

Privacy Policy

Information on personal data processing for the MotoGears websites and e-shop

Effective from 16 September 2026

1. Data controller

The controller of personal data is MotoGears spol. s r.o., with its registered office at Krásná 196, 739 04 Krásná, Czech Republic, Company ID 08990093, VAT ID CZ08990093, registered in the Commercial Register maintained by the Regional Court in Ostrava, Section C, File 81553 (the “MotoGears”, “we”, “us” or “controller”).

Privacy contact: info@motogears.cz, telephone +420 737 262 789. Workshop and returns address: Příborská 1473, 738 01 Frýdek-Místek, Czech Republic.

This notice applies to processing through www.moto-gears.com and <https://e-shop.motogears.cz>, direct communications, purchases and related customer support.

2. Personal data we process

Depending on how you interact with us, we may process your name, company name, Company ID and VAT ID, billing and delivery address, e-mail address, telephone number, order, payment and shipping details, communication history, customer account information, complaints and returns information, IP address, device and browser information and data obtained through cookies.

For technical inquiries, we may also process information about the motorcycle, model and production year, photographs of parts, drawings, dimensions and other documents voluntarily provided by the customer. Such technical information is usually not personal data, but it may become personal data if it can be linked to an identifiable individual.

3. Inquiries and direct communications

When you contact us by e-mail, telephone, form or social media, we process your contact details, the content of the communication and technical documents you provide in order to answer your inquiry, prepare a quotation and take steps before entering into a contract.

The legal basis is taking steps at your request before entering into a contract under Article 6(1)(b) GDPR. For general communications and management of business relationships, we may also rely on our legitimate interests under Article 6(1)(f) GDPR in properly managing communications and protecting legal claims.

If no contract is concluded, we normally retain the communication for no longer than 3 years after the last contact, unless longer retention is necessary for an ongoing project, a legal claim or a justified customer request.

4. Orders and performance of the contract

When you make a purchase, we process identification, contact, billing, delivery, order and payment data to enter into and perform the contract, receive payment, deliver the goods, communicate about the order and handle returns, complaints and service matters.

The legal bases are performance of a contract under Article 6(1)(b) GDPR and compliance with legal obligations under Article 6(1)(c) GDPR, including accounting, tax and consumer-law obligations.

We retain data required for contractual and complaint matters for the duration of the relationship and normally for 3 years afterwards to protect legal claims. Accounting and tax records are retained for the period required by law, generally up to 10 years. If a dispute arises, we may retain relevant data until the dispute and related claims are finally resolved.

5. Customer account

If you create a customer account, we process login and contact details and order history to administer the account and facilitate future purchases. The legal basis is performance of the contract under Article 6(1)(b) GDPR.

We maintain the account until it is cancelled by you or by us. Data that must be retained due to completed contracts, legal obligations or protection of claims may be retained after the account is closed to the extent and for the periods stated in this policy.

6. Payments and delivery

We provide data necessary for payment to the selected bank or payment service provider. We provide data necessary for delivery to the selected carrier, in particular the recipient's name, delivery address, telephone number, e-mail address and information required for customs clearance.

The legal bases are performance of the contract under Article 6(1)(b) GDPR and, where applicable, compliance with legal obligations under Article 6(1)(c) GDPR. MotoGears does not store complete payment-card details where payment is processed by an external payment service.

7. Reviews, discussions and customer projects

If you submit a review or comment, we process the information you enter and technical information needed to protect the form against misuse. The purposes are to publish and administer the review, answer a question and protect the website from spam. The legal basis is your consent where expressly requested by the form, or our legitimate interest in operating trustworthy reviews and discussions.

We normally retain a review or comment while it remains published. You may request removal or anonymisation at info@motogears.cz; we will assess the request in light of the applicable legal basis and legitimate interests.

We use photographs of products, motorcycles or customer projects and refer to a cooperation only where an appropriate legal basis exists and where we are not restricted by an NDA or another agreement. If the material identifies an individual, we will obtain consent where required or use it on the basis of a documented legitimate interest, depending on the circumstances.

8. Marketing communications

If you subscribe to a newsletter, we process your e-mail address on the basis of consent under Article 6(1)(a) GDPR. You may withdraw consent at any time through the link in each message or by contacting info@motogears.cz.

We may send existing customers offers for similar products on the basis of our legitimate interests and the applicable rules on electronic marketing, provided that they were given an opportunity to opt out when the contact details were collected and in every subsequent message.

We process marketing contact details until consent is withdrawn, the recipient unsubscribes or objects. We may retain minimum suppression-list information afterwards to ensure that no further marketing message is sent.

9. Cookies and similar technologies

The websites use necessary cookies required for operation, security, the shopping cart, login and storage of user choices. We use these without consent where they are necessary for the service requested by the user or for our legitimate interest in operating a secure website.

We use analytics, preference and marketing cookies only after consent has been given through the cookie banner, unless applicable law permits another approach. Consent may be changed or withdrawn at any time through the Cookie Settings or Manage Consent link.

The current list of cookies, providers, purposes and storage periods must be available directly in the cookie settings. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

10. Recipients and processors

Where necessary, we may disclose personal data to the Shoptet e-shop platform provider, hosting and IT-support providers, e-mail and communication providers, banks and payment services, carriers and customs representatives, accounting and tax advisers, analytics or marketing providers activated with consent and public authorities where required by law.

We use appropriate data-processing arrangements with suppliers that process personal data on our behalf. Suppliers that determine their own purposes of processing may act as independent controllers.

11. Transfers outside the European Economic Area

Some technical, analytics, payment or delivery providers may process data outside the European Economic Area. Where this occurs, we use a legally recognised transfer mechanism, such as an adequacy decision, standard contractual clauses and any necessary supplementary safeguards.

When a parcel is delivered to a third country, data may be transferred to a foreign carrier, customs authorities or the recipient to the extent necessary to perform the contract and deliver the parcel.

12. Security

We implement technical and organisational measures appropriate to the risk, including access controls, protection of accounts and devices, backups, system updates and limiting the information disclosed to each recipient. No system can, however, be regarded as completely risk-free.

13. Your rights

Subject to the conditions in the GDPR, you have the right to request access to, correction or deletion of personal data, restriction of processing and data portability, the right to object to processing based on legitimate interests and the right to withdraw consent at any time.

You also have the right to lodge a complaint with the Czech Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, Czech Republic, www.uoou.gov.cz. You may first contact us directly at info@motogears.cz.

14. Required information and automated decision-making

Information marked as required is necessary to process an order, enter into and perform a contract or comply with a legal obligation. Without that information, we may be unable to accept the order or deliver the goods.

MotoGears does not use decision-making based solely on automated processing that produces legal or similarly significant effects for you.

15. Changes to this policy

We may reasonably update this policy when our services, suppliers or legal requirements change. The current version will always be published on our websites with its effective date. We will provide appropriate notice of material changes.