
PRIVACY POLICY

This Privacy Policy explains how personal data of website visitors, customers and other persons using services available through www.msaesthetics.cz are processed.

1. DATA CONTROLLER

The controller of personal data is:

Marek Sviridov – MS AESTHETICS

Company ID: 01571141

Registered address: K Hvězdárně 1686/34, 500 08 Hradec Králové, Czech Republic

E-mail: msaestheticscz@gmail.com

Phone: +420 604 255 314

hereinafter referred to as "MS AESTHETICS" or the "Controller".

We process personal data in accordance in particular with Regulation (EU) 2016/679 of the European Parliament and of the Council, the General Data Protection Regulation ("GDPR"), and other applicable laws.

For certain services presented through the MS AESTHETICS website, another entity may act as an independent controller. This applies in particular to **Custom-Made Bikini services provided by NDG Crystal Bikini Design**, as described below.

2. WHAT PERSONAL DATA WE PROCESS

Depending on how you use the website or our services, we may process in particular:

- first and last name,
- billing and delivery address,
- e-mail address,
- phone number,
- order and purchased product information,
- payment information and payment method,
- shipping and delivery information,
- information relating to complaints, returns or other customer requests,
- information submitted through contact or inquiry forms,
- user account information,
- technical data relating to website use,
- information collected through cookies and similar technologies,
- any other information you voluntarily provide to us.

3. PURCHASES THROUGH THE MS AESTHETICS ONLINE STORE

Where you purchase Goods for which **MS AESTHETICS** is the Seller, we process personal data necessary in particular for:

- receiving and processing the order,
- conclusion and performance of the purchase agreement,
- processing payment,
- issuing accounting or tax documents,
- shipping and delivery,
- communication relating to the order,
- handling complaints, returns or other requests,
- compliance with accounting, tax and other legal obligations.

The legal basis for processing is in particular:

- Article 6(1)(b) GDPR – performance of a contract or steps taken prior to entering into a contract,
- Article 6(1)(c) GDPR – compliance with a legal obligation,
- where applicable, Article 6(1)(f) GDPR – legitimate interests, for example in protecting and enforcing legal claims.

Data necessary for performance of the agreement are retained for the duration of the contractual relationship and thereafter for the period necessary to protect rights and comply with legal obligations.

Accounting and tax records are retained for the periods required by applicable law.

4. CONTACT AND INQUIRY FORMS

If you contact us through a contact form or another general inquiry form, we may process in particular:

- first and last name,
- e-mail address,
- phone number,
- content of the message,
- information concerning the product or service you are interested in.

We process these data for the purpose of responding to your request, further communication and, where applicable, preparing a contractual relationship.

The legal basis is in particular Article 6(1)(b) GDPR.

If no agreement or further cooperation follows from the communication, we generally retain the data only for a period reasonably necessary to deal with the communication and protect our rights, usually no longer than 12 months from the last relevant communication, unless another legal basis requires longer retention.

5. NDG CRYSTAL BIKINI DESIGN

Products and services of the **NDG Crystal Bikini Design** brand may be presented through the MS AESTHETICS website.

Depending on the type of product or service, the entity responsible for processing personal data may differ.

5.1 CUSTOM-MADE BIKINI / CUSTOM BIKINI REQUEST

Custom-Made Bikini production is provided directly by:

Natalia Díaz González

Company ID: 21717796

Registered address: Poděbradova 623, 563 01 Lanškroun, Czech Republic

E-mail: natandiandg@gmail.com

hereinafter referred to as "NDG".

The **Custom Bikini Request** form may be technically hosted on the MS AESTHETICS website, but its purpose is to submit an inquiry directly to Natalia / NDG.

Personal data submitted through the Custom Bikini Request may include in particular:

- first and last name,
- contact details,
- competition federation and division,
- competition date or required use date,
- body measurements,
- requested cut and coverage,
- size information,
- preferences concerning design, colour, materials or crystals,
- photographs necessary for assessment of physique, measurements, cut or fit,
- any other information voluntarily provided by the customer for the purpose of custom production.

These data may be used in particular for:

- assessing the inquiry,
- communicating with the customer,
- measurements and fitting,
- preparing and confirming the design,
- determining the price,
- production planning,
- preparing and entering into the Custom Bikini Agreement,
- manufacturing and fulfilling the specific order,
- any subsequent alterations, complaints or service.

The fact that the form is hosted on the MS AESTHETICS website does not mean that MS AESTHETICS is the Seller or Contractor of the specific Custom-Made order. The contractual relationship is entered into between the customer and Natalia Díaz González / NDG Crystal Bikini Design.

For personal data processing relating to the actual fulfilment of the Custom-Made order, Natalia / NDG acts as an independent controller to the extent corresponding to her contractual and legal relationship with the customer.

MS AESTHETICS may technically process personal data to the extent necessary to operate the form, secure the website and transmit the submitted information to Natalia / NDG.

Submission of a Custom Bikini Request does not automatically create a contract. The form constitutes a non-binding inquiry.

5.2 READY TO SELL

Where finished NDG bikinis are sold through the MS AESTHETICS online store and **MS AESTHETICS** is identified as the Seller, MS AESTHETICS processes the customer's personal data as controller in particular for:

- conclusion and performance of the purchase agreement,
- receiving payment,
- issuing the relevant sales document,
- delivery of the product,
- communication,
- complaints and returns.

The same principles therefore apply as to other purchases made through the MS AESTHETICS online store.

Natalia may, within the scope of her authorization from MS AESTHETICS, handle certain practical activities such as communication, fitting, selection of a suitable model, handover or product inspection.

