

Type of personal information	Purpose	Means of collection	Who has access to data	Length of the period personal data is kept
First and last name	Customer orders overview in order to evaluate customer traffic and offer special and wholesale prices based on that info. Sales statistics. Providing better warranty service to customer. Technical tool that allows us to fulfill customer legal right to request deletion or modification of their personal data.	Digital means through web shop forms and e-mail communication	Sales and administration staff as necessary	As long as other personal data is stored since we use this data as index
First and last name, e-mail address	Sending newsletters with special offers, firmware updates and promotion of new products.	Digital means, double opt in. (on-line form and e-mail communication)	Sales staff as necessary	Until customer opts out of newsletter subscription
First and last Name, e-mail address, physical address, phone number	Order processing and preparing shipping. Providing better service o customer.	Digital means through web shop forms and e-mail communication.	Sales and logistics staff. Shipping information is forwarded to a courier service that handles the shipping.	Length of the warratny period
First and last name, physical address	Legal obligation to store all the Invoices	Invoices are made in Synesis invoiceing program. Data necessary to make invoices are based on the information received through web shop on-line forms and e-mail communication.	Sales and administration staff as necessary	As long as there is a legal obligation
*Collected information and purpose that we collect them for are standard and necessary for normal work of an e-commerce store and we use them for that purpose only.				