

PRIVACY PROTECTION AND INFORMATION ON PROCESSING PERSONAL DATA

Dear Guests,

Protecting your privacy and personal data is vital for us. Thus please pay attention to this document, where you can find all the necessary information regarding processing of your personal data at our accommodation facility!

Your host and thus the person responsible for processing your data as an administrator is **SERGE FASHION EKJ s.r.o.**, with registered office in Olomouc - part of Olomouc-city, Riegrova 390/25, postcode 77200, ID: 26784602, registered in the Commercial Register file:Registered in the Commercial Register, file: C 27150, kept at the Regional Court in Ostrava, (hereinafter the "**Controller**").

Contact details are also the e-mail: recepc@theatre-hotel.cz and +420 585 312 441

1. For what purpose do we process personal data?

- We process personal data so we can provide you with **accommodation services** - i.e. to conclude a direct contract. For this purpose we need your name, surname, address, and at least some contact details such as phone number, e-mail. If you have already made a reservation with us, we must process the information (including the identification of the website from which the reservation is made) and information on whether everything was to your satisfaction and that we have properly fulfilled our obligations. It is about fulfilling our contractual obligations.
- We collect personal data using the so-called **registration cards**, which you fill in yourself, and which we use as evidence of the conclusion of an accommodation contract, and within which you provide us with the data necessary for the conclusion of this contract or even for the fulfillment of our legal obligations (see below).
- We retain your data after the end of your stay so that we can respond to your complaints, or with other questions about your stay. We process them to protect our legitimate interests.

In addition to accommodation services, we also provide other services subject to similar processing rules with the following specifics:

- Arranging a taxi

At your request, we will arrange a taxi and, if requested, we will pass on your contact details to the appropriate taxi service provider (subject to capacity). In case you want the taxi services to be credited to your total bill, you must fill in the appropriate form on the basis of which we will pay for your taxi and then we will charge you in the final billing. For this purpose, we process the route information and its price, where it is our legitimate interest to verify that the paid price corresponds to the location we are paying for.

- Internet services

We allow our guests to use the internet. This is an unencrypted network where only so-called MAC addresses are evaluated in the event of an incident. History is not saved within the Wi-Fi network, only in the case of resolving an incident.

The internal network is secured by a firewall that logs the IP addresses and the behavior of that address on the network.

- Provision of guide services

At your request, we provide guided tours, so we will hand over your contact details to the appropriate guide service provider. In case you want guide services to be credited to your total bill, you must fill out an appropriate order, on the basis of which we pay for your guide, or order the service verbally and we will charge you the amount in the final billing. We process the use of the guide service for this purpose.

- **Wellness**

Our wellness services (therapeutic rehabilitation care) can also be used within our services, even if you are not a guest of the hotel.

For wellness purposes, a questionnaire is processed to process personal data related to your identification, contact details, lifestyle information, health status information (so-called sensitive data processed to provide health care), preference of provided services, price.

- **Ordering of flowers**

Within our services, it is possible to buy flowers and other goods (more information is provided when ordering specific goods). Here we process information about your purchases in order to fulfill the relevant purchase agreement.

- **Meals**

It is also possible to provide meals, where we use the supplier ENTREE GASTRONOMY s.r.o., ID: 26870797, records of consumption data are re-entered for billing purposes (and subsequent reasons for processing).

- **Parking reservation**

For the purpose of reserving a parking space, we process the information about your license plate, which you report as your vehicle.

We are also mainly **legally** obliged to process your personal data.

- If you are a foreigner, we have to fulfill **obligations under the Act on Foreigners** and to maintain a log. In the log we have to provide information on name, surname, date of birth, nationality, permanent residence abroad, travel document number and visa when marked in the travel document, the origin and place of residence, the expected duration and purpose of the stay in the territory of the Czech Republic, the beginning and end of accommodation.
- We are also legally obliged to pay **local charges**, and here we have to keep another record. That is why we need to process the following: the duration of the accommodation, the purpose of the stay, the name, the surname, the address of the permanent residence or permanent residence abroad and the number of the ID card or travel document. In addition, we still have to process information on potential exemption for a fee obligation.
- If we issue you an invoice (or other accounting document), this has the legal requirements (including your identification as a guest, the nature of our service, and other relevant information), and the document cannot be issued without this information. We need to process your data even for the purposes of the obligations under **accounting** and **taxes**.
- Since you are our clients, we occasionally send you information and news about our products and services. If you do not want to receive these messages, you can unsubscribe at any time free of charge. The method will always be included in such a communication. **If you do not wish to receive these messages at all, tell**

our service or write to the contact email above. This is also our legitimate interests.

- When providing health care, we process data according to the obligations corresponding to the care.
- We also operate surveillance cameras on our premises to ensure the safety of our guests and their property. Camera surveillance is represented by a pictogram and a warning sign with text. The purpose is to protect the property and security of guests (thus legitimate interests).
- For the relevant data, we fulfill the obligations under the Act on Archives.

2. From whom do we receive personal data?

We collect personal data primarily from you, except for the camera systems that scan anyone and other automated systems (social networks, reservation managers, wi-fi, etc.). We do not provide any other information except those you give us. You are required to provide only accurate data and if your personal data has changed, you must update the data.

Social networks

We also receive personal data for the purpose of communicating with customers from social networks. For this purpose, profiles are used on the Facebook social network (<https://www.facebook.com/privacy/explanation> and the profiles <https://www.facebook.com/TheatreHotelOlomouc/> and www.facebook.com/SceneWellnessOlomouc) and Instagram (<https://www.facebook.com/help/instagram/155833707900388> and the profile <https://www.instagram.com/theatrehotelolomouc/>) of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2 Ireland.

