

No.		TABLE OF PURPOSES - SERAPA sro									
Group	Name	Definition of purpose	A detailed description of the purpose	Person	Reason for processing	Background	Personal data	Expected documents, outputs, etc.	Processing activities	Processing time	
1.	Employee - contract	processing of personal data for the purposes of the employment contract	fulfilling the mutual obligations of the employer and the employee within the framework of the employment relationship, in particular the planning, recording and control of the proper performance of the contracted work by the employee and management of the wage and personnel expenses by the employer, creating a friendly working environment	F.O	fulfillment of the contract	employment contract	name, surname, date of birth, address of permanent residence, delivery address, telephone, e-mail, bank account, personal number	employment contract/DPP/DPC with amendments, salary estimates, pay slips, CV, entry questionnaire, attendance record, personal evaluation	source: employee, initial storage - paper/electronic form, viewing and management by an authorized person, processing by the accounting department (employment contract, payroll), handover to the employee (pay slip) or sent in an encrypted file (message)	the data will be processed for a period of 10 years, unless the law stipulates a longer period	
							copy of driver's license	agreement/confirmation of the use of a company vehicle, driving record, confirmation of possession of a driver's license	records of training and individual certificates or confirmation of professional qualifications of the employee		
2.	Employee - law	processing of personal data for the purpose of fulfilling obligations arising from legal regulations	fulfillment of the employer's obligations in the area of tax, social security and ensuring safety and health protection at work, especially in the event of an inspection by the relevant state administration authorities	F.O	legal regulation, in particular - Act No. 262/2006 Coll., Labor Code - Act No. 435/2004 Coll., on employment - Act No. 589/1992 Coll., on social security premiums and contribution to state employment policy - Act No. 187/2006 Coll., on sickness insurance, Government Regulation No. 202/2010 Coll., Government regulation on the method of recording accidents, reporting and sending the accident record	without	name, surname, date of birth, residential address, social security number, names, surnames and social security numbers of dependents, biometric data to ensure compliance with health and safety requirements for employees performing certain specific activities	tax documents, documents required by law and submitted to the Czech Social Security Administration, the Labor Office, records of OSH training and other required areas, pension insurance registration sheets, records of OSH training and occupational medical examinations, information on the existence of reaction/insolvency of the employee, decision on granting a person, records of work-related accidents, path reports and accounts of work-related accidents, request for a medical fitness examination, medical report, keeping a personal file	source: employee, initial deposit - paper/electronic form, transfer - tax office, Czech Social Security Administration, labor office, labor inspection,	the data will be processed for a period of 10 years, unless the law stipulates a longer period	
3.	Employee - consent	processing of personal data for the purpose of company presentation	processing personal data for the purpose of promoting the company on the company's website, processing of personal data for the purpose of promoting the company on the company's Facebook page, processing personal data for the purpose of promoting the company in the company's printed materials, processing of personal data for the purpose of promoting the company through an offer that the company sends to its existing or potential customers by e-mail, letter, v, processing of personal data, namely photographs, for the purpose of promoting the company on, on its website, Facebook, in print media	F.O	agreement	written agreement	name, surname, age, photo, education, work experience	the company's marketing materials, records of paid supplementary pension insurance contributions	source: employee, initial storage - paper/electronic form, viewing and management by an authorized person, processing by the accounting department	the data will be processed for the duration of the consent	
4.	employee - legitimate interest	processing of personal data for the purpose of the employer's contribution to the supplementary pension insurance	assessment of the employee's contribution to the supplementary pension insurance	F.O	legitimate interest	employee request	name, surname, permanent residence, employee number, social security number, identification of supplementary pension insurance	initial storage - paper / electronic form, viewing and management by an authorized person, processing by the accounting department	source: employee, initial storage - paper / electronic form, viewing and management by an authorized person, processing by the accounting department	the data will be processed for a period of 10 years, unless the law stipulates a longer period	
5.	job seekers - legitimate interest	processing of personal data for the purpose of assessing the job applicant's professional qualities in comparison with the personnel needs of the company and other job applicants in the selection process	assessment of the job applicant's professional qualities in comparison with the personnel needs of the company and other job applicants in the selection process	F.O	legitimate interest	without	name, surname, address of permanent residence, delivery address, telephone, e-mail, education, professional experience, other information provided by the employee during the recruitment process	job applicant profile, job applicant questionnaire, CV	source: employee, initial storage - paper/electronic form, viewing by an authorized person	for the duration of the selection procedure for the relevant job position and subsequently for the probationary period of the selected job applicant	
6.	job seekers - consent	processing of personal data for the purpose of the company's future interest in job applicants	attention to part of the record of resumes and subsequent contact in case of a future need of the company to fill any job position in the area of	F.O	agreement	written agreement	name, surname, address of permanent residence, delivery address, telephone, e-mail, education, professional experience, other information provided by the employee during the recruitment process	job applicant profile, job applicant questionnaire, CV	source: employee, initial storage - paper/electronic form, viewing by an authorized person	for the duration of the consent, but a maximum of 3 years	
