

## PRIVACY POLICY

### I.

#### Basic Provisions

1. **The controller of personal data** pursuant to Article 4 (7) of Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter: "**GDPR**") is the Royal Canonry of the Premonstratensians at Strahov, ID No.: 00415090, with registered office at Strahovské nádvoří 132/1, 118 00 Prague 1 - Hradčany (hereinafter: "**controller**").

2. The controller's contact details are:

tel.: 233 107 749

e-mail: [prohlidky@strahovskyclaster.cz](mailto:prohlidky@strahovskyclaster.cz)

**The data subject** is the natural person whose personal data is processed by the controller (hereinafter referred to as the "**subject**").

3. Personal data means any information about an identified or identifiable natural person; an identifiable natural person is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, a network identifier or to one or more specific elements of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
4. The controller has not appointed a data protection officer.

### II.

#### Sources of personal data

1. The controller shall process personal data provided by the subject or obtained by the controller as a result of the performance of a contract.
2. The controller shall process only those personal data which are necessary for the performance of the contract.

### III.

#### Reason and purpose for processing personal data

1. The lawful reason for processing personal data is:
  - a. performance of a contract between the controller and the subject pursuant to Article 6 (1)(b) GDPR
  - b. the legitimate interest of the controller in providing direct marketing (in particular for the sending of commercial communications and newsletters) pursuant to Article 6 (1)(f) GDPR, if the subject has given his consent.
2. The purpose of processing personal data is:
  - a. the purchase of a ticket enabling a tour of the controller's (Strahov Monastery) visitor facilities on the basis of the subject's order and the exercise of rights and obligations arising from the contractual relationship between the Controller and the subject and

other related activities; the order requires personal data that are necessary for the successful execution of the order (name, address, email and telephone number), the provision of personal data is a necessary requirement for the conclusion and performance of the contract, without the provision of personal data it is not possible to conclude the contract or its performance by the Controller.

- b. sending commercial communications and other marketing activities.
3. The controller does not engage in automated individual decision-making, including profiling within the meaning of Article 22 of the GDPR.

#### **IV.**

##### **Data retention period**

1. The controller shall retain personal data for the duration of the contractual relationship and for a maximum of five years, unless otherwise provided by law.
2. After the expiry of the retention period, the controller shall delete the personal data unless the subject gives a new consent.

#### **V.**

##### **Recipients of personal data**

1. The controller may / must provide personal data to the following categories of recipients in particular:
  - a. To public authorities and other entities, if required by applicable law or by a decision of the administrative or judicial authorities;
  - b. Accountants and tax advisors, or its legal representatives;
  - c. In the event of an insured event, to the insurance company and other persons involved, if this obligation arises from the concluded insurance contract;
  - d. Payment service providers and payment processors;
  - e. To other persons, if the nature of the services and products provided (e.g. web hosting and ticketing) so requires, or if instructed to do so by the controller, or if it is necessary for the legitimate interests of the data controller.
2. The controller may not transfer the personal data of the subjects to third parties without their consent outside the recipients mentioned above.
3. The controller does not intend to transfer personal data outside EU countries.

#### **VI.**

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

1. The subject has the right, under the conditions set out in the GDPR, to:
  - a. Access to his or her personal data in accordance with Article 15 of the GDPR;
  - b. Rectification of personal data pursuant to Article 16 GDPR or restriction of processing pursuant to Article 18 GDPR;
  - c. Erasure of personal data pursuant to Article 17 GDPR („right to be forgotten“);

- d. Object to processing pursuant to Article 21 GDPR;
  - e. Data portability pursuant to Article 20 GDPR;
  - f. Withdraw consent to processing electronically by email to the controller ([reklamace@strahovskyklaster.cz](mailto:reklamace@strahovskyklaster.cz)).
2. The subject has the right to contact the controller or to lodge a complaint with the Data Protection Authority ([www.uoou.cz](http://www.uoou.cz)) in case of doubt about compliance with the rules related to the processing of personal data.
  3. Subjects are not at any risk from the controller in the event of exercising their rights under Article VI of this Policy.
  4. The controller declares that it is in its interest to process personal data lawfully and properly and not to prejudice the rights of subjects.

## **VII.**

### **Data security**

1. Personal data are stored only in electronic form.
2. The controller declares that it has taken all appropriate technical and organisational measures to secure the personal data.
3. The controller declares that only persons authorised by the controller have access to the personal data.

## **VIII.**

### **Final provisions**

1. The controller is entitled to amend this policy. He will publish the new version of the privacy policy on his website ([www.strahovskyklaster.cz](http://www.strahovskyklaster.cz)).

In Prague on 15<sup>th</sup> February 2024