

## Processing of personal data – consumer clients

Purpose of processing	Personal data	Grounds for processing	Retention period of personal data
Marketing at fairs Direct marketing, including web forms and newsletters Direct client acquisition Customer service	Name Address Phone number E-mail Customer service contact	The legitimate interest of the controller The data subject's consent regarding newsletters and any other kind of e-marketing	Information is retained for as long as is necessary to produce the service
Management of client relationships and agreements, fulfilling warranty terms and conditions	Name Address E-mail Phone number Information related to maintaining client relationships and contacts: purchasing and cancellation data related to products and services, delivery information, feedback, complaints and customer service events, contact via e-mail	The implementation of the agreement with consideration for the warranty period	Information is retained for as long as is necessary to produce the service According to the warranty terms and conditions
Delivery of products/services to the client	Name Address E-mail Phone number	The implementation of the agreement	Information is retained for as long as necessary to produce the service According to the warranty terms and conditions
Use of client photographs in marketing	Name Photograph	Consent	For as long as consent remains valid
Online store	Name Address E-mail Phone number	The implementation of the agreement The legitimate interest of the controller	Data is retained for 5 years after the client's last order Legal obligation to retain invoice data (6 years)

	Purchase history	Legal obligation	
Client feedback and complaints	Name Address E-mail Phone number Purchase history Information related to contacts and managing feedback and complaints: purchasing and cancellation data related to products and services, delivery information, feedback, complaints and customer service events, contact via e-mail	The implementation of the agreement The legitimate interest of the controller	Information is retained for as long as is necessary to produce the service  According to the warranty terms and conditions
Implementing market analyses, such as customer satisfaction surveys	E-mail	The legitimate interest of the controller	For as long as the user data is accessible
Sending invoices	Name Address Phone number E-mail address	The legitimate interest of the controller Legal obligation	For as long as the client relationship exists Legal obligation to retain invoice data (6 years)
Actions of recovery and credit control	Name Personal identity number Address Phone number Data concerning debt Payments Bank contact information Information from the credit and customer default register Credit rating	The legitimate interest of the controller Legal obligation	For as long as the client relationship exists and any outstanding claims are legally collectible. Legal obligation to retain invoice data (6 years)