7.	Suppliers - contract	processing of personal data for the purpose of fulfilling the obligations arising from the contract	suppliers, e.g. IT company, accounting companies	FO, FO - entrepreneur	fulfillment of the contract	contract	name, surname, date of birth, residential address, delivery address, telephone, e-mail, bank account	contract with the supplier, supplier invoices, purchase order, delivery note	initial storage - documentary form, inspection - authorized person, transfer - accountant	data will be processed for the duration of the contractual relationship and for a maximum of 10 years	
8.	Suppliers - law	processing of personal data for the purpose of fulfilling obligations arising from legal regulations		FO, FO - entrepreneur	law regulation	without	name, surname, date of birth, bank account, residential address	archiving of tax documents (invoices), accounting records, documents for accounting	initial storage - paper / electronic form, inspection - authorized person, transfer - accountant, or public administration authorities based on the fulfillment of legal obligations	data will be processed for the duration of the contractual relationship and for a maximum of 10 years	
9.	Customers - contract	processing of personal data for the supply and sale of products, production and provision of services	processing for the purpose of registering customers, orders, communication, resolving outages or complaints, delays and effects or terminating the contract	FO, FO - entrepreneur	fulfillment of the contract	purchase contract, service contract, other contracts between the company and the customer	name, surname, permanent residence, phone number, email, ID number, VAT number, bank account	order, contract with the company, documents regarding company payment, delivery note, invoice, account statement	initial storage - paper / electronic form, inspection and management - authorized person, transfer - accountant, or public administration authorities based on the fulfillment of legal obligations	the data will be processed for the entire duration of the contractual relationship and one year after its termination, unless the law stipulates a longer period, e-mail legal obligations and telephone number will be processed for the duration of the contractual relationship and for another 3 years after its termination;	
10.	Customers - law	processing of personal data for the purpose of fulfilling obligations arising from legal regulations	fulfillment of legal requirements in the area of accounting, declaration and collection of taxes and in the area of anti-money laundering and proceeds from criminal activity and the financing of terrorism	FO, FO - entrepreneur	legal regulation, in particular - Act No. 562/2002 Coll., Civil Code - Act No. 235/2004 Coll., on value added tax - Act No. 525/1993 Coll., on accounting - Act No. 253 /2008 Coll., on some measures against the legalization of proceeds from criminal activity and the financing of terrorism	without	name, surname, place of residence, place of business and identification number, only in the area of AM, data necessary to carry out identification according to the AM, Act	archiving of tax documents, contracts, invoices, etc. in the field of AM, questionnaire to check the origin of funds and customer identification	initial storage - paper / electronic form, inspection and management - authorized person, transfer - accountant, or public administration authorities based on the fulfillment of legal obligations	the data will be stored for the duration of the contractual relationship and for another 3 years, starting from the end of the accounting period in which the contractual relationship ended, tax documents are processed in accordance with §35 paragraph 2 of Act No. 235/2004 Coll., on value added tax, for a period of 10 years from the end of the tax period in which the performance took place	
11.	loyalty program	processing of personal data for the purpose of granting the processing of orders, obtaining loyalty discounts, customers managing their personal data, exercising the legal rights of customers (withdrawal from the contract, product complaints)		FO, FO - entrepreneur	contract	application	name, surname, e-mail, and also variable, e.g.: delivery address, telephone, bank account number	customer account, order history and list of shipping/billing addresses	initial storage - electronic form, viewing and management - by an authorized person,	for the duration of the loyalty membership	
12.	Subscriber - Prospect/ Farmer - Email	processing of personal data for the purpose of promoting the company by e-mail	processing of personal data for the purpose of marketing communication from the company by e-mail, in the scope of first name, surname, age, e-mail address;	FO, FO - entrepreneur	agreement	written agreement	first name, last name, e-mail	advertising message, offer of goods and services of the company	initial saving - searching for a contact and sending the document to the provided e-mail address	the data will be processed for the duration of the consent, but for a maximum period of 3 years	
13.	Customer - potential/ former - phone	processing of personal data for the purpose of promoting the company by telephone	processing of personal data for the purpose of marketing communication from the company by telephone, in the scope of name, surname, age, telephone number;	FO, FO - entrepreneur	agreement	written agreement	name, surname, phone number	telephone offer of goods and services	finding a contact and communicating the offer via a phone call to the provided phone number	the data will be processed for the duration of the consent, but for a maximum period of 3 years	
14.	Customer - Prospective/ former - Printed Material	processing of personal data for the purpose of promoting the company by letter / printed material	processing of personal data for the purpose of marketing communication from the company by letter or printed material, in the scope of name, surname, age, delivery address;	FO, FO - entrepreneur	agreement	written agreement	name, surname, delivery address	advertising message, offer of goods and services of the company	searching for a contact and sending a document to the given contact details	the data will be processed for the duration of the consent, but for a maximum period of 3 years	
15.	Subscriber - existing - e-mail	processing of personal data for the purpose of promoting the company by e-mail	informing existing customers about changes in the range of services provided and discount events, via e-mail	FO, FO - entrepreneur	legitimate interest	without	first name, last name, e-mail	advertising message, offer of goods and services of the company, contract with the customer	searching for a contact and sending a document to the provided e-mail address, source: customer	the data will be processed for the duration of the contractual relationship, no longer than 3 months after its end, or until the customer expresses his disapproval of the sending of business communications, or until the moment of objection against this method of personal data processing	
