

# Personal Data Processing Policy

## 1. Data Controller

The controller of personal data is:

I love Hummus, s.r.o.

Company ID: 24253294

Registered office: Všeclapy 68, 257 26 Všeclapy

Registered in the Commercial Register maintained by the Municipal Court in Prague,  
Section C, File 197457

(hereinafter referred to as the "Controller").

The Controller operates the website:

<https://www.beavia.com/en>

Customer service

tel.: +420 778 014 034

e-mail: [office@beavia.com](mailto:office@beavia.com)

## 2. What Personal Data We Process

When visiting the website, the following data may be processed:

- IP address of the device
- information about the website visit
- technical information about the device and browser
- information about user behaviour on the website.

This data is processed automatically through analytical and marketing tools.

## 3. Purpose of Personal Data Processing

Personal data is processed for the following purposes:

- ensuring proper functioning of the website
- analysing website traffic
- improving website content and user experience
- evaluating marketing activities.

The legal basis for processing is the legitimate interest of the Controller pursuant to Article 6(1)(f) of the GDPR.

## 4. Analytical and Marketing Tools Used

- Google Analytics

The website uses the analytical tool Google Analytics 4, provided by Google Ireland Limited. This tool allows us to analyse website traffic and user behaviour.

More information about data protection:

<https://policies.google.com/privacy>

- Meta Pixel

The website uses the marketing tool Meta Pixel, provided by Meta Platforms Ireland Limited. This tool helps measure the effectiveness of marketing campaigns and analyse user interactions with the website.

More information about data protection:

<https://www.facebook.com/privacy/policy>

---

## 5. Cookies

The website uses cookies for the following purposes:

- ensuring proper functioning of the website
- analysing website traffic
- evaluating marketing campaigns.

Users can manage or change cookie settings through the cookie banner or through their web browser settings.

## 6. Links to Other Services

The website may contain links to other websites or services operated by I love Hummus, s.r.o., particularly the e-shop. Personal data processing within these services is governed by their own privacy policies available on the respective websites.

## 7. Recipients of Personal Data

Personal data may be made available to service providers that ensure the operation of the website and analytical tools, in particular:

- Google Ireland Limited
- Meta Platforms Ireland Limited
- website hosting providers.

## 8. Rights of Data Subjects

In connection with the processing of personal data, you have the right to:

- request access to your personal data
- request correction of inaccurate data
- request deletion of personal data
- request restriction of processing
- object to the processing
- file a complaint with the supervisory authority.

## 9. Contact

If you have any questions regarding personal data protection, you can contact us:

Customer service

tel.: +420 778 014 034

e-mail: [office@beavia.com](mailto:office@beavia.com)