

Privacy Policy

Within this privacy policy ("**Policy**") you will find information regarding the processing of personal data that **ARBO Technologies, s.r.o., with its registered office at Purkyňova 649/127, Medlánky, 61200 Brno, ID No.: 09949739, VAT: CZ09949739, File No. C 121784, kept by the Regional Court in Brno ("We" or "Our Company")** processes with you as a data subject ("**You**").

"**Application**" means the application called Adbian- TreeScanner, the main functionalities of which include Data collection for subsequent analysis of tree stability and other attributes, as well as the accompanying website, available at <https://www.adbian.com/> („**Our website**“).

You are the subject of the data if You register in the Application, use it, have been invited to register, have been shared results from the Application with, if You are a visitor to Our website, an error condition was triggered during Your visit to Our website, or You have contacted Our company.

This Policy provides you with information about the purposes for which our Company processes Your personal data, the extent to which your personal data are processed (i.e., what categories of data are processed), the legal reason we base our right to process Your data on (legitimate interest, fulfillment of legal obligations, consent, other legal reason) and for how long we will process them. This Policy also contains information about what rights You have in relation to the processing of Your personal data and how you can exercise them against Us.

We regard the processing of Your personal data as an important commitment and with regard to the protection of such data we approach the design of Our services and software. We base Our work with the data on three principles:

- Data minimization - we use data to the minimum extent necessary to fulfil the purpose for which it is provided.
- Transparency - we inform you properly about what personal information we have, especially if you are going to perform a significant data operation.
- Security - we work with technologies and internal approaches that are consistent with industry best practices in data security, and we continuously update our practices in this area as we evolve.

We process your personal data in order to fulfil the purposes set out in the following subchapters.

Processing of personal data

Personal information is information we may process about You, such as Your name, surname, e-mail address etc. The amount of personal information gathered about the user without registration in the application is very limited, as described in the Policy below.

The processing of personal data is any operation on personal data carried out for a specific purpose or purpose, either manually or automatically, electronically or in paper form. In particular, it involves collecting, recording, arranging, structuring, storing, adapting or altering, retrieving, consulting, using, making available by transmission, disseminating or otherwise making available, sorting or combining, restricting, deleting or destroying personal data. On the other hand, the processing of personal data is not merely an irregular and incidental handling of personal data as a result of other activities, such as the service of technical means for data processing.

For various purposes, we process different categories of personal information about our app users and visitors to our site. Specifically, these categories are:

- identification data (e. g. name, surname, e-mail address);
- login information (e. g. e-mail address, password fingerprint);
- device information (e. g. IP address, browser used);
- information on the license agreement (e. g., information on the agreement including the date of conclusion, duration, date and reason for termination, type of license, remuneration);
- communication (any information that is the content of mutual communication);
- user account data (e. g. data filled in by the user within the application modules, the date of registration, the date of the last login);
- security data (time and address of error state);

What personal data we process about you, for what purposes and for how long, depends on how and why you shared your personal information with us, or how we collected it about you. You will also find information on the processing of your personal data, depending on the context in which the personal data is processed.

Processing associated with the use of the Application with registration

Purpose	Scope of processed information	Legal title	Processing time
Provision of the Application including related services and user support	<ul style="list-style-type: none"> • LiDAR scans sent by users of the Application • photos sent by Application users • Tree parameters sent by Application user • Type of tree sent by user Application • GPS location of the tree sent by the user Application • Directions for taking pictures of the tree sent by the user Application • Tree shooting distances sent by the Application User • Photos and dimensions to calculate lens curvature sent by Application User 	Necessity for contract performance.	for the time necessary to analyze the records and photographs. After the analysis, the records shall be deleted within 5 years
Provision of the Application including related services and user support	<ul style="list-style-type: none"> • user account data • Information related to user account management • login information 	Necessity for contract performance.	Within 30 days of canceling your account, up to a maximum of 2 years after your last login.
Sending newsletters, special offers of our products or services	<ul style="list-style-type: none"> • user account data • Information related to user account management • Identification and contact data 	Our Company's legitimate interest in sending special offers of our products or services to persons who have expressed interest in our products and services by setting up a user account.	Until you tell us that you no longer wish to receive your business offers, no later than when you cancel your account.