16.	Subscriber - existing - phone	processing of personal data for the purpose of promoting the company by telephone	informing existing customers about changes in the range of services provided and discount events, via telephone	FO, FO - entrepreneur	legitimate interest	without	name, surname, phone number	telephone offer of the company's goods and services, contract with the customer	finding a contact and communicating the offer via a phone call to the provided phone number, source: customer	the data will be processed for the duration of the contractual relationship, no longer than 3 months after its end, or until the customer expresses his disapproval of receiving such business communications, or until the moment of objection against this method of personal data processing	
17.	Subscriber - existing - printed material	processing of personal data for the purpose of promoting the company by letter / printed material	informing existing customers about changes in the range of services provided and discount events, via means of a letter or by delivering printed promotional material	FO, FO - entrepreneur	legitimate interest	without	first name, last name, delivery address, e-mail	advertising message, offer of goods and services of the company, contract with the customer	searching for a contact and sending a document to the given contact details, source: customer	the data will be processed for the duration of the contractual relationship, no longer than 3 months after its end, or until the customer expresses his disapproval of the sending of business communications, or until the moment of objection against this method of personal data processing	
18.	Subscriber - existing - BLACK LIST	processing of personal data for the purpose of maintaining a so-called marketing black list	maintaining a list of persons who do not agree to receive direct marketing communications	FO, FO - entrepreneur	legitimate interest	written disagreement	first and last name, e-mail, telephone number	a list of people who do not agree to receive direct marketing communications		the data will be processed for the duration of the contractual relationship, no longer than 3 months after its end, or until the moment when the customer again requests the sending of direct marketing	
19.	Customer care	processing personal data to manage our results	request feedback in relation to the functioning of products and services, customer care, maintenance and operation	FO, FO - entrepreneur	legitimate interest	without	first and last name, e-mail, telephone number	email request, feedback		the data will be processed for the duration of the contractual relationship, no longer than 3 months after its end	
20.	Cookies	processing of personal data for the efficient operation of websites and ensuring the functioning of online forms	operation of the online registration form, online forms for requesting our services by clients and online forms for feedback, as well as the operation of the company website itself, namely (i) functional cookies - mediating the basic functionality of the site, without them the website cannot function, (ii) analytical cookies - count website traffic and by collecting anonymous statistics, allow the operator to better understand its visitors and thus constantly improve the site, (iii) marketing cookies - collect information to better adapt advertising to customer interests, both on the company's website and outside	FO, FO - entrepreneur	agreement	written agreement	data related to the operation of the website, the data formed on the device, and generally any personal information that users enter on our website	cookies - website, company server,	initial storage - automatically in electronic form, viewing - authorized person, transmission - as part of the evaluation of site traffic, transmission through the internet connection, transfer to the computer of the end user - the visitor to the company's website	the data will be processed for the duration of the consent	
21.	Data archiving	for archiving purposes based on legal regulations		FO, FO - entrepreneur	law regulation	without	first name, last name, date of birth, residential address, company, social security number, registered office address, (if none)	company archive - contracts, accounting documents (invoices), employee documents,	initial storage - documentary form, inspection - authorized person, transfer - only in case of fulfillment of a legal obligation	the data will be processed according to the instructions of the authorized person and in accordance with the relevant legislation	
22.	Claims enforcement	for the purpose of enforcing any claims (statutory, contractual, tort and unjust enrichment)		FO, FO - entrepreneur	legitimate interest	without	first name, last name, company, delivery address, residential address, registered office, number, bank account, telephone, e-mail (or none)	PO is not subject to the protection of personal data according to the GDPR regulation	documents related to the enforced claim (contracts, records of legal actions, records of personal data for the enforcement of claims based on law	initial storage - paper / electronic form, inspection - authorized person, transfer - to the competent authority, court, administrative body or legal representatives of the company for the purpose of enforcing a claim	the data will be processed for the duration of the relevant statute of limitations, a maximum of 10 years
23.	Processing requests	processing of personal data for the purpose of keeping records of data subjects' requests and processing them	processing of personal data for the purpose of subsequently proving compliance with the requirements of legal regulations, including any web form	FO, FO - entrepreneur	legitimate interest	request	first and last name, e-mail, telephone number, Facebook profile address (in case of request via www.facebook.com), web address, delivery address	request, response	initial storage in electronic form, viewing by authorized person	the data will be processed for the duration of the application, max. for a period of 2 months	
24.	Camera system	for the purpose of protecting the company's property, protecting people moving around the company's premises, their lives, health and property	personal data is processed in the form of capturing a person's image in a photo and video recording (possibly including audio recording)	F.O	legitimate interest	without	the likeness of a person captured in a photograph, video recording (possibly including audio recording)	audio recording, photo	initial storage - automatically in electronic form, in the form of photos and video recordings; stored on the company's specialized server	photos, videos, records kept for 3 months	