

# Privacy Policy

Your privacy and the protection of your personal data are our top priorities. Any information you share with us while using our website or services is treated as confidential and handled in accordance with data protection laws and this privacy policy. Below, we outline what information we collect, how we use it, with whom it might be shared, and your rights regarding its management when you visit our website.

## What Is Personal Data?

Personal data include any information that can be linked to an identifiable individual, either directly or indirectly (as defined in Article 4, Section 1 of the GDPR).

## Operator Information

The website **Bulios.com** is operated by:

### **Bulios s.r.o.**

Pavlovova 3048/40,  
Ostrava, 70030  
Czech Republic  
Company ID (IČO): 10983384

Email: [support@bulios.com](mailto:support@bulios.com)

## Data Processing During Passive Website Use

When you use this website passively, we only process the personal data necessary for basic site functionality. Additional data will only be processed if you provide your explicit consent or if there is another legal basis for doing so.

If you use our site solely for informational purposes without registering or otherwise providing personal data, we process only the information that your browser automatically sends to our server. This includes:

- The type and version of your internet browser,
- The operating system you are using,
- The referring URL (previously visited webpage),
- Your computer's hostname,
- The time of the page request,
- Your IP address.

This data is essential for displaying the website and ensuring its stability and security, making its processing mandatory.

The legal basis for this processing stems from Article 6, Section 1(b) of the GDPR, as this data is required for the website's proper functionality. Additionally, processing aligns with Article 6, Section 1(f) of the GDPR, reflecting our legitimate interest in maintaining site stability and security.

## Data Processing During Active Website Use

Below, we explain how we process data related to the functionalities of our website that you may actively use.

## Use of Cookies

Our website uses cookies, which are small text files stored in your browser. These files help save identifiers and other information on your device (such as a computer or phone). Cookies cannot independently execute programs or transmit viruses. Their primary purpose is to enhance and streamline your experience on our website.

The term "cookies" in this context also includes similar technologies designed for the same purposes. We use both our own cookies and third-party cookies integrated into our website.

### Technically Necessary Cookies

When you visit our website, cookies essential for its basic functionality are set. These include, for example, cookies to remember your language preferences or to record whether you have accepted or declined the use of additional cookies. These are "session cookies" and are deleted when you close your browser.

The legal basis for processing personal data through these necessary cookies is Article 6, Section 1(f) of the GDPR, which allows processing based on our legitimate interest in ensuring the smooth operation and fundamental functionality of the website.

### Optional Cookies

Optional cookies are used to collect additional information, such as user interests or behavior on the site. This data helps us analyze and optimize the website and improve our interactions with visitors.

These cookies are only set if you give explicit consent. The legal basis for their use is your consent under Article 6, Section 1(a) of the GDPR.

## Inquiries via Email or Phone

If you contact us by email or phone, we will process your personal data (e.g., your name and the content of your inquiry) to respond to your request.

- The legal basis for processing this data is Article 6, Section 1(b) of the GDPR if your inquiry is related to fulfilling a contract or is necessary for pre-contractual negotiations.
- If the inquiry does not fall under these categories, processing is based on our legitimate interest in efficiently handling inquiries under Article 6, Section 1(f) of the GDPR.
- If you have given your consent, the processing is based on Article 6, Section 1(a) of the GDPR.

Your data will be retained until you request its deletion, withdraw your consent, or the purpose for storing it ceases to exist (e.g., once your inquiry has been resolved). Mandatory legal requirements for data retention remain unaffected.

## Registration on the Website

To access additional website features, you may register by providing personal data. These details are entered into a form, transmitted to us, and stored. Registration is required to enable certain features.

During registration, we collect the following data:

- Username
- Email address

Additional information that may be stored includes:

- First and last name
- Profile picture
- Language and country
- IP address and user behavior

The legal basis for this processing is Article 6, Section 1(b) of the GDPR, which permits processing necessary to fulfill a user relationship.

Your data is retained for the duration of your registration and subsequently deleted unless legal obligations require further retention.

## Registration via Facebook

Instead of traditional registration, you can use Facebook Connect, a service operated by Meta Platforms Ireland Limited. By clicking the "Sign in with Facebook" button, you will be redirected to Facebook to log in with your credentials. Your Facebook profile will then be linked to our website, granting us access to certain data stored on Facebook, such as:

- Name, email address

This simplified registration process processes your data based on your explicit consent (Article 6, Section 1(a) of the GDPR). You can withdraw this consent at any time. We store your data only for as long as necessary or as required by legal regulations.

