



Information on the concept of processing personal data for conversion measurement via FAVI Pixel

For the FAVI Pixel conversion measurement system, we have chosen a model of personal data processing in which our company acts as the sole data controller. This concept was designed with regard to the actual (technical) implementation of this solution, with an emphasis on legal certainty for all parties involved and minimizing the administrative burden while maintaining a high level of personal data protection.

The processing of personal data is technically under our full control and management, and your company does not have access to the personal data collected, nor is this personal data stored on your device. From a technical point of view, individual cookies may be stored under your company's domain, via our JavaScript code implemented within your website. The measurement code then generates a unique ID for pairing the user. As you cannot directly influence the processing in this way, we did not consider it fair to hold you responsible for this processing.

Under this model, our company is thus fully responsible for the processing of personal data in the measurement of conversions. Consent to the processing of personal data is obtained exclusively on our website via a cookie bar, and no additional consent is required on your e-shop. In our opinion, this model not only complies with data processing regulations, but is also more transparent to end users.

In practical terms, this means that you do not need to modify your own records of processing activities (within the meaning of Article 30 GDPR), address information obligations to data subjects (within the meaning of Article 13 GDPR) or amend other data protection documents.

The practical solution is therefore designed in such a way that consent to processing is obtained on our website via a cookie bar, whereby, as mentioned above, cookies are stored under the domain of your e-shop. All data collected is processed in accordance with the GDPR for a maximum of three years after consent has been granted. We ensure full transparency towards end users through a detailed data processing document with the possibility to withdraw consent at any time. This ensures a high level of protection for their personal data while maintaining the effectiveness of conversion measurement.

With regard to the rights of data subjects, all rights (right of access, rectification, erasure, data portability, etc.) are exercised directly against our company as the data controller. Should you receive a request for the exercise of rights relating to conversion measurement, you must inform the applicant that our company is the controller, forward the request to us, or provide the necessary assistance in processing the request. Thank you.

If you have any questions about this concept, we are at your full disposal.

FAVI a.s.