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On the basis of 10 initiatives, the Office at the company Kelpias Consulting s.r.o. control regarding compliance with Act No. 480/2004 Coll.

The Office found that the controlled person violated the obligation set forth in § 7, paragraph 2 of Act No. 480/2004 Coll., as the addressees of commercial communications did not give prior consent to the use of their electronic contact details for the purpose of disseminating commercial communications.

Furthermore, the Office found a violation of § 7 paragraph 4 letter a) of Act No. 480/2004 Coll., i.e. the obligation to clearly and clearly mark disseminated commercial communications as commercial communications, and §7 paragraph 4 letter b) of the given law, since the messages sent did not contain any identification of the sender.

Violation of § 7 paragraph 4 letter c) of Act No. 480/2004 Coll., i.e. the sending of commercial communications without a valid address to which the addressee could directly and effectively send information that he does not wish the sender to continue to send him commercial information, the Office was unable to prove.

The office imposed a fine of CZK 86,000 on the inspected person.

The inspection was conducted by inspector Ing. Josef Vacula.

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