These profiles are primarily used to gain so-called fans or followers, who are allowed to monitor the Controller's activities and news. The Controller uses such affiliated users to communicate and analyze their business activities in order to increase their effectiveness, especially the promotion of their facilities. The conditions of the data processing are governed by the separate conditions of the Controllers of the given social networks. Data available from social networks is used to the extent available within that social network for the period specific individuals are associated with that profile.

We receive personal data from the reservations portals that we have a profile for - a one-time acquisition for the purpose of reserving accommodation capacities.

3. To whom do we transfer personal data?

We transfer personal data to authorities, which is required by law (especially the Foreigners' Police and for the meeting of tax and duty obligations).

We also transfer personal data to people who provide IT consultancy services, accounting services, etc.

For data processing, we use the following processors:

AVAILPRO, organizational unit, ID: 29137659

Booking.com B.V., Herengracht 597, 1017 CE Amsterdam.

Expedia, Inc., 333 108th Avenue NE, Bellevue WA 98004

NetNet s.r.o., IČO: 28384849

Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Irsko.

HRS - HOTEL RESERVATION SERVICE Robert Ragge GmbH, Breslauer Platz 4, 50668 Cologne, Germany

BDO Tax s.r.o., ID: 26420473

Google LLC, located at 1600 Amphitheater Parkway, Mountain View, California 94043, USA

<https://www.privacvshield.gov/participant?id=a2zt000000001L5AAI>

ENTREE GASTRONOMY s.r.o., ID: 26870797

UDP AUSTRIA, s.r.o., ID: 48397211

ENDL + K a.s., ID: 26805600

Přemysl Holibka, ID: 73222291

Personal data may be transferred outside the EU, to the US under the so-called *privacy shield*.

4. How do we process personal data?

Personal data is processed in electronic form by automated means, specifically through:

- the aforementioned reservation portals (Booking, HRS, Expedia, AvailPro), or Facebook,
- **Protel** software (also directed by “smart TV”),
- wi-fi network management system.

Personal data can also be processed manually by our employees, or those responsible for managing reception. All such persons may process personal data only under the conditions and to the extent stated above, bound by the obligation to maintain the confidentiality of personal data and security measures, the disclosure of which would threaten the security of the personal data.

However, we process personal data in accordance with applicable legal regulations and secure them with due care and protection. We take care that your rights are not harmed, mainly the right to preserve human dignity, to prevent unauthorized interference with your private and personal life.

5. For how long do we process personal data?

Personal data may be processed longer than specified below, if there is a relevant reason for further processing, administrative or judicial proceedings typically initiated for which personal data are relevant.

The personal data will be processed for the following period:

- a) Personal data processed for accommodation will be processed throughout the duration of the accommodation and then for a period of 5 years from the end of the accommodation for the purpose of recording any claims in legal disputes.
- b) Personal data processed for the purpose of registering foreigners will be processed in accordance with the Act on Foreigners for a period of 6 years after the last entry into the hotel log or, 6 years from the end of the accommodation.
- c) Personal data processed under the Act on Local Fees will be processed for a period of 6 years after the last entry into the record book.
- d) The personal data in medical records will be processed in accordance with Act No. 372/2011 Coll., the Act on Health Services and the Conditions of their Provision (Act on Health Services), or by its implementing regulations (e.g. according to Decree of the Ministry of Health No. 98/2012 Coll., on medical documentation, as amended, i.e. typically 5 years from the first month of the calendar year

following the year in which the last record was entered); in the case of data not required by law (e.g. questionnaires), it is 3 years after the provision of the service.

- e) The processing period for accounting documents is 5 years from the end of the accounting period; for documents relevant to VAT payments it is 10 years from the end of the tax period in which the transaction was carried out.
- f) We retain your identification and e-mail for the purpose of sending business communications about our services until you ask us to cancel.
- g) We keep the camera record on our server for 5 days if there is no need for longer processing due to an incident.
- h) Social networking data for as long as you are a “fans” or “followers”
- i) Information about the use of the wi-fi network is kept for as long as necessary to address security incidents and, if an incident is not recorded, it is not retained.

6. What are your rights?

First of all, you have the right to ask us for access to your personal data, including a copy of all your personal data. You can do this via email at recepc@theatre-hotel.cz

We will always inform you about:

- a) the purpose of processing personal data,
- b) personal data, or categories of personal data which are the subject of processing, including any available information about their source,
- c) the nature of the automated processing, including profiling, and the information on the procedure used, as well as the significance and implications of such processing for the data subject,
- d) recipients, or categories of recipients,
- e) the planned period for which the personal data will be stored or, if not possible, the criteria used to determine this period,
- f) any available information on the source of personal data if it is not obtained from you.

Your other rights include:

- a) requesting us for an explanation,
- b) requiring us to remedy a resulting situation, mainly it may be blocking, conducting corrections, supplementing, restricting or deleting personal data (the right to be forgotten);
- c) request personal information relating to you in a structured, commonly used and machine-readable format, and transfer this information to another controller without any obstacles,
- d) submit a question or a complaint to the Office for the Protection of Personal Data,
- e) to object to the processing of personal data related to you.

7. How we protect your personal data?

We protect your data. The following security tools are used for this service:

Antivirus protection, firewalls, encryption, intranet access restrictions, authorization data, etc.