

PRIVACY POLICY

Last Updated: 5 May 2025

1. Introduction

This Privacy Policy explains how “warpp”, operated by a sole proprietor, Marián Šlachta, registered in the Czech Republic, Business Registration Number: 22577025, with registered address at Příbyslavská 788/10, Praha 3 Žižkov, 130 00, email: warpp.me@gmail.com (“we,” “us,” or “the Seller”), collects, uses, and protects your personal data when you use our website at warpp.me (“the Website”). We are committed to complying with the General Data Protection Regulation (GDPR, Regulation EU 2016/679), the Czech Act No. 110/2019 Coll. on Personal Data Processing, and other applicable Czech laws (e.g., Act No. 235/2004 Coll. on VAT, Act No. 563/1991 Coll. on Accounting, Act No. 480/2004 Coll. on Information Society Services, Act No. 634/1992 Coll. on Consumer Protection). We also adhere to relevant international data protection standards to serve our global users. For questions, contact us at “warpp.me@gmail.com”.

2. Data We Collect

We collect the following categories of personal data:

2.1. Browsing the Website

- IP address
- Device and browser information (e.g., type, operating system, browser version)
- Cookies and similar technologies (e.g., for analytics, if you consent)

Purpose: To ensure the Website’s functionality, analyze traffic, and improve user experience.

Legal Basis: Legitimate interest (Art. 6(1)(f) GDPR) for technical operations; consent (Art. 6(1)(a) GDPR) for non-essential cookies, as required by Act No. 480/2004 Coll.

Retention: Server logs up to 6 months; cookies per your consent settings or until expiry.

2.2. Account Registration

- Email address
- Password (encrypted)
- Username

Purpose: To create and manage your account, enable logins, and provide access to Website features (e.g., image uploads).

Legal Basis: Contract performance (Art. 6(1)(b) GDPR); consent for optional data (Art. 6(1)(a) GDPR).

Retention: Until you delete your account, unless required longer for legal obligations (e.g., tax records).

Note: Users under 15 years old require parental consent for registration, per Section 7 of Act No. 110/2019 Coll. and Art. 8 GDPR.

2.3. Purchases

- Name and surname
- Delivery address
- Billing information (if different, or for businesses, e.g., VAT ID)
- Phone number (optional, for delivery coordination)
- Payment details (processed by Stripe, not stored by us; for more information regarding Stripe, please refer to: <https://stripe.com/en-cz/privacy>)
- Order details (e.g., product type, size, design)

Purpose: To process and fulfill your order, arrange delivery, and comply with tax and accounting obligations.

Legal Basis: Contract performance (Art. 6(1)(b) GDPR); legal obligation (Art. 6(1)(c) GDPR) for tax and accounting records under Act No. 235/2004 Coll. and Act No. 563/1991 Coll.

Retention: 10 years for billing data (VAT records, Section 35 of Act No. 235/2004 Coll.); 5 years for accounting records (Section 31 of Act No. 563/1991 Coll.); delivery data until order fulfillment.

2.4. Image Uploads and Management

- Uploaded images (may include personal data, such your likeness, depending on content uploaded)
- Image metadata (e.g., upload time, format)
- History of image changes (if you update images linked to QR codes)

Purpose: To enable you to personalize QR codes on T-shirts and manage your profile.

Legal Basis: Contract performance (Art. 6(1)(b) GDPR); explicit consent for images containing special categories of data (e.g., likeness) per Art. 6(1)(a) and Art. 9(2)(a) GDPR, and Section 9 of Act No. 110/2019 Coll.

Retention: Until you delete the image or your account, or as needed for QR code functionality on delivered T-shirts.

Note: You are responsible for ensuring uploaded images do not infringe third-party rights (e.g., copyright, likeness), per Act No. 121/2000 Coll. and international intellectual property laws.

2.5. QR Code Features

- Images linked to QR codes through user profile (publicly accessible when scanned, if you choose to upload)
- Anonymous scan statistics (e.g., number of scans, no identifiable data unless linked to you)

Purpose: To provide the QR code functionality and analyze engagement with the Website.

Legal Basis: Contract performance (Art. 6(1)(b) GDPR) for image display; legitimate interest (Art. 6(1)(f) GDPR) for anonymized statistics.

Retention: Images until deleted, including upon deletion of your account or return of the merchandise (e.g., due to dissatisfaction, as described in our Terms and Conditions). After deletion or return, the QR code may be reassigned to

another user's account and linked to a different URL, with no retention of your personal data. Anonymous scan statistics are kept up to 2 years in anonymized form, with no identifiable data.

2.6. Profile and Social Features

- Profile information (e.g., username, description, if provided)
- Interaction data (e.g., login times, profile updates)

Purpose: To allow you to engage with the Website's community features and return to update your content.

Legal Basis: Contract performance (Art. 6(1)(b) GDPR); consent for optional profile data (Art. 6(1)(a) GDPR).

Retention: Until you delete your account or profile data.

2.7. Contact and Support

- Name, email address, phone number (if provided)
- Content of your communication (e.g., inquiries, complaints)

Purpose: To respond to your questions, handle complaints, or provide support (e.g., regarding product availability).

