

## **INFORMATION ON THE PROCESSING OF PERSONAL DATA IN THE CONTEXT OF THE PROVISION OF ACCOMMODATION SERVICES**

published in accordance with Article 13 of 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 ("**the Data Protection Regulation**")

Dear guests,

We would like to inform you that we process or will process your personal data in the context of negotiations with our company for the provision of short-term rentals of our holiday properties. In accordance with the principle of transparency under Article 13 of the Data Protection Regulation, we hereby provide you with information about the scope and purpose of the processing of your personal data and your rights in relation to this processing.

We kindly ask you to read this information memorandum carefully.

### **1) PERSONAL DATA CONTROLLER**

The controller of your personal data is **Geltschberg, s.r.o.**, Company Id. No.: 496 23 303, with its registered office in Horní Chobolice No. 6, 411 45 Liběšice, registered in the Commercial Register kept by the Regional Court in Ústí nad Labem, Section C, Insert 47523 (hereinafter referred to as the "**Controller**" or also the "**Company**"), as the operator of the family recreation buildings Geltschberg Nr. 1 and Koblitzer Hof and the website [www.geltschberg.com](http://www.geltschberg.com).

### **2) THE TYPE OF PERSONAL DATA PROCESSED**

On the basis of your reservation (or stay without reservation) personal data are processed to the following extent:

- name and surname, academic degree;
- date of birth;
- home or permanent address;
- in the case of natural persons engaged in business, also the name of the natural person engaged in business, registered office, registration number, VAT number and information on VAT payer;
- gender;
- birth number/date of birth;
- nationality;
- identity card number;
- visa number (if applicable);
- purpose and duration of stay in the Czech Republic;
- start and end of stay;
- e-mail address;
- telephone number;
- photograph;
- signature;
- type, number and expiry date of the credit card;
- bank account number,

(hereinafter collectively referred to as "**Personal Data**").

When processing your personal data, the Company complies with all legal obligations set out in particular:

- (a) the Data Protection Regulation; and
- (b) applicable national legislation of the Czech Republic in the area of personal data protection, in particular Act No. 110/2019 Coll., on Personal Data Protection, as amended.

The Company obtains Personal Data directly from you when booking a stay or concluding a rental agreement and subsequently also during our contractual relationship; in the case of reservations made through booking portals, then through the relevant booking portal (within the scope of name, surname, telephone number, or e-mail address).

In the event that you intend to provide Personal Data of another person to our Company, e.g. for the purpose of booking a stay on behalf of that person, we hereby inform you that you may provide us with Personal Data relating to that person only with his/her consent and after that person has been informed of the manner in which our Company will process his/her Personal Data within the meaning of this Information Memorandum.

### **3) THE PURPOSES OF THE PROCESSING OF PERSONAL DATA AND THE LEGAL BASIS FOR THE PROCESSING**

The processing of Personal Data is directly targeted and purpose-bound to the provision of short-term rental services by the Company for the following purposes:

- a) To comply with legal obligations:** the legal basis for this processing is Article 6 (c) of the Data Protection Regulation. The provision and processing of all Personal Data referred to above under point 2), excluding the email address and telephone number, is necessary for the purposes of fulfilling the legal obligations applicable to our Company (in particular the obligations set out in the Local Tax Act, the Act on the Residence of Foreigners in the Czech Republic, accounting and tax legislation, etc.);
- b) Provision of short-term and holiday accommodation services:** the legal basis for this processing is Article 6(b) of the Data Protection Regulation, i.e. the performance of a contract to which you are a party or the implementation of measures taken prior to the conclusion of the contract at your request. On the basis of this purpose, we process your identification data and data about your stay and the services provided, including information about the amount and method of payment;
- c) Legitimate interests of the Company** which are not overridden by your interests or your fundamental rights and/or freedoms. The Company's legitimate interests include:
  - external and internal communications; management and operation and support of the Company's activities, and the quality provision of the its services;
  - the protection and enforcement of our Company's legal claims;
  - protection of health, maintaining the safety and security of the property and premises of the Company, other users/guests and third parties;
  - high-quality provision of services and conduct of the Company's business.

