Privacy policy

Last update: 24.7.2026

1 General provisions

The controller of personal data pursuant to Article 4(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter: "GDPR") is **Smartform s.r.o.**, ID No.: 21776288, registered office at Lomnického 1705/7, 140 00 Prague 4, represented by Managing Director Jan Herold, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 405074 (hereinafter: "Controller").

Contact details of the Controller:

Lomnického 1705/7, 140 00, Prague 4 – Nusle
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1.1 What is the Privacy policy?

The Privacy Policy (the "Policy") describes how the Controller obtains, uses and handles personal data collected through the https://smartform.cz/ (the "Website") and through the Smartform services offered.

The Policy forms part of the Terms and Conditions set out on the Website and by agreeing to the Terms and Conditions you also agree to this Policy.

1.2 What is personal data?

Personal data means any information about an identified natural person;
Personal data may include:

a) Identifying information; e.g. name, surname, identification number, gender, tax identification number, ID number or user account login;
b) Contact details, e.g. home address (or delivery address), telephone number, email address;
c) other data, e.g. IP address (network identifier) including browser type, device and operating system, location data, time and number of accesses to the web interface and other similar information.

2 Collecting and processing personal data

2.1 Sources of personal data

The Controller obtains and processes personal data provided by you as a customer or user, in particular when registering in the administration application, when ordering, arranging and providing services or filling in the contact form on the website.

2.2 Reason and purpose for processing personal data

By registering to the Administration Application in accordance with the Terms and Conditions, you consent to the processing of your personal data. The consent is valid for a period of 10 (ten) years from the date of consent.

The Controller processes your personal data and data necessary for the conclusion and performance of the contract (for the purpose of providing services).

The Controller processes your personal data for the purpose of fulfilling statutory obligations (registration obligations, archiving of tax documents, etc.) and on the basis of legitimate interest for the purpose of protecting its legal claims.

The Controller processes the personal data entered during registration in the Administration Application for the purpose of enabling access to and maintenance of the user's account.

Aggregated data obtained from User Data may be used by the Controller for statistical purposes for internal use and for public use.

The Controller is entitled to delegate the processing of User Data to a third party as a processor, subject to legal conditions.

The Controller is entitled to use your email address on the basis of legitimate interest for sending commercial communications relating to the Services. You may refuse this mailing at any time.

By registering for the Administration Application, you consent to the processing of your data for the purpose of sending commercial communications and direct marketing. You may opt out of receiving these commercial communications at any time.

2.3 Method of processing personal data

The Controller collects and stores the personal and other data collected in electronic form.

The Controller declares that it has taken all appropriate technical and organisational measures to secure your data.

The Controller declares that only persons authorised by it have access to personal data.

The Controller undertakes not to treat personal data differently from what is set out in this Policy. In particular, it will not share or sell it.

2.4 Retention period of personal data

The Controller stores personal data:

- for the period necessary to exercise the rights and obligations arising from the contractual relationship between you and the controller and to assert claims

arising from this contractual relationship (for 15 years from the termination of the contractual relationship),
- for the period until consent to the processing of personal data for marketing purposes is withdrawn, but no longer than 10 years if the personal data is processed on the basis of consent.

After the expiry of the retention period, the Data Controller will delete the personal data.

2.5 Recipients of personal data

The Controller is entitled to transfer your personal data to other persons to the extent necessary for the performance of the contract or other obligations. Other recipients of personal data are in particular:

- providing of servers or cloud storage,
- those involved in the operation of the services,
- providing payment services,
- providing marketing services,
- providing IT support for websites and services,
- external accountants.

The Controller does not transfer your personal data to a third country (outside the EU) unless necessary for the performance of a contract or for any other reason in accordance with the rules for such transfers set out in the Regulation.

3 Your rights

Under the conditions set out in the GDPR you have:

3.1 Right to withdraw consent to the processing of personal data

You have the right to withdraw your consent to processing at any time if your personal data is processed by the Controller only on the basis of your consent (without any other lawful reason).

You may withdraw your consent by sending an electronic message to the Controller's email address set out in Article 1 of these Terms and Conditions.

3.2 Right of access to your personal data

You have the right to obtain confirmation from the Controller as to whether the personal data concerning you is being processed. If so, you have the right to access this personal data and the following information:

- the purposes of the processing,
- the categories of personal data concerned,

- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations,
- the intended period for which the personal data will be stored or, if this cannot be determined, the criteria used to determine that period.

3.3 Right to rectification of personal data

In the event of inaccurate personal data, you have the right to have the Controller correct the data without undue delay. You also have the right to have incomplete personal data completed.

3.4 Right to restriction of processing

You have the right to have the Controller restrict processing in any of the following cases:

a) you contest the accuracy of the personal data for the time necessary for the Controller to verify the accuracy of the personal data,
b) the processing is unlawful, you refuse to erase the personal data and instead request a restriction on its use,
c) the Controller no longer needs the personal data for the purposes of the processing, but you require it for the establishment, exercise or defence of legal claims,
d) you have objected to the processing.

If the processing of personal data is restricted due to an objection to processing, the restriction shall last for the time necessary to determine whether the Controller is obliged to comply with your objection.

If the processing has been restricted, the personal data, except for storage, may only be processed with your consent or for the establishment, exercise or defence of legal claims, for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

3.5 Right to erasure of personal data

You have the right to have your personal data deleted by the Controller without undue delay if:

a) the personal data is no longer necessary for the purposes for which it was collected or otherwise processed;
b) you withdraw the consent on the basis of which the data was processed and there is no further legal basis for the processing;
c) you object to processing and there are no overriding legitimate grounds for processing;
d) the personal data have been unlawfully processed.

