

Information Notice About Personal Data Processing and Protection in Accordance with GDPR

Regulation (EU) 2016/679 of the European Parliament and of the Council on the Protection of Personal Data (the “Regulation”), which entered into force on 25 May 2018, applies to the processing of personal data of natural persons to whom we provide a particular service as part of our business activities, especially in tourism.

As an administrator of personal data – Avantgarde Prague s.r.o., having its registered office at Prague 1, Nové Město, Jáchymova 63/3, 110 00, registration number [DIČ]: 272 21 687, and incorporated in the Companies Register maintained by the Municipal Court in Prague, in Part C, File 105547 – we process personal data, particularly in terms of the scope and breakdown required, depending on the service requested and provided, so that such personal data is used to the minimum extent.

Which personal data is subject to processing; method of data acquisition

The personal data that we process are in particular: a) first name and surname, b) date of birth, c) residence or registered office, and registration number and tax identification number or, as the case may be, the business name, mail address, telephone number, d) identify document number, g) or other personal data, should it be necessary for fulfilling business activities and for the purpose of concluding a contract: the provision of a service.

We collect personal data directly from you – natural persons (especially when ordering and booking) or from intermediaries involved in concluding a contract for the provision of services and receiving the personal data directly from you as an individual – the data subject.

How we use personal data

We use personal data:

- in communicating with a customer;
- if it is necessary for concluding and fulfilling a contract for the provision of services and to ensure our legitimate interests directly connected with concluding or fulfilling the contract, but not for marketing purposes;
- we retain personal data only while some of the reasons for processing mentioned above apply and, in such cases, only for the period specified by the relevant legal regulations, for archiving purposes, especially accounting (tax) records.

Legal basis for processing personal data

The legal basis enabling us to process personal data depends on the purpose of processing the specific personal data. We are authorised to process personal data without the consent of the data subject if data processing:

- is essential for the purposes of concluding (order form, reservation or confirmation) or fulfilling the contract for the provision of services;
- is necessary for fulfilling legal obligations, (for example the Act on EET (Electronic Registration of Sales) and similar legislation);
- is necessary for the protection of our legitimate interests that are directly connected with concluding or fulfilling a contract.

To whom we provide personal data

We may provide personal data to:

- end providers of a service, if we arranged such a service;
- bodies for which the provision of such data is a statutory requirement, in particular law enforcement agencies, the police and courts of law;
- suppliers providing us services related to our business, such as tax advisors, and accountants, and in particular for the protection of our legitimate interests;
- other bodies, in accordance with the relevant legal regulations.

What are the rights of data subjects

In connection with the processing of the personal data of data subjects for the purposes of concluding and fulfilling a contract for the provision of services, the data subject has in particular the following rights:

- the right to clear, transparent and comprehensible information about how we used personal data and about the rights of the data subjects;
- the right to access personal data, and the provision of other information connected with the processing thereof by us;
- the right to rectify incorrect or incomplete personal information;
- the right to delete personal data, if it is no longer necessary for further processing or was processed illegally, or that must be deleted in accordance with the relevant legal regulations;
- the right to lodge objections against the processing of personal information, if it was processed for direct marketing purposes or for the purposes of our legitimate interests;
- the right to file a complaint with the Office for Personal Data, Praha 7, Pplk. Sochora 27, 170 00, www.uoou.cz.

How we safeguard personal data

In line with the Regulation, we place great emphasis on the security and confidentiality of personal data. We therefore use technical and organisational measures, in particular as a safeguard against unauthorised access to and misuse of data, to ensure the security of our IT system and to recover data in the case of an incident. All measures are regularly reviewed and updated.