The legal basis for this processing is Article 6(f) of the Data Protection Regulation, i.e. the protection of the legitimate interests of the Company. On the basis of this purpose, we process your personal data in the scope of your name, surname, date of birth, residential or permanent address and information about your stay, and in exceptional cases (in the event of a dispute) also other data (e.g. regarding services provided, payment for services, etc.).

- d) Advertising and marketing purposes, full operation of the website:** the legal basis for this processing is Article 6(a) of the Data Protection Regulation, i.e. your prior explicit consent to the processing of personal data for the above purposes. For information on the processing of your personal data via cookies - see separate document.

#### **4) THE NATURE OF THE PROVISION OF PERSONAL DATA AND THE CONSEQUENCES OF POSSIBLE REFUSAL**

The provision of your Personal data for the purposes set out in 3.a), 3.b) and 3.c) above is obligatory, therefore, failure to provide such personal data for the above purposes will result in the impossibility of establishing and/or continuing a contractual relationship with our Company and receiving the services provided by it.

Conversely, the provision of Personal Data for the purposes set out in 3.d) above is entirely voluntary, for which reason the failure to provide your Personal Data or, where applicable, to consent to its processing does not prevent the establishment of a contractual relationship with the Company. However, in the event that you do not give your consent, our Company or other persons connected with it will not be able to inform you about events and activities, new products and services, promotional offers, etc., or the full operation of our Company's website will not be ensured.

#### **5) METHODS OF PROCESSING PERSONAL DATA AND SECURITY MEASURES**

All processing of Personal Data is carried out by properly trained personnel in the field of personal data processing, whose individual members are bound by the obligation of confidentiality and process Personal Data solely in accordance with the instructions given by the Company and for the purposes set out therein. The processing of your Personal Data is also carried out by electronic means, always exclusively for the purposes of processing set out above in this Information Memorandum, and while ensuring the protection and confidentiality of the Personal Data so processed. However, the processing of Personal Data does not in principle involve automated decision-making or profiling.

The Company has taken appropriate technical and organizational measures to ensure adequate protection of Personal Data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, unauthorized access, as well as other unlawful or unauthorized forms of processing, in accordance with applicable law, in particular the Data Protection Regulation.

#### **6) STORAGE OF PERSONAL DATA**

Personal Data will be processed and stored only for the period of time that is strictly necessary to fulfil the purposes of processing set out in this Information Memorandum, except where a longer retention period is required or permitted by applicable law.

Personal data processed solely on the basis of your consent will be processed and stored for as long as the Controller carries out its business activities or until the voluntary consent is withdrawn. Withdrawal of consent is effective upon delivery of the relevant communication to our Company.

Our Company uses the following criteria to determine the retention period of Personal Data:

- the duration of the contractual relationship between you and our Company or the period for which our Company provides its services to you (whether based on a contract or on the basis of your consent);
- the duration of the limitation and prescription periods under the relevant legislation;
- the duration of archiving periods under applicable law;
- the duration of any litigation; and
- opinions and guidelines issued by the Czech Data Protection Authority.

After the expiration of the aforementioned periods, we regularly destroy Personal Data.

## 7) RECIPIENTS OF PERSONAL DATA

In order to comply with specific legal obligations or for reasons solely functional to the performance of the contractual relationship established between you and the Company and in connection with the above processing purposes, your Personal Data collected in the course of providing the Services may be disclosed to the following categories of existing data processors (listed below in A) as well as to other recipients (listed below in B-F):

**A. outside service providers that perform certain business activities on behalf of the Company, including but not limited to:**

- management of business activities;
- providers of information systems and services and related support;
- administrative services;
- banking services;
- marketing and advertising services,

(hereinafter collectively referred to as "**Personal Data Processors**" and individually as "**Personal Data Processor**");

