

1. Personal Data Controller and Purpose of Processing Conditions

1.1. The Controller of personal data is PECR – Apartments Hotel s.r.o., RN: 28860110, with its registered office at Palackého třída 314, Chrudim IV, 537 01 Chrudim, registered in the Commercial Register kept by the Regional Court in Hradec Králové under FN C 31655, e-mail: provozni@pecr.cz (hereinafter referred to as the “Controller”).

1.2. The purpose of this document is to fulfil the information obligation of the Controller to comply with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation; hereinafter referred to as “GDPR”) vis-à-vis its website visitors, subscribers of commercial communications (newsletters) and customers who are natural persons (hereinafter referred to as the “Data Subjects” or individually the “Data subject”).

1.3. These Conditions are available on the Controller’s website at <https://www.pecr.cz/>.

2. Purposes and Legal Basis for the Processing of Personal Data The processing of personal data of the Data Subjects is done by the Controller for the following purposes:

2.1. compliance with legal tax obligations (compliance with a legal obligation);

2.2. compliance with obligations under Act No. 326/1999 Coll., on the Residence of Foreign Nationals in the Czech Republic (compliance with a legal obligation);

2.3. compliance with obligations under Act No. 565/1990 Coll., on Local Fees (compliance with a legal obligation);

2.4. conclusion and performance of a contract for the provision of goods or services (performance of a contract);

2.5. recovery of debts from Data Subjects or other customer disputes, in particular complaints about services (legitimate interest);

2.6. provision of evidence in case of necessity to defend the rights of the Controller (legitimate interest);

2.7. sending commercial (marketing) communications (legitimate interest in the case of the Data Subjects that have already been provided with goods or services by the Controller; consent in the case of the Data Subjects that have not yet been provided with any goods or services by the Controller);

2.8. recognition of existing users of the Controller’s website, customization of services to user preferences, analyses and measurements to determine how the Controller’s services are used, analyses of user preferences and the displaying of content that matches individual user needs, etc. (consent, legitimate interest).

2.9. Provision of the personal data necessary to fulfil the contract and the legal obligation of the Controller is necessary. Without providing personal data for these purposes, it would not be possible for the Controller to provide the goods or services under the contract. The Controller does not need consent to process personal data for this purpose. Consent is required only for solicited sending of commercial (marketing) communications to the Data Subjects that have not yet been provided with any goods or services by the Controller and for the use of cookies.

2.10. The legal basis for the processing of personal data of the Data Subjects is the compliance with legal obligations, performance of the contract, legitimate interest of the Controller and consent of the Data Subject.

3. Categories of the Processed Personal Data

The Controller processes the personal data of the Data Subjects to the following extent:

3.1. address and identification data: in particular, name and surname, number and period of validity of the travel document or identity card, date of birth, nationality, permanent address or residence;

3.2. contact details: e-mail address, phone number, residence address;

3.3. descriptive data: bank details, payment card number;

3.4. ordering data: which are, in particular, details of the services the Data Subject orders from the Controller, payments including the payment account number, payment card number and complaint details;

3.5. information about the Data Subject's behaviour on the Controller's website: in particular, the goods and services displayed by the Data Subject, the clicked links, the way the Data Subject moves through the website, screen scrolling and the details of the device from which the Data Subject accesses the website, such as IP address and the location found through it, device identification, its technical specifications such as the operating system and its version, screen resolution, the browser used and its version, as well as data obtained from cookies and similar device identification technologies.

4. Categories of Personal Data Recipients

4.1. In fulfilling its commitments and obligations under the contracts, the Controller uses professional and specialized services of other entities. If these vendors process personal data received from the Controller, they have the status of personal data processors and process personal data only under the instructions of the Controller and may not use them otherwise. These include debt collection, lawyers, auditors, IT systems administrators, Internet advertising and commercial agencies. Each such entity is carefully chosen by the Controller and they conclude a personal data processing contract which strictly obliges the processor to protect and safeguard personal data.

4.2. The processors are companies based both in the Czech Republic and in a Member State of the European Union or the so-called "Safe States". The transfer and processing of personal data in countries outside the European Union is always in accordance with the applicable legislation.

4.3. On the basis of the Data Subjects' consent, the Controller shall provide personal data to cookie operators as described in Article 7 of these Conditions.

4.4. Furthermore, as part of the fulfilment of its statutory obligations, the Controller shall provide personal data to administrative authorities or other public administration bodies provided for by the applicable legislation.

5. Transfer of Personal Data to a Third Country

5.1. Personal data may also be transferred to third countries outside the European Economic Area as part of the transfer of personal data to the Controller's processors or cookie operators. However, an adequate level of personal data protection is provided.

6. Period of Personal Data Processing

6.1. Personal data of the Data Subjects is processed for the duration of the contract concluded with the Controller and for a period of 4 years from the date of termination of the contractual relationship. In case of processing based on the compliance with legal obligations, then it is processed for the period stipulated in the relevant legal regulation and in case of processing based on a legitimate interest, then for the period necessary to protect the legitimate interest of the Controller or until the objection is made by the Data Subject to further processing. If consent is granted, personal data is then processed for a period of 5 years from the granting of the consent to the processing of personal data or until the withdrawal of the consent to the processing of personal data.

