



7 20818000

www.laizied.lv

e-mail: veikas@laizied.lv

phone: + 371 20818000

Privacy Policy

This Privacy Policy informs about the privacy practices and principles of personal data processing in connection with the laizied.lv website and services. To contact us regarding data processing issues, please write an e-mail to vaikals@laizied.lv or call +371 20818000.

1. Obtained information data

We obtain such personal data, which you voluntarily provide to us via e-mail, when placing an order, by disclosing information in person and in other direct communication ways with us. When placing an order, you must provide your name, contact information (e-mail, phone number), delivery address, your payment information and other information you wish to provide.

2. Processing of personal data

We process your personal data fairly and lawfully, in compliance with the requirements set by both Latvian and European Union legislation. We will only process your personal data, if you give us your permission. We collect your personal data in a number of ways, electronically, in person or other. The method of obtaining personal data depends on the place of purchase – electronically or in person. By processing your payment information, we ensure that we can fulfill or contractual obligations to you. As we process your personal data fairly and lawfully, we inform you about the processing of your personal data. We may use the obtained personal data to provide you with services and information you request, to process your order and necessary documents, to provide you with effective customer support, to help prevent threats or fraudulent activities, and to comply with regulatory requirements. We may transfer your information to third parties in order to comply with regulatory requirements, cooperate with supervisory authorities, help prevent criminal activity and protect the legal rights of us, you and others.

3. Data security

In order for your personal data to be processed by those who have the right to do so, we allocate access rights according to the performance of our duties and ensure that your personal data is protected. Our employees are aware of the requirements for the processing of personal data. Employees are prohibited from disclosing personal data which they have acquired in the performance of their duties even after the termination of their employment relationship, unless it is necessary for the performance of their duties and is provided for by law. Employees process your personal data only for the purposes specified in this Privacy Policy. If there is a suspicion that a personal data protection violation has occurred, please report it to the e-mail address veikals@laizied.lv.

4. Term of storage of personal data

We store your personal data for as long as we need it in accordance with the purpose for which it was obtained and as required by law.



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5. Use of cookies

If you visit our website <https://www.laizied.lv>, we use cookies to personalize content and ads, to provide social media features and to analyze our page traffic. The necessary cookies help make the website usable by providing basic features such as page navigation and access to secure places on the website. The website cannot function properly without these cookies. We do not collect any of your personal information on this site other than the information you voluntarily provide for example, by sending us an e-mail. Any information you provide in this way is not available to third parties and we will only use it for the purposes for which you provided us. The technical details related to visitors of this website are recorded by our internet service provider for statistical purposes. We do not use any information to identify users of webpage.

This website may set the following cookies:

Functional cookies. These cookies are necessary for you to be able to navigate the website and use its information. Without these cookies, we are unable to provide the services you have requested, such as shopping cart functionality.

Google Analytics cookies. These cookies are used to obtain traffic statistics for our website. We use this information to improve site performance and advertising.

Targeted advertising tool cookies. These cookies are used to increase the effectiveness of your advertising and to show you the ads that are most likely to interest you.

Third-party service provider cookies. Cookies can be set by the following third-party services used on this website: Facebook "like" button, YouTube videos, Instagram. Some of these cookies may be used to track your activities on other websites and we cannot control them because these cookies are not set by our website.

6. Opt out of cookies

To opt out of cookies, you can use the private browsing mode provided by most browsers (private window, incognito window, or InPrivate window). Any cookies created in private browsing mode are deleted as soon as you close all browser windows.

You can use the free tool to opt out of obtaining and using the information needed to run a targeted ad [Your Online Choices](#) or [YourAdChoices](#).

7. Your rights regarding your personal data

If you are a data subject under the EU GPA (for example, you are an EU citizen and provided us with your personal data), you have the following rights with regard to your personal data.

Right to access the information. You have the right to receive information about why and how your personal data is being processed. You have the right to receive a copy of your personal data in our widely used electronic format free of charge.

Right to correct. You have the right to obtain the correction or addition of inaccurate or incomplete personal data without undue delay.

The right to be "forgotten". You have the right to withdraw your consent to the processing of personal data and to have your personal data deleted without undue delay as soon as the data is no longer required to provide the services you have requested and to comply with regulatory requirements.



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The right to restrict processing. You have the right to restrict processing of your personal data if you object to it and we have no legitimate reason to continue processing it, if you dispute the accuracy of the data, if the processing is illegal or if you request legal action.

Right to object. You have the right to object to the processing of data at any time, unless it is necessary for a task carried out in the public interest or there is an indisputable legal basis for the processing. Other right under the VDAR. For more information, visit [EU data protection website](#).

8. Changes

We will clarify the Privacy Policy if the processing of personal data changes or other requirements are required by law. Changes to the Privacy Policy will be available to you on our website <https://www.laizied.lv/kontakti/>.