3.6 Right to object to processing

You have the right to object at any time to the processing of personal data concerning you. The Controller does not further process the personal data.

If personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for this marketing. After objection, personal data will no longer be processed for these purposes.

3.7 Right to data portability

You have the right to receive your personal data provided to the Controller in a structured, commonly used and machine-readable format.

You also have the right to transfer this data to another controller.

3.8 Exercise of rights

You can exercise your rights by using any of the Controller's contact details set out in Article 1 of this Policy.

You also have the right to lodge a complaint with the Office for Personal Data Protection if you believe that your data protection rights have been violated.

4 Processing of personal data when using Smartform services

This section of the Policy sets out the terms and conditions for the processing of personal data of entities that use a particular implementation of the Smartform Services ("End User"). End Users may be your customers, business partners or individuals who use your Smartform Services form.

Pursuant to Article 28 of the GDPR, the Controller hereby undertakes, as processor, to process the personal data of End Users obtained in connection with the provision of Smartform Services, in accordance with the terms set out below.

The purpose of processing the personal data of End Users by purchasing Smartform Services according to the Terms and Conditions and through Article 4 of this Policy is determined by you, as the controller of the personal data of End Users listed below.

4.1 Types of collected personal data

a) The service "Autocomplete and validation of addresses" works mainly with the following data: street, house description and orientation number, municipality and postcode.

b) The service 'Autocomplete and validation of companies' works with the following data: company name, personal identification number and tax identification number.
c) The "Email Validation" works with the email address entered in the form.
d) The "Phone Validation" works with the phone number entered in the form.
e) The "Name Validation" works with the first and last name entered.
f) The service 'Search by coordinates' works with the coordinates entered.
g) For the 'Parcel search' service, the name of the cadastral area and the parcel number are processed in the form.
h) The 'Authority Search' searches for and provides information on the possible authority located at the address with the entered code based on the request entered in the form (RÚIAN code).

All of the above services handle each of the above data as individually as possible and without any correlation with other data. After using the services, the data is saved in the request history in an anonymised form so that it is not possible to identify a specific natural person from it.

In the event that it is not possible to identify a specific natural person from the data entered in the form, the Controller is not considered to be a processor of personal data. Otherwise, the Controller undertakes to process personal data in accordance with Article 4 of this Policy, as a processor.

4.2 Purpose of processing personal data

The personal data referred to in Article 4.1 (a) to (f) of this Policy are processed for the purpose of the proper provision of the purchased Smartform services, in particular autocomlete, checking and returning the related data when filling in the form. Personal data is processed by means of searching, consulting, collecting and subsequent storage in electronic form.

You hereby declare that you are entitled to use the Controller as a processor of the personal data of End Users according to the above-mentioned processing purpose, in particular for the conclusion and performance of a contract and/or on the basis of a legitimate interest, such as the identification of End Users.

4.3 Period of processing personal data

The processing of personal data according to Article 4 of this Policy is valid and effective for the duration of the use of Smartform services according to the Terms and Conditions listed on the Controller's website. At the moment of termination of the cooperation between you and the Controller according to the Terms and Conditions, the validity and effectiveness of the agreement on the processing of personal data is also terminated.

4.4 Rights and obligations of parties to the processing of personal data

The processor undertakes that:

a) processes personal data only on the basis of the purpose and method of processing set out above and any further instructions from you;

b) if the processing requirements are imposed by law, it is obliged to inform you of this before the processing begins;

c) ensure that the persons authorised to process personal data are bound by an obligation of confidentiality or are subject to a legal obligation of confidentiality;

d) implement appropriate technical and organisational measures to ensure an appropriate level of security, for example by encrypting personal data or securing personal data with access passwords;

e) comply with the conditions for the involvement of an additional processor (see Article 4.5 of this Policy);

f) take into account the nature of the processing and assist the controller through appropriate technical and organisational measures;

g) assist the controller in ensuring that the processing complies with the Regulation in the area of security of End-User personal data, reporting breaches of such security, conducting a data protection impact assessment and prior consultation with the supervisory authority;

h) in accordance with the controller's decision, either erase all personal data or return it to the controller upon termination of the provision of processing services, and erase existing copies, unless the law requires the storage of the personal data in question;

i) provide the controller with all the information necessary to demonstrate that the obligations set out in this Article have been complied with, and facilitate and contribute to audits, including inspections, carried out by the controller or by another auditor mandated by the controller.

You hereby undertake that:

a) you will comply with all obligations imposed by data protection legislation;

b) inform the processor without undue delay of any fact that affects the performance of its contractual and legal obligations.

4.5 Other processors

The processor shall not involve any other processor in the processing without the prior specific or general written authorisation of the controller. In the case of a general written authorisation, the processor shall inform the controller of any intended changes

concerning the admission of additional processors or their replacement, thereby giving the controller the opportunity to object to such changes.

Where the processor engages another processor to carry out certain processing activities on behalf of the controller, the other processor shall be subject to the same data protection obligations under a contract or other legal act under Union or Member State law as are set out in the contract or other legal act between the controller and the processor, in particular the provision of sufficient guarantees as regards the implementation of appropriate technical and organisational measures to ensure that the processing complies with the requirements of this Regulation. If the said further processor does not fulfil its data protection obligations, the primary processor shall remain fully responsible to the controller for the fulfilment of the obligations of the further processor concerned.