

# Information on the processing of personal data

## www.daysinprague.com

of the business company Daysinprague s.r.o.  
ID No.: 07969627, VAT No.: CZ07969627

with registered office at Rybná 716/24, 110 00 Praha 1  
company registered in the Commercial Register maintained by the Municipal Court in  
Prague, Section C, Insert 310735  
e-mail: [info@daysinprague.com](mailto:info@daysinprague.com)

Please pay attention to this document, where you will find all the necessary information regarding your personal data processed in connection with the use of our www (hereinafter referred to as "www") with the cooperation of Daysinprague s.r.o., Rybná 716/24, Staré Město, 11000 Prague, ID No.: 07969627, VAT No.: CZ07969627 (hereinafter referred to as "Portal Operator"),

### 1. Collection and processing of personal data

1. Personal data collected from you
  - a. When buying on our www
    - i. We need your contact details, in particular your name and email before you can purchase.
    - ii. We will also need information about how you will pay for your order.
  - b. When using our www
    - i. Certain information may be collected passively when you use our www. This includes your IP address, browser type and operating system type. We also use cookies and navigation data to collect information regarding the date and time of your visit and the information you searched for and viewed.
  - c. When communicating with you
    - i. We collect your personal data when you communicate with us - whether it is communication via email, telephone or regular mail or communication via social networks (this mainly includes your name, username and contact details). The same applies when you write a review or provide an evaluation of your order via our website.
  - d. Information you provide about other persons
    - i. Before you provide us with personal information (e.g., name or phone number) of a third party in the context of using our website, please make sure that such person agrees to provide us with their personal information and that you can provide it to us. You should also make sure that such person understands how their personal data will be processed by us.
2. In some cases, we also obtain your personal data from publicly available sources, in particular from social networks and the Internet, and from our own activities, primarily by evaluating and analysing your personal data obtained from other sources as mentioned above.

### 2. Purposes of processing your personal data

1. For us to be able to:
  - a. deliver the voucher you have selected for the products or services purchased from our partners, handle your complaint and verify the availability of the product or service. For these purposes, we process personal data on the basis of the legal title of performance of the contract.
  - b. To meet legal requirements. For the above purpose, we process personal data on the basis of the legal title of fulfilling a legal obligation.

- c. To enable you to evaluate our partners and to enable us to obtain feedback on the operation of our, from time to time we will also notify you of important changes relating to our www. To send you marketing communications, i.e., information about offers that may be of interest to you. For this purpose, we will contact you primarily by email and SMS. You can change the settings for the delivery of marketing messages at any time by clicking on the "unsubscribe" link at the bottom of our email messages, or by simply emailing us at the address above (in the case of a mobile device, by changing the settings). We process personal data for these purposes on the basis of a legitimate interest.
- d. In some cases, process your personal data on the basis of your consent - the purpose and other information relating to such processing is always set out within the information we provide to you when we ask for such consent.

### **3. The period for which we process and store your personal data**

We will only process and retain your personal data for as long as necessary to ensure our mutual rights and obligations for the purposes set out above or as long as necessary to comply with legal requirements. After this period, we will delete or anonymise the personal data. Where we process your personal data for the purpose of performing a contract, we will process it for the duration of the contract, but no longer than 3 years after the end of the contract, with the proviso that some data in terms of identifying information for the purpose of proving performance, if applicable, will be retained for a further 10 years after the end of the contract. If we process your personal data on the basis of a legitimate interest, the processing will continue for as long as our legitimate interest lasts, but for a maximum of 3 years from the last use of our www.

If we process personal data on the basis of your consent, we will continue to process your personal data until you withdraw this consent.

### **4. Disclosure of your personal data**

We share your personal data with the following recipients:

1. with the partner for whose products or services you have purchased a voucher through our website, solely so that this partner can issue you a tax receipt for the goods or services;
2. depending on the payment method you choose to use to pay for your voucher, in some cases we will share your details with the provider of that payment method. If you choose to make a payment by credit card, we will never process data relating to such payment and your interaction will only take place with the relevant payment gateway provider;
3. with our suppliers, in particular with the persons who arrange the transport of your orders, as well as with suppliers of IT, hosting and marketing www, with providers of statistical, database and other software tools, and possibly with other entities that provide their services to us. We may be required by law to share your personal data with third parties (such as law enforcement agencies, etc.) without your consent under certain circumstances. This is our legal obligation.