7. Cookies

7.1. The Controller informs the Data Subjects that if they visit the Controller's website, small files, such as cookies, will be stored on their device and then read from it. Cookies are small data files that allow visited websites to remember the actions and settings of individual users that they have done so that they do not need to be entered repeatedly. Cookies are stored on individual computers or other electronic devices using a web browser. For example, cookies allow to recognize a user as an existing user (e.g. when logging into their e-mail account, etc.) or to customize the service to user preferences (e.g. weather forecast).

7.2. Another group is third-party cookies (such as Google Analytics, which the Controller uses to monitor where the user came from, what browser they use, how long they remain on the site, what sites they browse, etc.). These cookies are managed by third parties and the Controller does not have to have access to read or write this data.

7.3. Each Data Subject may refuse to use cookies. However, in some cases, it may not be possible to view a particular service or product of the Controller without the use of cookies.

7.4. If the Internet browser used by the Data Subject has cookie usage allowed, the Controller assumes that the Data Subject agrees to the use of standard cookies by the Controller's website. If the Data Subject does not want to store cookies, their use may be blocked.

8. Rights of the Data Subjects

8.1. As a result of the processing of personal data of the Data subjects, each Data Subject has the following rights:

8.2. The right to require access to their personal data from the Controller;

8.3. The right to correct inaccurate personal data processed by the Controller;

8.4. The right to restrict processing. Processing restriction means that the Controller must identify personal data subject to the processing restriction and may not continue processing it for the duration of the restriction except to save it. The Data Subject has the right to restrict processing if:

8.5. The accuracy of personal data is refuted, then for the time necessary for the Controller to verify the accuracy of the personal data;

8.6. The processing is unlawful and the Data Subject rejects the deletion of the personal data and asks instead to restrict its use;

8.7. The Controller no longer needs the personal data for processing purposes but the Data Subject requests it to determine, exercise or defend legal claims;

8.8. The Data Subject objected to the processing set out in Section 8.1.7 below in these Conditions, until it is verified that the legitimate reasons of the Controller for the processing outweigh the interests or rights and freedoms of the Data Subject;

8.9. The right to erasure of personal data. The right to erasure of personal data applies only to personal data processed by the Controller for purposes other than its legal obligation. The right to erasure is given exclusively if the processed personal data is no longer needed for the given purpose, processing is based on consent and this has been withdrawn by the Data Subject, the Data Subject objects and there are no outweighing legitimate reasons for further processing, the personal data has been processed unlawfully, the erasure is ordered to the Controller by a legal regulation or if the personal data has been collected in connection with the offer of information society services under Article 8 (1) of GDPR;

8.10. The right to data portability. The Data Subject may request the Controller to provide the personal data for the purpose of transferring it to another personal data controller or to be passed on by the Controller to another data controller. However, the Data Subject has this right only with respect to the personal data processed by the Controller in an automated manner on the basis of the consent of the Data Subject or the contract with them;

8.11. The right to file a complaint with the supervisory authority if the Data Subject believes that the personal data processing violates the legal regulations on personal data protection. The Data Subject may file a complaint with the supervisory authority in the place of their usual residence, the place of employment or the place where the alleged violation occurred. The supervisory authority in the Czech Republic is the Office for Personal Data Protection, located at Pplk. Sochora 27, 170 00 Praha 7, website: www.uouu.cz;

8.12. In the event that the Controller processes the personal data of the Data Subject for the purposes of their own or someone else's legitimate interests, the Data Subject has the right at any time to object to such processing. The Data Subject may raise the objection at the registered office of the Controller or via the e-mail address specified in Section 1.1 of these Conditions. If the Data Subject raises such an objection, the Controller shall only be entitled to proceed with such processing only if the Controller demonstrates serious legitimate reasons for the processing which outweigh the interests or rights and freedoms of the Data Subject and also if the processing is necessary to determine, exercise or defend legal claims;

8.13. In the event that the Controller processes personal data of the Data Subject for direct marketing purposes, the Data Subject has the right to object at any time to the processing of personal data concerning them for such marketing, which also includes profiling, as far as this direct marketing is concerned. If the Data Subject objects to the processing for direct marketing purposes, personal data will no longer be processed for that purpose.

9. Method of Processing and Protection of Personal Data

9.1. The processing of personal data of the Data Subjects is carried out mainly in the establishment and at the registered office of the Controller by individual authorized employees of the Controller or by the processors. Processing is performed via electronic devices or even manually in case of personal data in paper form.

9.2. The Controller of personal data is authorized to process the Guest's personal data to the extent specified in [the so-called "registration card"] by virtue of the performance of the accommodation contract. In addition, the Guest may grant consent to the processing of their data for marketing purposes in the registration card.

9.3. In order to ensure the protection of the processed personal data and to ensure the execution of processing in accordance with GDPR, the Controller has introduced adequate organizational and technical measures in accordance with Articles 24 and 25 of GDPR.