

PRIVACY POLICY

www.halfpointimages.com

Effective Date: 01/09/2024

HALFPOINT synergy s. r. o., with its registered office at Štúrova 1920/50, 968 01 Nová Baňa, Slovak Republic, registered in the Commercial Register of the District Court of Banská Bystrica, Section: sro, Insert No.: 47991/S, Company ID: 55 917 526 (hereinafter referred to as the "e-shop" or "we"), as the operator of the online store www.halfpointimages.com, declares that all personal data (hereinafter referred to as "data") are treated as strictly confidential and are processed in accordance with applicable data protection legislation, in particular Act No. 18/2018 Coll. on the Protection of Personal Data and in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons regarding the processing of personal data and on the free movement of such data (General Data Protection Regulation, "GDPR").

Protecting your personal data is our priority. We pay close attention to the security and proper handling of your data. This Privacy Policy (hereinafter referred to as the "Policy") provides you with information about:

- what personal data we collect about you,
- on what legal basis we process it,
- for what purposes we use it,
- how long we retain it,
- with whom we may share it,
- what rights you have regarding the processing of your personal data.

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ARTICLE I. WHAT PERSONAL DATA WE PROCESS

1. When you use our e-shop services, we process various types of personal data about you.
 - a. When you order products via our e-shop
The most commonly provided data are those submitted via the form for acquiring rights to use a work or works under a sublicensing agreement available on our website www.halfpointimages.com. These are mainly data necessary to conclude and subsequently fulfill the sublicensing agreement.
These data are essential for processing your order/request and include the following:
 - o Identification data: first and last name, permanent address, delivery address, email address, phone number, payment card details, online identifier assigned to you as a data subject (e.g. IP address), activity on the website or your preferences in the online environment; for purchases made on behalf of a legal entity (e.g. company or business) also the business name, registered office address, Company ID, VAT ID and TAX ID.
 - o Contact data: email address, permanent and mailing address, billing address, phone number, bank account details, payment card information.
 - o Contractual data: purchased sublicenses, volume of sublicenses granted, customer segment.
2.
 - b. When you register a customer account (user account)
To use the benefits of a customer account, you must register on our website. Your customer account is protected by a password chosen by you. We do not have access to your password and cannot retrieve or regenerate it if lost.
Through the customer account, you have unrestricted access to your personal data and can edit them. You can also view the history of purchased sublicenses and unfinished transactions. The account also allows you to store payment card data, manage newsletter subscriptions, and maintain a wishlist of your favorite works.
If you create a customer account, we process the following data:
 - o Identification data: same as above.
 - o Contact data: same as above.
 - o Demographic data: derived from your activity on the website or preferences in the online environment, IP address, preferred language.
 - o Login data: your login username and password. We do not have access to your actual password.
 - o Contractual data: purchased sublicenses, volume of services provided, customer segment.
3.
 - c. When you subscribe to our commercial communications
You may receive commercial messages from us about similar works to those you previously sublicensed. You can unsubscribe from these messages at any time via the unsubscribe link included in the footer of each such email. If you have a customer account, you can also manage your subscription settings from your account. Unsubscribing is free of charge.

ARTICLE II. PURPOSES OF PERSONAL DATA PROCESSING

We process your personal data for the following purposes:

1. Conclusion and performance of a contract
We process your identification, contact, and contractual data for the purpose of concluding and performing a sublicense agreement. This includes, for example, sending a confirmation of your order, delivering the sublicense, or issuing an invoice.
2. Customer account management
We process your personal data to provide you with access to your customer account, manage your login credentials, allow you to view your order history, edit personal data, and manage your preferences.
3. Sending commercial communications
Based on our legitimate interest, we send you commercial messages regarding our products and services related to your previous purchases. You may unsubscribe from these emails at any time. If you consent to receiving marketing messages, we will also send you personalized offers based on your preferences and purchase history.
4. Customer support and communication
To resolve issues with your order or to respond to your questions, we process your identification and contact data, as well as data related to your query or complaint.
5. Legal obligations
We process your personal data to fulfill obligations imposed by legal regulations, such as accounting and tax laws (e.g. keeping invoices, tax documents).
6. Legitimate interests
We may also process your personal data based on our legitimate interests, especially to:
 - o improve and personalize our services and website functionality,
 - o analyze and measure user behavior on our website,
 - o detect and prevent fraud or misuse of our services,
 - o enforce legal claims and protect our legal rights.