Legal Basis: Contract performance (Art. 6(1)(b) GDPR) for order-related issues; legitimate interest (Art. 6(1)(f) GDPR) for general inquiries.

Retention: For the duration of resolving your inquiry, up to 1 year for follow-ups.

2.8. Technical and Analytical Data

- Server logs (e.g., access times, IP address, requested URLs)
- Analytical data (e.g., anonymized traffic patterns via tools like Google Analytics, if you consent)

Purpose: To maintain security, monitor performance, and improve the Website.

Legal Basis: Legitimate interest (Art. 6(1)(f) GDPR) for security; consent (Art. 6(1)(a) GDPR) for analytics, per Act No. 480/2004 Coll.

Retention: Logs up to 6 months; analytical data per consent settings or until expiry.

3. Recipients of Your Data

We may share your data with:

- Delivery companies (e.g., name, address, phone for shipping).
- Payment processors (Stripe for secure transactions – we do not store payment details; for more information regarding Stripe, please refer to: <https://stripe.com/en-cz/privacy>).
- IT service providers (e.g., hosting, analytics, only with data processing agreements per Art. 28 GDPR and Section 6 of Act No. 110/2019 Coll.).
- Domain registrar for the .me domain (e.g., contact details for technical purposes, protected by privacy services where applicable).
- Czech authorities, if required by law (e.g., tax office for invoices, per Act No. 235/2004 Coll.).

We do not sell or share your data for marketing by third parties without your consent.

4. Data Retention

We retain your data only as long as necessary:

- Browsing data: Up to 6 months for logs; cookies per your consent settings.
- Account data: Until you delete your account, unless required longer for legal obligations.
- Purchase data: 10 years for VAT records (Act No. 235/2004 Coll.); 5 years for accounting (Act No. 563/1991 Coll.); delivery data until fulfillment.
- Images: Until you delete them or your account, or as needed for QR code functionality.
- Profile data: Until you delete your profile or account.
- Contact data: Up to 1 year after resolving your inquiry.
- Technical data: Up to 6 months for logs; analytics per consent.

Data is deleted when no longer needed, unless required by Czech or international law.

5. International Data Transfers

As we operate on a .me domain and serve international customers, your data may be processed outside the EU/EEA (e.g., by hosting providers in the US). We ensure compliance with GDPR, Act No. 110/2019 Coll., and international standards through safeguards like Standard Contractual Clauses (Art. 46 GDPR), adequacy decisions (Art. 45 GDPR), or other mechanisms (e.g., US Data Privacy Framework where applicable). For details, contact us at warpp.me@gmail.com.

6. Your Rights

Under GDPR, Act No. 110/2019 Coll., and applicable international laws, you have the right to:

- Access your data (Art. 15 GDPR).
- Rectify inaccurate data (Art. 16 GDPR).
- Erase your data ("right to be forgotten," Art. 17 GDPR).
- Restrict processing (Art. 18 GDPR).
- Data portability (Art. 20 GDPR).
- Object to processing based on legitimate interest (Art. 21 GDPR).
- Withdraw consent at any time (Art. 7 GDPR), without affecting prior processing.

To exercise these rights, contact us at warpp.me@gmail.com. You may also lodge a complaint with the Czech Data Protection Authority (Úřad pro ochranu osobních údajů, www.uoou.cz, address: Pplk. Sochora 27, 170 00 Praha 7, Czech Republic) or another supervisory authority in your country.

7. Cookies and Tracking

We use cookies for essential functions (e.g., login, cart) and, with your consent, for analytics and marketing, as required by Act No. 480/2004 Coll., GDPR, and

ePrivacy Directive (2002/58/EC). You can manage preferences via our cookie banner. See our [Cookie Policy](#) for details.

8. Security

We implement technical and organizational measures (e.g., encryption, access controls) to protect your data, as required by Art. 32 GDPR, Section 13 of Act No. 110/2019 Coll., and international best practices. However, no system is fully secure, and we cannot guarantee absolute protection.

9. Special Note on Images

Images you upload for QR codes may contain personal data (e.g., your likeness), considered special category data under Art. 9 GDPR, or copyrighted content under Act No. 121/2000 Coll. and international laws. By uploading, you explicitly consent to their processing and public display via QR code scans. You warrant that you have the right to upload such content and that it does not infringe third-party rights (e.g., copyright, privacy). You can withdraw consent by deleting the image, but this may not affect copies already accessed by others.

10. Children's Data

Per Section 7 of Act No. 110/2019 Coll. and Art. 8 GDPR, users under 15 years old must have parental consent to register or use our services. If we learn we have collected data from a child under 15 without consent, we will delete it promptly. Contact us at warpp.me@gmail.com if you believe this applies.

11. Changes to This Policy

We may update this Privacy Policy to reflect legal or operational changes, in line with GDPR, Czech law, and international standards. The latest version is available on our page- at warpp.me. Significant changes will be notified via email or the Website.

12. Contact

For questions, requests, or to exercise your rights, contact us at:

- Email: warpp.me@gmail.com
- Address: Příbyslavská 788/10, Praha 3 Žižkov, 130 00
- Phone: +421944303011

For complaints, you may contact the Czech Data Protection Authority (www.uoou.cz) or your local supervisory authority.