### **5. Cookies a retargeting**

We use so-called cookies, i.e., short text files, on our website. These are automatically stored on your computer or other device from which you access our website. "Cookies" allow us to identify the way you interact with the content of the site, which enables us to tailor and personalise our communications to you. Consent to the creation of cookies is voluntary. You can block some or all cookies or delete those that have already been created (stored). However, your consent is not required for the so-called essential cookies that ensure the functioning of our www. Detailed information about cookies and the possibilities of blocking them in different web browsers can be found on [www.aboutcookies.org](http://www.aboutcookies.org) or on the websites of the individual browsers. Please note, however, that if you block or delete cookies sent from our website that are strictly necessary to ensure its full functionality, you may not be able to use the website. Our website uses retargeting technology provided by external advertising systems. This allows us to show visitors to our website who have already expressed an interest in our products, based on the use of cookies, our targeted advertisements on various advertising

networks. It is possible to opt out of targeted advertising, for example, via the following links: <http://www.imedia.cz>, <https://adssettings.google.com> and <http://www.criteo.com/privacy/>.

## **6. Processing and security of your personal data**

The processing of personal data is carried out manually and automated in electronic information systems in electronic or paper form. Your personal data is processed primarily by our employees or by external processors. We have entered into appropriate contracts with the external processors who process your personal data for us as the controller in order to guarantee sufficient protection of your personal data. Employees and external processors who are involved in the processing of your personal data are contractually bound by confidentiality.

## **7. Your data protection rights**

We care about your opinion. Therefore, we would be very happy if you contact us directly before filing a complaint and give us the opportunity to resolve any problem directly with you.

In relation to the personal data processed, you have the right to:

1. to access your personal data and to obtain confirmation of whether and what personal data we process about you, including the right to receive copies of the personal data we process. However, please note that it will not be possible to disclose such information that would compromise our business secrets or the rights of third parties.
2. To rectification and completion if you discover that the personal data, we process about you is inaccurate or incomplete. You also have the right to ask us to correct and update them.
3. To erasure. In some cases, you have the right to contact us to request the erasure of your personal data that we process. Please note that erasure of personal data is not always possible, especially not when the processing is for a legitimate purpose and in accordance with data protection regulations.
4. On restriction of processing. In some cases, such as when you question the accuracy, lawfulness or our need to process your personal data, you have the right to ask us to restrict the processing of your personal data. If we comply with your request, the processing of your personal data will be limited to the minimum necessary. We will then record in our internal system that the restriction applies to the personal data in question. If the restriction is lifted and we intend to continue processing your personal data, we will inform you in advance.
5. On portability. You have the right to request that we transfer (and in a commonly used and machine-readable format) your personal data that you have provided to us and that we process to a third party (another data controller) that you specify in your request. Please note that you can only exercise this right if we are processing your personal data on the basis of your consent or for the purposes of performing a contract and we are also processing it by automated means.
6. Lodge a complaint with a supervisory authority. If you believe that there has been a breach of the obligations set out in data protection legislation, you have the right to lodge a complaint with the Data Protection Authority or another competent authority of a Member State of the European Union which is responsible for supervising compliance with data protection obligations.

## **8. Right to object to the processing of personal data**

In addition to the above rights, you also have the right to object to the processing of your personal data. You may object if the legal basis for the processing of your personal data is a legitimate interest of the controller or a third party (or if the legal basis for the processing of your personal data is the performance of a task carried out in the public interest or in the exercise of official authority). You may also object if we process your data for direct marketing purposes (on the basis of a legitimate interest), including profiling to find the most suitable and interesting offers for you. If you object to processing, we will not process your personal data further until we can demonstrate compelling reasons for processing that override your interests or rights and freedoms. If you object to the processing of your personal data for direct marketing purposes (including profiling), we will stop processing your personal data for this purpose.

### **9. How to exercise your rights**

If you decide to exercise any of the above rights against us, please write to us at the email or postal address above. Please note that in order for you to exercise your right, we must be sure that it is exercised by the person entitled to exercise it. Therefore, in some cases we may ask you to provide proof of your identity. If you exercise any of the above rights, we will inform you in writing without undue delay how your request has been dealt with.

### **10. Changes to information on the processing of personal data**

We may modify or update this information about the processing of personal data in the future. If we make changes, you will know this by, among other things, updating the date of the last modification of this information located at the beginning of this information. We encourage you to read the personal data processing information regularly to keep informed about how we process your personal data and how you can protect your privacy.