

Privacy Notice

Please be advised that the Data Controller of your personal data as a customer of the DirectActionGear.com online store is ENTIRE M Limited Liability Company, Radomska 34, 54-032 Wrocław, NIP: 8943037908, REGON: 021820847, KRS: 0000410970, hereinafter referred to as "Entire".

In addition, we would like to inform you that:

1. Your personal data will be processed for the following purposes:
 - a) providing services by electronic means to the extent indicated in our regulations, i.e. enabling registration and servicing of an account created within the store (if the Customer sets up such an account) and providing other functionalities through it - (legal basis for processing - processing is necessary to perform the contract (art. 6 (1) (b) of the GDPR);
 - b) handling purchases made without registration in the Store (including, for example, accepting orders, ongoing communication in matters related to the orders placed, including their confirmation and information about the status) - (legal basis for processing - processing is necessary to perform the contract - art. 6 par. 1 letter b of the GDPR);
 - c) handling complaints (related to concluded sales contracts and regarding services provided electronically) - (legal basis for processing - processing is necessary to perform the contract - Article 6 (1) (b) of the GDPR);
 - d) analytical and statistical, i.e. conducting analyzes of the activity of the store's customers, as well as their preferences in order to improve the functionalities used and the services provided - (legal basis for processing - legitimate interest of Entire - Article 6 (1) (f) of the GDPR);
 - e) possible determination and pursuit of claims or defense against them in order to protect Entire's rights - (legal basis for processing - legitimate interest of Entire - Article 6 (1) (f) of the GDPR);
 - f) direct marketing, including profiling, by selecting and displaying available store goods, taking into account the activity and preferences of specific users (legal basis for processing - Entire's legitimate interest - Article 6 (1) (f) of the GDPR).
2. In matters related to the processing of your personal data, you can contact us by e-mail at the following e-mail address: online.eu@directactiongear.com.
3. Personal data will be processed for the duration of the contract and until the expiry of the limitation period for any claims arising from the contract, as well as until the data storage obligations resulting from special provisions (e.g. tax and accounting regulations) expire, until an objection to data processing is submitted (when data are processed on the basis of a legitimate interest).
4. The recipients of the data are cooperating entities that participate in the processes necessary to conduct our business, including: our business partners, suppliers to whom we commission services related to the processing of personal data, e.g. IT services (server supplier, entities providing technical support services for software in which personal data is stored), entities providing electronic payment services (if this payment option is selected), courier companies and postal operators, our subcontractors, law offices and debt collection companies, entities providing archiving services.
5. You have the right to access your personal data, rectify it, delete it (if the basis for its processing is not a legal obligation), limit processing or object to the processing of your data due to your special situation (in cases where we process your data on the basis of our legal legitimate interest), as well as the right to transfer data (only for data that we process on the basis of a contract concluded with you or based on your consent).

6. In addition, you have the right to lodge a complaint with the supervisory body - the President of the Office for Personal Data Protection, when you believe that the processing of your personal data violates the provisions of the GDPR.
7. Persons who register in the Store are asked to provide the data necessary to create and operate the account, and failure to do so results in the inability to create an account. As for customers who place orders via the Store without registering an account - they are asked to provide the data necessary to enable Entire to process the order. Failure to provide this data will result in the inability to accept the order.
8. Entire will not carry out the processing of your data as a customer in an automated manner, which will at the same time lead to making decisions for you that have legal effects or similarly significantly affect your situation. Possible processing of data in an automated manner, including profiling, will only be used to analyze and forecast individual preferences of customers using the DirectActionGear.com online store.
9. Your personal data is processed within the European Economic Area (EEA). In justified cases (related to the need to ensure the functionality of the Store and manage its operation), Entire may transfer personal data outside the EEA as part of using the services of subcontractors (from among the categories of recipients indicated in point 4 above). In this case, Entire guarantees the legally required personal data protection measures.