**B. public authorities**, i.e. to entities that may have access to Personal Data by law or national sub-legislation and Community legislation;

**C. Company's experts, accountants, tax advisors, auditors, lawyers and other external professional advisors**, provided that they are professionally or contractually bound to maintain the confidentiality and secrecy of the information;

**D. any appropriate person, administrative or law enforcement authority or court**, to the extent necessary to establish, exercise or defend the Company's legal rights;

**E. any appropriate person** for the purpose of preventing, investigating, detecting, including safeguarding against, and preventing threats to public safety;

**F. to the following companies in the Group:**

- Geltschberg Wines, s.r.o., Company Id. No.: 625 83 948, with registered office in Horní Chobolice No. 6, 411 45 Liběšice;
- CACCIATORE, s.r.o., Company Id. No.: 264 39 956, with registered office in Máchova 439/27, Vinohrady, 120 00 Prague 2.

When transferring Personal Data to the aforementioned entities, the Company shall always ensure a high level of protection of the Personal Data transferred.

The Company is obliged to enter into an appropriate written data processing agreement with each Data Processor that processes your Personal Data, which sets out the strict obligations of the Data Processor in relation to the protection and security of the Personal Data processed. Under this agreement, the Data Processor is only required to process Personal Data in accordance with the Company's prior instructions.

A complete and up-to-date list of existing Personal Data Processors will be made available to you upon request to the Company's contact details set out in paragraph 9) of this Information Memorandum below.

Your Personal Data are not transferred to countries outside the EEA.

## 8) YOUR RIGHTS

In accordance with applicable data protection legislation, you have the right to exercise the rights set out below at any time in relation to the processing of your Personal Data:

- a) request the Controller to confirm whether or not the Controller is processing your Personal Data and, if so, the right to obtain access to the Personal Data processed or the right to request a copy (extract) thereof, together with information about the nature of the processing of Personal Data within the scope of Articles 13 and 14 of the Data Protection Regulation;
- b) require the Controller to correct or complete any inaccurate or incomplete Personal Data;
- c) request the Controller, for legitimate reasons (and if the legal conditions are met), to delete the Personal Data processed, or to restrict the processing of your Personal Data;
- d) object on legitimate grounds (and where the legal conditions for doing so are met) to the processing of Personal Data where the Controller is processing your Personal Data for the pursuit of legitimate interests;
- e) not be subject to any decision based solely on automated processing, including profiling, which has legal effects concerning you or similarly significantly affects you (except as provided for in Article 22 of the Data Protection Regulation);
- f) the portability of Personal Data (if the legal conditions for this are met);
- g) withdraw your consent to the processing of your Personal Data at any time, if the Company processes your Personal Data only on the basis of your consent, by sending an explicit communication to the address of the registered office (Geltschberg, s.r.o., Horní Chobolice no. 6, 411 45 Liběšice) or e-mail address: [info@geltschberg.com](mailto:info@geltschberg.com), or by changing the settings of your Internet browser; however, the withdrawal of consent does not affect the lawfulness of the processing based on the consent given before its withdrawal;
- h) file a complaint with the Office for Personal Data Protection, Pplk. Sochor 27, 170 00 Prague 7, tel.: 234 665 111, [www.uoou.cz](http://www.uoou.cz).

More information can be found at [www.uoou.cz](http://www.uoou.cz).

## 9) CONTACT DETAILS

In order to exercise any of your rights under point 8) of this Information Memorandum and with any comments, questions or doubts regarding the information provided in this Information Memorandum, or with any other questions in relation to the processing of Personal Data by the Company, you can contact us at any time in writing at Horní Chobolice No. 6, 411 45 Liběšice, or by e-mail: [info@geltschberg.com](mailto:info@geltschberg.com).

Prague, 1 October 2021

**Personal Data Controller**  
(Stamp and signature)

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**Geltschberg, s.r.o.**  
**Pavol Kováčik, proxy**