

Privacy Policy

Welcome to Play4Fun!

Our website is operated under AllTrade Market Place s.r.o., a company with registered number: 216 37 059, having its registered address at Vlkova 532/8, Žižkov, 130 00 Praha 3.

We are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you visit our website or use our services. By accessing or using Play4Fun, you consent to the practices described in this Privacy Policy.

Information We Collect

We may collect the following types of information when you interact with our website or use our services:

- **Personal Information:** This includes your name, email address, personal address, and payment information, which are necessary for processing orders/purchases and providing customer support.
- **Usage Data:** We may collect information about how you interact with our website, including your IP address, browser type, device information, and page views, to improve our services and user experience.
- **Cookies:** We use cookies and similar technologies to enhance your browsing experience and provide personalized content. You can manage your cookie preferences in your browser settings.

How We Use Your Information

We use the information we collect for various purposes, including:

- Processing and fulfilling your orders / purchases
- Providing customer support
- Improving our website and services
- Sending promotional offers and newsletters (you can opt out at any time)
- Ensuring the security of our website and preventing fraud

Sharing Your Information

We may share your information with trusted third-party service providers, such as payment processors and shipping companies, to fulfill your orders. We do not sell your personal information to third parties.

Your Choices

You have the right to access, update, or delete your personal information. You can also choose to opt out of receiving promotional emails. To exercise your rights or for any privacy-related inquiries, please contact us at [insert contact information].

Security

We take the security of your personal information seriously and employ industry-standard security measures to protect it.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The most recent version will always be available on our website with the effective date indicated.

DATA SUBJECT RIGHTS UNDER GDPR

Play4Fun will always keep GDPR in mind whenever working with personal data, and such, it is very important for us that you are familiar with your rights as a data subject.

- **Right to Transparent Information** – We will always make sure to inform you in a clear manner on any personal data pertaining to you that may be processed by us. Such information is being provided to you in this Privacy Policy.
- **Right of Access to Information** – you have the right to request confirmation from us whether personal data relating to you is being processed and if so to access such personal data.

- **Right to lodge a request** – If you would only like to receive information on a specific category of data, please contact us and indicate such category.
- **Right to Rectification** – you have the right to request from us the rectification, without delay, of any inaccurate personal data pertaining to you.
- **Right to erasure** – you have the right to request from us the erasure of all personal data pertaining to you without delay, where the data has been processed with your consent as the basis for processing and/or where the processing is no longer lawful.
- **Right to Restrict Processing** – You have the right to request that we erase your personal data, under certain conditions. You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.
- **Right to Object** – you have the right to object at any time to the processing of personal data, under certain conditions.

You also have the right to object to profiling based on our legitimate interests or on the performance of a task in the public interest/exercise of official authority.

You also have the right to object to automated decision making, including profiling, and therefore to not be subject to a decision which is based solely on automated processing, including profiling, which produces legal effects or significantly affects you.