ARTICLE III. LEGAL BASES FOR PROCESSING PERSONAL DATA

We process your personal data on the following legal bases:

- Performance of a contract (Article 6(1)(b) GDPR): Processing is necessary for the conclusion and performance of the sublicense agreement.
- Compliance with legal obligations (Article 6(1)(c) GDPR): For example, we retain certain data for accounting and tax purposes.
- Legitimate interest (Article 6(1)(f) GDPR): For direct marketing, website improvement, or fraud prevention.
- Consent (Article 6(1)(a) GDPR): For sending personalized commercial messages or using certain cookies, if applicable.

ARTICLE IV. SHARING OF PERSONAL DATA

We do not sell, rent, or exchange your personal data with third parties. However, we may share your data with the following categories of recipients:

- 1.** Service providers
These are trusted partners who help us operate our e-shop and provide services to you, such as:
 - IT service providers and website administrators,
 - payment processing companies (e.g. payment gateways),
 - delivery and logistics partners (if applicable),
 - legal, tax, and accounting consultants.
- 2.** Public authorities
If required by law or necessary to protect our rights, we may share your data with public authorities (e.g. courts, tax authorities, police).

ARTICLE V. DATA RETENTION PERIOD

We retain your personal data only for the time necessary to fulfill the purposes for which they were collected:

- For the duration of the contract and until the expiration of warranty and limitation periods.
- For accounting and tax documents, we retain data for 10 years in accordance with applicable laws.
- Commercial communication data are processed until you withdraw your consent or unsubscribe.
- If the processing is based on legitimate interest, we retain the data for a maximum of 3 years from the last interaction.

After the retention period ends, we securely delete or anonymize your data.

ARTICLE VI. USE OF COOKIES

Our website uses cookies and similar technologies to enhance user experience and analyze traffic. Cookies are small text files stored on your device.

We use the following types of cookies:

- Essential cookies – necessary for the website to function properly (e.g. login, cart).
- Analytical cookies – help us understand how you interact with the website (e.g. Google Analytics).
- Marketing cookies – help us display relevant advertisements and measure the effectiveness of campaigns.

You can manage your cookie preferences through your browser settings or through a cookie consent banner on our website.

ARTICLE VII. YOUR RIGHTS AND HOW TO EXERCISE THEM

Under the GDPR, you have the following rights regarding your personal data:

1. Right to access – You may request confirmation of whether we process your data and obtain a copy of the data.
2. Right to rectification – You can request that we correct inaccurate or incomplete personal data.
3. Right to erasure – You may request the deletion of your data under certain circumstances.
4. Right to restriction of processing – You may request temporary suspension of processing under certain conditions.
5. Right to data portability – You may request your data in a structured, commonly used, and machine-readable format.
6. Right to object – You can object to processing based on legitimate interest or for direct marketing.
7. Right to withdraw consent – Where we rely on your consent, you can withdraw it at any time.

You can exercise your rights by contacting us at:

Email: info@halfpointimages.com

Mailing address: HALFPOINT synergy s. r. o., Štúrova 1920/50, 968 01 Nová Baňa, Slovak Republic

If you believe your rights have been violated, you may file a complaint with the Office for Personal Data Protection of the Slovak Republic.

ARTICLE VIII. CONTACT INFORMATION

If you have any questions or requests regarding the protection of your personal data, please contact us:

HALFPOINT synergy s. r. o.
Štúrova 1920/50, 968 01 Nová Baňa, Slovak Republic
Company ID: 55 917 526
Email: info@halfpointimages.com

We reserve the right to update this Privacy Policy. Please check back regularly to stay informed about any changes.