

ZORA – Project Description and Plans

Privacy Policy

We are the company Daniel Šulc (trade name: ZORA), registered at Štěpánská 544/1, Prague 2, Company ID No. 08186359.

We operate an online store at shop.zorapp.cz.

In order to provide services connected with the sale of digital products and the operation of our website, we process certain personal data.

The processing of personal data is governed in particular by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data (hereinafter referred to as “GDPR”).

I. Processing of Personal Data

A. Processing of Personal Data in Case of Purchase

If you purchase a digital product from us, we will work with the data you provide. These are: first name, last name, and email.

- For what reason? We need to process the personal data in order to fulfill our contract – to deliver the digital product to you and enable its activation. The data is also used for marketing purposes and may be shared with the creators of the game you purchased.
- On what legal basis? Processing is based on Article 6(1)(b) GDPR – performance of a contract, and Article 6(1)(f) GDPR – legitimate interest in marketing.
- How long will we process personal data? For 10 years from the last purchase.

B. Newsletters (Commercial Communication)

If you are a purchasing customer and did not opt out at the time of purchase, we will use your email address to send news and information about new games.

- On what legal basis? Section 7(3) of Act No. 480/2004 Coll., on Certain Information Society Services, allows us to do so, unless you refused at the time of purchase.
- How long will we process personal data? For 10 years from the last purchase. You can unsubscribe at any time via the email or by contacting us at: info@zorapp.cz.

II. Who Has Access to the Data?

Your data will remain with us, or may be provided only to third parties who help us operate the e-shop and marketing. These are:

- Payment gateway Comgate
- Google Analytics (for analytical purposes)
- Game creators – only for marketing purposes, in case you purchase their game.

Personal data is processed only within the territory of the European Union.

III. What Else You Should Know

At ZORA, we do not have a designated Data Protection Officer.

We do not use automated decision-making or profiling.

If you have any questions regarding personal data, please contact us at info@zorapp.cz or by phone at +420 775 550 126.

IV. Use of Cookies

Cookies are text files that are downloaded to your device when you visit our website. Cookies perform various functions, such as enabling efficient navigation between pages and improving the user experience.

On our website, we use the following cookies:

- Necessary cookies: essential for the basic functionality of the site.
- Analytical/statistical cookies: allow us to monitor traffic and usage of the website. These are activated only with your consent.
- Advertising cookies: used to tailor advertising to your interests and online behavior, only with your consent.

Details on managing cookies can be found in your internet browser settings.

V. Your Rights Regarding Personal Data Processing

- Access your personal data
- Request correction or deletion of data
- Request restriction of processing
- Object to processing
- File a complaint with the Office for Personal Data Protection

These terms are effective as of 11 November 2024.