

TERMS OF USE OF THE ECOMMERCE BRIDGE WEBSITE

<https://www.ecommercebridge.com/>

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The Internet magazine Ecommerce Bridge is an online medium for e-shops, marketers and all e-commerce fans. Here you will find news, trends, video interviews, podcasts and professional articles from industry professionals.

(hereinafter referred to as "Website").

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In case of any questions related to the use of this website, you can contact us by email at polgari@leadmedia.sk.

The operator of these websites is:

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CHANGES TO TERMS

Ecommerce Bridge is entitled to terminate, change, suspend or discontinue the functionality of any part of this website at any time, including the availability of any features of the website, without prior notice.

Ecommerce Bridge reserves the right, at its sole discretion, to change these terms at any time. We therefore recommend that you regularly familiarize yourself with the content of the terms and conditions, and if you do not agree with their current wording, please leave our website immediately.

PRIVACY

Lead Media s.r.o. Informs you about, in accordance with Act no. 18/2018 Coll. on the protection of personal data and on the amendment of certain laws in the currently valid version (hereinafter only the "Act on the Protection of Personal Data") and in accordance with the Regulation of the European Parliament and the Council (EU) no. 2016/679 on the protection of natural persons in the processing of personal data (hereinafter only the "Regulation").

Lead Media s.r.o. It informs you that under the conditions set out in the Regulation, you have towards the Company:

- 1) the right to delete your Personal Data;
- 2) the right to access your Personal Data;
- 3) the right for the Company to limit the processing of your Personal Data in the event that:
 - a) you deny the accuracy of the Personal Data, for the time necessary for the Company to verify the accuracy of the Personal Data;
 - b) the processing is unlawful and you refuse to delete the Personal Data and request instead the restriction of their use;

- c) The Company no longer needs the Personal Data for processing purposes, but you require them for the determination, exercise or defense of legal claims;
 - d) You have objected to the processing according to Art. 21 par. 1 Regulations, until it is verified whether the legitimate reasons of the Company prevail over your legitimate reasons;
- 4) the right to data portability in a structured, commonly used and machine-readable format;
 - 5) the right to know the nature of the automated processing of Personal Data in connection with its use for decision-making, if actions or decisions are carried out on the basis of this processing, the content of which is interference with your rights and legally protected interests;
 - 6) the right not to be the subject of any decision based solely on automated processing (see above), including profiling, which has legal effects for you or significantly affects you in a similar way, if this decision does not concern the performance of the Agreement between you and the Company;
 - 7) the right to be informed if it is likely that a certain case of personal data breach will result in a high risk to your rights and freedom. The Company is obliged to notify you of such a violation without undue delay.

Under the conditions set out in the Regulation, you have the right to object to the processing of your personal data on the legal basis of the legitimate interest of the Company, to object to profiling and to the processing of personal data for direct marketing purposes.

You also have the right to contact the Office for the Protection of Personal Data of the Slovak Republic or file a complaint with the Office for the Protection of Personal Data of the Slovak Republic.

In order to exercise your rights, you can contact the Company in writing at the address of its headquarters or at the email address polgari@leadmedia.sk.

Use of personal data for third-party marketing purposes

Under no circumstances will we sell, transfer or provide your personal information to third parties for their marketing purposes.

COOKIES

The Ecommerce Bridge website uses some analytical and statistical tools that may use cookies. You can find a detailed overview and cookie management options in the window that appears when you first access the Ecommerce Bridge website.

Cookies can also be deactivated in your browser or use some of the extensions designed to block specific cookies.

GOVERNING LAW

If any of the provisions set forth in these Terms become invalid for any reason, this will not affect the validity, legality or enforceability of the remaining provisions set forth in these Terms.

These conditions are governed by the laws of the Slovak Republic. Any disputes arising from the conditions or related to them will be resolved by the substantively and locally competent court in the Slovak Republic.

In Bratislava on 1. December 2022