For more details about Facebook's data protection practices, please refer to [Facebook's Privacy Policy](#).

## Registration via Gmail

You can also register using Gmail, a service operated by Google Ireland Limited. By clicking the "Sign in with Gmail" button, you will be redirected to Gmail to log in with your credentials. Your Gmail profile will then be linked to our website, allowing access to specific data stored in Gmail, such as:

- Name, email address

This simplified registration process relies on your explicit consent (Article 6, Section 1(a) of the GDPR). You can revoke your consent at any time. Data is stored only for the necessary duration or in compliance with legal requirements.

For more information about Google's data protection policies, please refer to [Google's Privacy Policy](#).

## Newsletter Subscription

To send you our newsletter, we require your email address and confirmation that you consent to receiving it.

The legal basis for this is your explicit consent under Article 6, Section 1(a) of the GDPR. You can unsubscribe at any time by clicking the "unsubscribe" link included in each newsletter.

After you unsubscribe, we will retain your email address on a blacklist for a maximum of two years to prevent further mailings. You may object to this retention if your interests outweigh our legitimate interests.

The newsletter distribution service is provided by **MailerLite Limited**, 38 Mount Street Upper, Dublin 2, D02 PR89, Ireland.

For more information, please review the [MailerLite Privacy Policy](#).

## Third-Party Integrated Services

To ensure the functionality of our website, we integrate third-party services. Below is an overview of how these services process your data.

### Stripe

Our website offers payment processing through **Stripe Payments Europe, Ltd.**, 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland ("Stripe").

When you make a payment via Stripe, your payment data is transmitted to Stripe through our interface to complete the transaction.

- **Legal Basis:** Data transfer to Stripe is based on Article 6, Section 1(b) of the GDPR, as it is necessary for contract performance, and our legitimate interest in secure and reliable payment processing under Article 6, Section 1(f) of the GDPR.

Details about Stripe's data processing can be found in [Stripe's Privacy Policy](#).

Your data is retained only as long as necessary to fulfill the stated purpose and is subsequently deleted unless a legal obligation requires its retention.

### Google Analytics

This website uses Google Analytics, a web analytics service provided by **Google Ireland Limited**, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Analytics enables the website operator to analyze visitor behavior, collecting data such as the number of page views, time spent on the site, operating systems used, and the source of visitors. This data may be aggregated by Google into profiles linked to individual users or devices.

Google Analytics employs technologies (e.g., cookies or device fingerprinting) to recognize users and analyze their behavior. Information collected is transferred to and stored on Google servers in the USA.

- **Data Privacy Concerns:** The USA does not meet EU data protection standards, and U.S. authorities may access your data under certain circumstances.

To mitigate risks, **IP anonymization** is active on this website. Before transferring data to the USA, Google truncates your IP address within EU member states or other countries in the European Economic Area. Only in rare cases is the full IP address transmitted to the USA and truncated there.

Google uses this data to evaluate website usage, compile reports on website activity, and provide other services related to website and internet usage to the website operator.

- **Legal Basis:** The storage of data occurs based on your consent under Article 6, Section 1(a) of the GDPR.
- **Opt-Out:** You can prevent Google Analytics from processing your data by installing a browser plugin available at Google's Tools Page.

## Facebook Pixel

This website uses the **Facebook Pixel** service, provided by **Meta Platforms Ireland Limited** ("Facebook"), 4 Grand Canal Square, Dublin 2, Ireland, for conversion tracking and visitor behavior analysis.

This service tracks the actions of visitors after they are redirected to our website through a Facebook ad. This allows us to evaluate the effectiveness of Facebook ads for statistical and marketing purposes and to optimize future ad campaigns.

The data collected through Facebook Pixel is anonymized from our perspective as website operators, meaning we cannot identify individual users. However, Facebook stores and processes this data, enabling it to link the information to specific user profiles and use it for its own advertising purposes, in accordance with its **Data Usage Policy**. This allows Facebook to display ads both on its platform and outside of it. As website operators, we have no control over this process.

- **Legal Basis:** The use of Facebook Pixel is based solely on your explicit consent under Article 6, Section 1(a) of the GDPR. You may withdraw this consent at any time with future effect.
- **Deactivating Remarketing:**  
You can disable the "Custom Audiences" remarketing feature in your Facebook account's ad settings if you are logged in. If you do not have a Facebook account, you can opt out of behavior-based ads through the **European Interactive Digital Advertising Alliance's website**.

For more details about Facebook's privacy practices, we recommend reviewing [Facebook's Privacy Policy](#).

