

## **Processing of personal data information**

The company PLAVBY LODÍ PRAHA, s.r.o. (hereinafter referred to as the "Administrator") informs the Customer as the data subject (hereinafter referred to as the "Customer") in accordance with Article 13 of Regulation (EU) 2016/679 of the European Parliament and of the Council

27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repealing of the Directive 95/46 / EC (General Regulation on the Protection of Personal Data) (hereinafter referred to as the "GDPR Regulation"), concerning the processing of its personal data:

### **Purpose of processing of personal data**

Personal information is obtained directly from the customer at the time of sending the order. The administrator undertakes to process accurate personal data only for the purpose of:

- Compliance of the contract (service contract) [in accordance with Article 6 (1) (b) of the GDPR Regulation] and its subsequent compliance, including the dealing of any claims by the customer for defective performance. The processing of customer's personal data is also necessary to meet the statutory obligation that applies to the trustee. The trustee has the duty to comply with the statutory obligations arising from the laws governing rights and obligations in the context of consumer protection and bookkeeping. The reason for the provision of personal data by the customer to the trustee is the identification of the parties necessary for the conclusion and performance of the contract (contractual requirement), which would not be possible without providing such information. Failure to provide customer's personal information may result in non-performance or termination of performance by the trustee.
- Sending business communications (direct marketing) [in accordance with point 47 and point 70

and Article 6 (1) (a) f) of the GDPR Regulation]. In this case, the administrator has a legitimate interest in the promotion of the services he provides. The reason for the provision of personal data by the customer to the administrator is the customer's interest in sending commercial communications, which would not be possible without providing personal data.

The administrator undertakes not to process personal data in a way that is incompatible with the above-mentioned purposes.

### **Extent of personal data**

The administrator undertakes to process personal data only to the extent necessary in relation to the above mentioned purposes for which they are processed. The extent of personal information is as follows:

- name and surname

- telephone number
- email address
- address of residence in the case of sending gift vouchers by mail
- billing information of self-employed individuals and legal entities

(hereinafter referred to as "Personal Information").

### **Time of processing of personal data**

The Administrator undertakes to process the personal data that he processes for the purpose of fulfilling the contract for a period of 5 years from the date of receipt of the personal data from the customer. The administrator is obliged to keep the personal data according to the generally binding legal regulations, namely according to Act No. 235/2004 Coll., On value added tax. After this time, the administrator has the obligation to liquidate personal data.

The Administrator undertakes to process personal data he processes for the purpose of sending commercial communications (direct marketing) for 3 years from the date of receipt of personal data from the customer. After this time, the administrator has the obligation to liquidate personal data.

In accordance with paragraphs 70 and 21 of GDPR, the Administrator explicitly draws attention to the fact that, in respect of personal data processed for the purpose of sending commercial communications (direct marketing), the Customer has the right at any time to object free of charge to such processing of personal data profiling as far as direct marketing is concerned, in the extent related to processing with direct marketing, whether initial or further processing. If the customer objects to the processing of personal data for the purpose of sending commercial communications (direct marketing), the trustee undertakes that personal data will no longer be processed for that purpose.

### **The categories of recipients of personal data and the transfer of personal data**

The Administrator declares that personal data will only be made available to the appropriate trustee's employees who are required to maintain confidentiality of such data, as well as to security measures the disclosure of which would jeopardize the security of such personal data.

The administrator declares that the personal data - the email address - will be passed on to PLAVBY LODÍ PRAHA, s.r.o. for the purpose of sending commercial communications (direct marketing), which will store the data, as this company provides the distribution of commercial communications. The obligation to maintain confidentiality of personal data also applies to the relevant employees of the processor.

The Administrator also declares that he will not transfer personal data to third countries or any international organization.

### **Automated decision making**

Automated decision-making will not occur when processing the customer's personal information according to Article 22 of the GDPR Regulation.

The trustee draws the customer's attention to the fact that profiling occurs (a form of automated processing of customer's personal data by using personal data to evaluate some personal aspects relating to the customer, in particular to analyze or estimate aspects of personal preferences and interests).

Administrator uses profiling only to personalize service offerings (targeted advertising). If the customer raises an objection to profiling, the Administrator undertakes to terminate profiling in relation to the customer.

### **Rights of the data subject**

The trustee informs the data subject about his rights under the GDPR Regulation, in particular:

- the right of access to personal data (the data subject has the right to obtain from the administrator a confirmation that the personal data concerning him / her are or are not processed under Article 15 of the GDPR Regulation);
- rights of corrections (the data subject has the right to correct the inaccurate personal data relating to him without undue delay, as well as the right to edit incomplete personal data under Article 16 of the GDPR Regulation);
- deletion rights (the data subject has the right to delete the personal data relating to the data subject without undue delay if one of the reasons given in Article 17 of the GDPR Regulation is given);
- the right to limit the processing (the data subject has the right to limit the processing to the controller, in the cases provided for in Article 18 of the GDPR Regulation);
- the right to data portability (the data subject has the right to obtain personal data that relates to the information provided by the controller in a structured, commonly used and machine-readable format, and the right to pass it on to another controller without the data controller being prevented from doing so in the cases referred to in Article 20 of the GDPR ); the customer may exercise the right to data portability only in the case of the processing of personal data in order to comply with the contract under Article 20 of the GDPR Regulation.
- the right to object (the data subject has the right, at any time, to object to the processing of personal data relating to him under Article 6 (1) (e) or (f) of the GDPR Regulation, including profiling on these provisions under Article 21 of the GDPR Regulation); the customer may only exercise the right to object in the case of the processing of personal data for the purpose of sending commercial communications (direct marketing), including profiling as far as this direct marketing is concerned under Article 21 of the GDPR Regulation (see above);
- the right not to be the subject of any exclusive decision for the automated processing (the data subject has the right not to be the subject of any decision based

solely on automated processing, including profiling which has legal effects for him or is significantly affected by Article 22 GDPR in a similar way);

- the right to file a complaint with the Supervisory Authority, such as the Office for the Protection of Personal Data, with registered office at Pplk. Sochora 727/27, Post Code 170 00, Prague 7.

### **Personal Data Protection Officer**

The administrator, in accordance with Article 30 (1) a) GDPR provides the customer with contact with the Delegate for the protection of personal data.

All your inquiries, suggestions or other submissions relating to the processing of your personal data may be directed to the email address: [dotazy@plavbylodipraha.cz](mailto:dotazy@plavbylodipraha.cz) any inquiries may be sent.

### **Conclusion**

The Customer hereby declares that he has been properly informed by the Administrator about the processing of personal data in accordance with the provisions of Article 13 of the GDPR and that the personal data provided are accurate and true.