

General Data Protection Regulation – GDPR

EAS Global Academy s.r.o.

EAS Global Academy s.r.o., with its registered office at Schillerova 233/10, Liberec XII-Staré Pavlovice, 460 01 Liberec, Company ID No. 296 74 239, File Number C 56073 maintained by the Regional Court in Ústí nad Labem (hereinafter referred to as the “Controller” or “we”), hereby informs you about the manner and scope of the processing of your personal data and about your rights related to its protection.

This Privacy Policy applies to all individuals who use the products and services of EAS Global Academy s.r.o., including online courses, e-learning programmes, webinars, webinar recordings, e-books, publications, seminars, workshops, conferences, consultations, and other educational or advisory services.

The website available at <https://hipoterapie-kurzy.com> is operated by Svítání, z.s. In connection with the provision of certain products, Svítání, z.s. may provide administration of the educational platform, professional oversight of programmes, or organisational support for educational activities.

If you have any questions regarding the protection of personal data, you may contact us at: global.eas.academy@gmail.com

1. WHAT PERSONAL DATA WE PROCESS

We may process the following personal data:

Identification Data

- first name and surname,
- academic title,
- date of birth, where necessary for participant identification or certificate issuance,
- organisation or employer name.

Contact Data

- e-mail address,
- telephone number,
- correspondence address,
- billing address.

Billing Data

- Company Registration Number,
- VAT Registration Number,
- information necessary for issuing accounting and tax documents.

Data Related to Participation in Educational Programmes

- course and event registrations,
- order history,
- completed programmes,
- test and assignment results,
- issued certificates or confirmations of completion.

Technical Data

When using the website or educational platform, we may automatically process:

- IP address,

- device type,
- operating system,
- internet browser,
- date and time of access,
- information regarding the use of the website and educational platform.

2. PURPOSES AND LEGAL GROUNDS FOR PROCESSING

We process personal data only to the extent necessary for the provision of our services.

Performance of a Contract

We process personal data primarily for the purpose of:

- registration for courses and events,
- creation of user accounts,
- granting access to e-learning,
- organisation of seminars, workshops, and conferences,
- provision of consultations,
- communication with participants,
- issuing invoices,
- maintaining educational records,
- issuing certificates and confirmations of completion.

The legal basis is the performance of a contract pursuant to Article 6(1)(b) GDPR.

Compliance with Legal Obligations

We process certain personal data for the purpose of complying with legal obligations, in particular:

- accounting,
- tax records,
- document retention,
- complaint handling.

The legal basis is compliance with a legal obligation pursuant to Article 6(1)(c) GDPR.

Legitimate Interest

We may also process personal data on the basis of our legitimate interest, in particular for:

- protection of legal claims,
- ensuring system security,
- prevention of account misuse,
- improvement of the quality of services provided,
- statistical and analytical evaluation of website traffic,
- participant satisfaction surveys.

The legal basis is legitimate interest pursuant to Article 6(1)(f) GDPR.

3. NEWSLETTERS AND MARKETING COMMUNICATIONS

If you are our customer, we may send you information about our products, educational programmes, events, and updates related to services similar to those you have previously purchased from us.

If you are not our customer, we will send marketing communications only on the basis of your consent.

You may unsubscribe from marketing communications at any time by using the unsubscribe link contained in the e-mail or by sending a request to:

global.eas.academy@gmail.com

4. COOKIES

Our website uses cookies and similar technologies.

We use cookies primarily for:

- ensuring the proper functioning of the website,
- storing user preferences,
- measuring website traffic,
- analysing website usage,
- improving service quality,
- marketing activities.

Detailed information about cookies and cookie settings is available through the cookie banner on the website.

5. PHOTOGRAPHS AND VIDEO RECORDINGS

Photographs, audio recordings, and video recordings may be taken during seminars, workshops, conferences, webinars, and other educational events.

These recordings may be used for:

- documenting activities,
- educational purposes,
- promotion of educational programmes,
- presentation and promotion of the activities of EAS Global Academy s.r.o.

If you do not wish to appear in photographs or video recordings, we recommend informing the organiser before the event begins.

6. WHO HAS ACCESS TO PERSONAL DATA

Personal data is disclosed only to the extent necessary for the provision of our services.

Recipients of personal data may include:

- Svítání, z.s., as the operator of the website and administrator of the educational platform,
- lecturers and professional guarantors of individual educational programmes,
- providers of e-learning systems,
- hosting and cloud service providers,
- payment service providers,
- accountants and tax advisers,
- lawyers and legal advisers,
- IT service providers,
- e-mail and marketing service providers,
- public authorities where required by law.

We do not disclose personal data to third parties for their own marketing purposes.

7. TRANSFERS OF PERSONAL DATA OUTSIDE THE EUROPEAN UNION

Personal data is primarily processed within the European Union.

If we use service providers located outside the European Union, we do so only where GDPR requirements are met and appropriate safeguards for personal data protection are in place.

8. DATA RETENTION PERIOD

We retain personal data only for as long as necessary to fulfil the purpose for which it was collected.

Data related to the performance of a contract is retained for the duration of the contractual relationship and thereafter for the period necessary to protect our rights and fulfil legal obligations.

Accounting and tax documents are retained for the period required by applicable legislation.

Data processed on the basis of consent is retained for the duration of the consent or until it is withdrawn.

After the relevant retention period expires, personal data is securely deleted, anonymised, or archived in accordance with applicable legal requirements.

9. YOUR RIGHTS

In relation to the processing of your personal data, you have the following rights:

- the right of access to personal data,
- the right to rectification of inaccurate data,
- the right to complete incomplete data,
- the right to erasure,
- the right to restriction of processing,
- the right to object to processing,
- the right to data portability,
- the right to withdraw consent,
- the right to lodge a complaint with a supervisory authority.

Requests concerning personal data protection may be sent to: global.eas.academy@gmail.com

10. PERSONAL DATA SECURITY

We have implemented appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, or destruction.

Personal data is accessible only to persons who require access in order to fulfil their professional or contractual duties and who are bound by confidentiality obligations.

11. FINAL PROVISIONS

By submitting an order, registering for an educational programme, or using our services, you confirm that you have been informed of this Privacy Policy.

The Controller is entitled to amend this Privacy Policy as necessary, particularly in response to changes in legislation, the scope of services provided, or technical developments.

The current version of the Privacy Policy is always published on the website.

This Privacy Policy becomes effective on **21 June 2026**.