5.3 RENT / RENTAL OF NDG BIKINIS

For rentals of NDG bikinis arranged through MS AESTHETICS, the contracting party and Lessor is MS AESTHETICS.

For rental purposes, we may process in particular:

- identification and contact details,
- information about the selected model,
- size and fitting information,
- rental period,
- rental price,
- security deposit and payment information,
- handover and return information,
- photographs or other documentation of the bikini's condition before and after rental,
- information relating to damage, repairs or late return.

Natalia Díaz González may process these data as an authorized person acting on behalf of MS AESTHETICS for the practical administration of the rental.

6. USER ACCOUNT

If you create a user account on the website, we may process information necessary for its creation, administration and security, including identification and contact details, order history and technical information relating to use of the account.

The data are processed in particular for the purpose of providing user account functions, recording orders and protecting the account against misuse.

7. NEWSLETTER AND MARKETING COMMUNICATIONS

If you are our customer, we may, subject to applicable law, use your e-mail address to send marketing communications concerning similar products or services offered by MS AESTHETICS.

You may unsubscribe at any time using the unsubscribe link contained in the relevant communication or by contacting us at:

msaestheticscz@gmail.com

Where you subscribe to the newsletter separately without making a purchase, processing will be based on your consent.

Consent may be withdrawn at any time.

8. RECIPIENTS OF PERSONAL DATA

We may make personal data available, to the extent necessary, to persons and companies that assist us with operating the online store and fulfilling our obligations.

These may include in particular:

- the operator of the **Shoptet** e-commerce platform,
- web hosting and technical service providers,
- payment service providers,
- banks and financial institutions,
- carriers and logistics providers,
- Packeta / Zásilkovna, DPD, PPL, DHL or their partners where used for a specific shipment,
- e-mail and communication service providers,
- accounting, tax or legal advisers,
- public authorities where disclosure is required by law.

For Custom Bikini Requests, personal data may be disclosed to **Natalia Díaz González / NDG Crystal Bikini Design**, as she independently handles the specific Custom-Made inquiry and any subsequent order.

Personal data are disclosed only to the extent necessary for the relevant purpose.

9. TRANSFERS OF DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

When using certain technical, communication, analytics or marketing services, personal data may be processed by a provider outside the European Economic Area or accessed from such a country.

In such cases, we take appropriate steps to ensure that a valid legal mechanism under the GDPR is used, for example:

- an adequacy decision of the European Commission,
- Standard Contractual Clauses,
- another lawful transfer mechanism permitted under the GDPR.

10. RETENTION PERIODS

We retain personal data only for as long as necessary for the purpose for which they were collected.

The specific retention period depends on the type of data and purpose of processing.

Typically:

- data relating to an order are retained for the duration of the contractual relationship and subsequently for the period necessary to protect legal claims,
- accounting and tax data are retained for the period required by law,
- data from non-binding inquiries are generally retained for no longer than 12 months from the last relevant communication, unless another legal basis applies,
- data used for marketing are processed until consent is withdrawn, the recipient unsubscribes or a reasonable period expires depending on the relevant legal basis,
- data relating to complaints or disputes may be retained for the period necessary to protect and enforce legal claims.

11. COOKIES AND SIMILAR TECHNOLOGIES

The website uses cookies and similar technologies.

Cookies may be used in particular for:

- ensuring basic website functionality,
- login and user account operation,
- shopping cart functionality,
- remembering user preferences,
- traffic measurement and analytics,
- improving website functionality,
- marketing and advertising personalization.

Necessary Cookies

These cookies are required for the proper functioning of the website and may be used without prior consent where permitted by applicable law.

Analytics and Statistics Cookies

These cookies help us understand how the website is used and improve its functionality.

Where consent is legally required, such cookies are activated only after consent has been given through the cookie banner.

Marketing Cookies

These cookies may be used for measuring advertising campaigns, displaying relevant content or other marketing purposes.

They are used only to the extent and under the conditions permitted by applicable law, in particular after consent has been given where required.

Current cookie preferences may be managed through the cookie banner or browser settings.

Consent to non-essential cookies may be changed or withdrawn at any time.

12. SECURITY OF PERSONAL DATA

We implement appropriate technical and organizational measures to protect personal data against:

- unauthorized access,
- loss,
- misuse,
- alteration,
- unauthorized disclosure,
- destruction.

Access to personal data is limited to persons who require it for the performance of their work, contractual or legal obligations.

13. AUTOMATED DECISION-MAKING

MS AESTHETICS does not carry out automated individual decision-making that produces legal effects concerning the customer or similarly significantly affects the customer within the meaning of Article 22 GDPR, unless expressly stated otherwise in a particular case.

14. DATA PROTECTION OFFICER

MS AESTHETICS has not appointed a Data Protection Officer.

For questions concerning personal data protection, you may contact us at:

msaestheticscz@gmail.com

15. YOUR RIGHTS

Subject to the conditions set out in the GDPR, you have in particular the right to:

- obtain confirmation as to whether we process your personal data,
- request access to your personal data,
- request correction of inaccurate or incomplete data,
- request deletion of personal data,
- request restriction of processing,
- receive personal data in a portable format where the legal conditions are met,
- object to processing based on legitimate interests,
- withdraw consent at any time where processing is based on consent,
- lodge a complaint with the competent supervisory authority.

The competent supervisory authority in the Czech Republic is:

Office for Personal Data Protection

Pplk. Sochora 27
170 00 Prague 7
Czech Republic

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

16. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time, in particular where there are changes to the services or technologies we use, applicable law or the manner in which personal data are processed.

The current version is always available at www.msaesthetics.cz.

This Privacy Policy is effective from 21 August 2026.