

PRIVACY POLICY

(Information obligation pursuant to Article 13 of Regulation (EU) 2016/679 – GDPR)

1. Data Controller

The controller of personal data is:

VÁGNER POOL s.r.o.

Registered office: Nad Safinou II 348, 252 50 Vestec, Prague-West

Company ID: 27121062

VAT ID: CZ27121062

Registered in the Commercial Register

(hereinafter referred to as the “Controller”)

Contact e-mail for GDPR matters: info@vagnerpool.com

2. What data we process and why

We process personal data that you provide to us (e.g. when placing an order or enquiry) and data collected based on your activity on our website.

A) Order processing and contract performance

To process your order, deliver pool equipment or provide services, we require:

- Personal data: name, surname, billing and delivery address, Company ID/VAT ID (if applicable)
- Contact details: e-mail, phone number
- Legal basis: performance of a contract

B) Accounting and legal obligations

Invoices and accounting documents must be archived by law.

- **Scope:** identification and transaction data.
- **Legal basis:** legal obligation.

C) Marketing and newsletters

- **For customers:** If you have made a purchase, we may send you commercial communications related to similar products based on our legitimate interest. You can unsubscribe at any time.
- **For non-customers:** We send newsletters only based on your consent granted via the cookie banner on our website.

D) Online marketing, remarketing and analytics (Google, Facebook)

We use cookies and pixels to display relevant advertising and improve our website.

- **Scope:** IP address, cookie identifiers, browser data, user behaviour on the website
- **Legal basis:** your consent via the cookie banner

3. Data recipients

We process your personal data in a secure manner and only share it with trusted service providers (processors) where necessary:

1. **Logistics providers:** Rhenus, Raben, Toptrans, DPD, Geis, Jaroslava Šundová, Špatenka, Kamitiro, TransForwarding, Fedex, DHL, Packeta, Prime Trans, M-Log, Elumatrans, Gebrüder Weiss, etc.
2. **IT & hosting providers.**
3. **Accounting and tax advisors.**
4. **Marketing and analytics tools:**
 - **Google Ireland Ltd.** (Google Analytics, Google Ads)
 - **Meta Platforms Ireland Ltd.** (Facebook, Instagram)
 - **E-mailing providers (Ecomail)**

Some providers (Google, Meta) may process personal data outside the EU (e.g. in the USA) based on standard contractual clauses or other appropriate safeguards.

4. Data retention

- **Accounting documents:** 10 years
- **Contract-related data:** 3–5 years
- **Marketing:** until unsubscribe
- **Cookies:** max. 13 months

5. Cookies

We use:

- Necessary cookies – required for functionality
- Analytical cookies (Google Analytics) – only with consent
- Marketing cookies (Google Ads, Facebook Pixel) – only with consent

You can change your settings at any time in the website footer.

6. Your rights

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to object
- Right to lodge a complaint with a supervisory authority (<https://www.uouu.cz>)

7. Data security

We have implemented appropriate technical and organisational measures.

Access is limited to authorised persons only.

Effective from: 1 February 2026