<p>Reach the user to get their feedback on the application</p>	<ul style="list-style-type: none"> • user account data • Information related to user account management • Identification and contact data 	<p>Our Company's legitimate interest in improving provision of our services.</p>	<p>Until a legitimate objection to the processing, no later than 30 days after account cancellation.</p>
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Processing associated with purchase of our services

Purpose	Scope of processed information	Legal title	Processing time
Order processing, including payment, service delivery and related communications	<ul style="list-style-type: none"> the license agreement and contact data 	Necessity for contract performance.	Within 3 years of performance of the contract (provision of services and payment of the price); basic information on the legal relationship and its existence (contracting parties, subject of the obligation, etc.) for up to 10 years after the contract is fulfilled.
Fulfillment of legal obligations in the area of consumer protection law, accounting and tax law	<ul style="list-style-type: none"> the license agreement and contact data 	Fulfillment of legal obligations.	For the period prescribed by law.
Fulfillment of legal obligations regarding the provision and settlement of complaints of the service	<ul style="list-style-type: none"> the license agreement and contact data 	Fulfillment of legal obligations.	For the duration of the contract and for 3 years from the performance of the contract; basic information on the legal relationship and its existence (contracting parties, subject of the obligation, etc.) for up to 10 years after the contract is fulfilled.

Processing related to contacting Our Company

Purpose	Scope of processed information	Legal title	Processing time
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Provision of the information about the application	<ul style="list-style-type: none"> • identification and contact data • communication 	A legitimate interest in answering a question.	For 1 year after answering the question, or for 1 year after the last communication between our company and you within the relevant question
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Security processing

Purpose	Scope of processed information	Legal title	Processing time
Application security, data protection, error prevention	<ul style="list-style-type: none"> • Identification details of your device • Operational and safety data 	A legitimate interest in the safe and reliable provision of services.	For 6 months from the fault condition.

The processing of this personal data is not a legal or contractual requirement, but without processing it we would not be able to respond adequately to security threats or technical problems. You have the right to object to the processing of personal data for this purpose as described below.

With whom do We share Your personal information?

It is not possible to determine in advance which specific persons will be processing Your personal data. Therefore, here are the categories of possible recipients, explaining for which purpose the access to the personal data may be granted to them.

Recipient	Reason for disclosure
Person running the web and our application and other software (computer systems)	We need a software provider who is in the position of a personal data processor to service Our Website and the operation of the application and other software.
Persons providing marketing and graphic services	Marketing agencies, marketing specialists and graphic designers help us with the preparation and implementation of marketing campaigns.
Web statistics providers and social network operators	In order to analyze your behaviour on our website and to improve the website, we need to use the services of web statistics providers and social network providers that provide cookies services.

External accountants and auditors	We may entrust our accounting and tax agenda to professionals outside our Company and in such case we must disclose your personal information to the extent necessary to fulfil the contract with you and fulfil our legal obligations.
Persons providing payment services (payment gateway operators, banks, etc.)	In order to ensure proper payment transactions (payment gateway function, payment withholding, payment blocking, etc.), we must pass on your personal information to the person providing the payment system.
Legal and tax advisors	Occasionally, we may need to consult legal or tax advisors for information about legal relationships with you. These are persons who are bound by the legal duty of confidentiality.
Law enforcement agencies and similar government institutions	Law enforcement agencies and similar government institutions. When required by the law, e. g. based on a court order, we may have to share the data with government institutions as prescribed by the law.

What are your rights?

Based on the fact that Our Company processes personal data about You, You have the rights that We would like to inform you in this section. You can exercise all your rights with Us in any way that suits You and that allows Us to verify that You are truly asking Us (to verify Your identity), and We will do our best to accommodate You. If you wish to exercise your rights, we recommend you to reach to us by e-mail at info@adbia.com. You can also reach us by post at the address specified in the beginning of this Policy.

