreement where required.

4. Transfers of personal data abroad

Some of the processors listed above (e.g. Google and Meta) may process data on servers outside the European Economic Area, in particular in the United States. In such cases, the transfer is safeguarded by Standard Contractual Clauses approved by the European Commission or by the processor's participation in the EU-U.S. Data Privacy Framework, thereby ensuring an appropriate level of protection for your data.

5. Your rights

In connection with the processing of your personal data, you have the right to:

- access the personal data we process about you,
- have inaccurate or incomplete data corrected,
- have your data erased (the "right to be forgotten") where the statutory conditions are met,
- restrict processing,
- data portability in a structured, commonly used and machine-readable format,
- object to processing based on legitimate interests,

- withdraw your consent to processing at any time (e.g. for newsletters or marketing cookies), without affecting the lawfulness of processing carried out before the withdrawal,
- lodge a complaint with the Czech Office for Personal Data Protection (www.uoou.cz) if you believe that the processing of your data infringes the GDPR.

You may exercise your rights by email at info@qpexsolutions.cz or in writing at the registered office address specified in Section 1. We will respond to your request without undue delay and no later than within one month.

6. Data security

We have implemented appropriate technical and organisational measures to ensure a level of security appropriate to the relevant risk, including secure data transmission (HTTPS/SSL), restricting access to data to authorised persons only, and regular monitoring of website security.

7. Automated decision-making

We do not use automated decision-making or profiling within the meaning of Article 22 GDPR when processing your personal data.

8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time, for example in connection with changes in legislation or our processing practices. The current version is always available on this page.

This Privacy Policy is valid and effective from 1 July 2026.