## Rewardful

We use **Rewardful**, provided by Rewardful, Inc., to manage affiliate programs and commission systems. Rewardful tracks, administers, and processes commission payouts for our partners.

Rewardful may process personal data such as:

- Email addresses
- IP addresses
- Transaction data
- Commission information

This data is processed to ensure accurate tracking and management of affiliate programs and commission payouts.

- **Legal Basis:** The use of Rewardful is based on our legitimate interest in effective and transparent affiliate program management under Article 6, Section 1(f) of the GDPR.

Rewardful processes your data only to the extent necessary for these purposes. Data is retained for as long as required to meet these purposes and is deleted afterward unless legal retention requirements apply. For more details, please refer to the [Rewardful Privacy Policy](#) directly on their website.

## Disclosure of Personal Data to Third Parties

### External Hosting

Our website is hosted by an external service provider (host). Personal data collected through this website is stored on the host's servers. This data may include, but is not limited to:

- IP addresses
- Contact inquiries
- Metadata and communication data
- Contractual information
- Contact details
- Names
- Website access logs
- Other data generated via the website

The host is utilized to fulfill contractual obligations with our potential and existing customers (Article 6, Section 1(b) of the GDPR) and to ensure secure, fast, and efficient delivery of our online services by a professional provider (Article 6, Section 1(f) of the GDPR).

The host processes your data only to the extent necessary to fulfill its service obligations.

### Other Cases

Apart from the cases mentioned in this privacy policy, your personal data will not be shared with third parties or processors as defined by Article 28 of the GDPR.

However, if we are legally authorized or required to do so (e.g., under applicable laws or court orders), we may disclose your personal data.

## Transfer of Personal Data to Third Countries

We want to inform you that data processed in other countries may be subject to foreign laws and could be accessible to local governments, courts, law enforcement, or regulatory authorities. When transferring your personal data to third countries, we take appropriate measures to ensure an adequate level of protection.

If the relevant country does not have an adequacy decision from the European Commission, the transfer of your data is safeguarded by:

- The implementation of **EU Standard Contractual Clauses** with the recipient, or
- The adoption of **Binding Corporate Rules** for data protection.

Otherwise, data transfers will only occur if an exception under Article 49 of the GDPR applies.

## Retention Period

We aim to process your personal data only to the extent necessary. Therefore, we will retain your personal data only for as long as needed to fulfill the purpose for which it was originally collected or, where applicable, for a longer period if required or permitted by law (e.g., to comply with commercial and tax record-keeping obligations).

## Your Data Protection Rights

Depending on the specific circumstances of your case, you have the following rights concerning your personal data:

### Right to Information

You have the right to request information about your personal data and access it, including obtaining a copy. This includes details about the purpose of processing, categories of data used, recipients and authorized parties, and, if possible, the planned retention period or criteria for determining it.

### Correction, Blocking, Deletion

You can request the correction, deletion, or restriction of the processing of your personal data if its use does not comply with data protection laws. This is particularly applicable when:

1. The data is incomplete or inaccurate,
2. The data is no longer necessary for the purposes for which it was collected,
3. You have withdrawn the consent that justified its processing, or
4. You have successfully objected to its processing.

If the data is processed by third parties, we will forward your requests for correction, deletion, or restriction to those parties unless it is impossible or requires disproportionate effort.

### Refusal/Withdrawal of Consent

Many data processing activities are only possible with your explicit consent. You have the right to refuse to grant consent or withdraw previously given consent at any time without affecting the lawfulness of processing conducted before the withdrawal.

### Automated Decision-Making, Including Profiling

You have the right not to be subject to decisions based solely on automated processing, including profiling, if such decisions would have legal effects on you or similarly significantly affect you.

### Data Portability

You have the right to receive data you provided to us in a structured, commonly used, and machine-readable format. You can also request its direct transfer to another responsible entity if technically feasible.

### Right to Lodge a Complaint with a Supervisory Authority

If you believe that the processing of your personal data violates data protection laws, you have the right to file a complaint with the relevant supervisory authority.

### Right to Object

You can object at any time to the processing of your personal data if it is based on our legitimate interests and there are reasons specific to your situation. You may also object to processing for direct marketing purposes.

You can exercise these rights by contacting us using the details provided in this privacy policy.

## Updates to the Privacy Policy

We reserve the right to update this privacy policy in connection with updates to our website. We recommend regularly visiting this page to stay informed about the latest version of the privacy policy.

**Last updated:** November 27, 2024.