1. Right of withdrawal of consent

If we process your personal data with Your consent, it is Your right to withdraw Your consent to the processing of personal data, including consent to receive commercial communications. You can withdraw Your consent by sending an application to info@adbian.com.

With respect to the processing of Your personal data for the purpose of sending commercial communications, you can simply withdraw your consent to the processing of personal data and the consent to receive commercial communications by clicking on the appropriate link at the end of each commercial communication.

If you do not wish to continue using the services of our application, you can also cancel your account, which You can do yourself in Your account settings.

2. Right of access

You have the right to access the personal data We process about You, as well as the information about what personal data We process about You, for what period of time, for what purposes we process it, to whom we access it and whether We use it for automated decision making (or how this automated decision-making works).

We will provide You with single electronic copy of your personal information free of charge upon Your request.

3. Right to repair

If You find that we are processing incomplete or incorrect personal data about You, You have the right to have your personal data corrected or, if required by the purpose of processing this personal data, to supplement it.

You can partially correct your data yourself, within your user account.

4. Right of deletion

Your right is also the right to delete your personal data, which Our company keeps and processes about your person. In order to request deletion, one of the following reasons must be given:

- Your personal data is no longer needed for the purpose for which it was collected or processed;
- Your personal data is processed illegally by Our Company;
- You have revoked the consent on the basis of which the processing of Your personal data was carried out, and We have no other right (legal title) to further process this personal data;
- an objection has been raised if this personal data is processed for direct marketing purposes (e.g. sending business messages);
- an objection has been raised with regards to the processing of Your personal data, which we process on the basis of our legitimate interest, and We are unable to prove that Our legitimate interest outweighs your right to deletion;

- there is a legitimate reason to delete this personal data;

We would like to warn you that there may be a situation where Your personal data cannot be deleted on the basis of your revocation of consent to the processing of personal data or on the basis of your request for deletion of personal data. Such a case is especially a situation where the processing of Your personal data is required by law. In the event that this situation occurs, Our Company will inform You of the reason why your personal data cannot be deleted.

5. Right to restrict processing

In cases where you feel that your personal data processed by Our company is incorrect, You have the right to request that we limit the processing of Your personal data to the time strictly necessary to verify the accuracy of Your personal data and their possible correction.

You also have this right in the following cases:

- processing of Your personal data by Our Company is illegal, but You do not want your personal data to be deleted;
- Our company no longer needs Your personal data for the purpose for which We processed it, but You insist on their processing (especially storage) by Our Company to determine, enforce or defend your legal claims;
- You have objected to the processing of Your personal data on the basis of a legitimate interest of Our Company, in which case the processing restriction will be valid for the time necessary to determine whether our legitimate interest exceeds Your right not to continue processing Your personal data.

6. The right to object to the processing of your personal data on the basis of a legitimate interest

With regard to the fact that We process some of your personal data on the basis of a legitimate interest, You have the right to object to this processing, on the basis of which we assess whether it is really in our legitimate interest to process your personal data for that purpose or whether your right to so that your personal data is no longer processed.

7. The right to object to the processing of your personal data for the purpose of direct marketing

You have the right to object to the processing of your personal data for the purpose of direct marketing (e.g. for the purpose of sending commercial communications). In such a case, we will immediately stop processing your personal data for this purpose.

8. Right of complaint

In the event that all the above rights are insufficient from Your point of view, or You are of the opinion that in any way Our company violates Your rights, You have the opportunity to file a complaint with the supervisory authority. You can make a complaint by contacting the Office for Personal Data Protection, which is available on the site: <https://www.uoou.cz/podatelna-uradu/os-1006>

Cookies

Our website uses so-called cookies. Information on how, for what purposes and to what extent we use cookies can be found in Cookie Declaration.

Changes to the personal data processing policy

This Policy may change from time to time. The current version will always be listed on Our website and if the changes are significant, we will also inform you by e-mail.