PRIVACY POLICY

Information on the Processing of Personal Data – Noir Hotels

Effective date of this document: 1 January 2026

1. Data Controller

The data controllers are the following companies:

1. Ubytování J.T. s.r.o.

- Company ID (IČO): 06403018
- Tax ID (DIČ): CZ06403018
- Registered office: Kolovratská 58/1, Strašnice, 100 00 Prague
- Commercial Register: Section C, File No. 281553
- Hotel premises: Hotel Noir, Pension 15

2. Noir Hotels s.r.o.

- Company ID (IČO): 14276623
- Tax ID (DIČ): CZ14276623
- Registered office: Legerova 1816/35, Nové Město, 120 00 Prague
- Commercial Register: Section C, File No. 363268
- Hotel premises: Hotel Raffaello, Hotel White Lion

3. Tiška Hotels s.r.o.

- Company ID (IČO): 14281716
- Tax ID (DIČ): CZ14281716
- Registered office: Legerova 1816/35, Nové Město, 120 00 Prague
- Commercial Register: Section C, File No. 422956
- Hotel premises: Hotel Michael, Hotel Ehrlich, Penzion Slaný

4. Plzeň Hotels s.r.o.

- Company ID (IČO): 14281651
- Tax ID (DIČ): CZ14281651
- Registered office: Legerova 1816/35, Nové Město, 120 00 Prague
- Commercial Register: Section C, File No. 422956
- Hotel premises: Hotel Leon

5. JLT HOTELS s.r.o.

- Company ID (IČO): 23191601
- Tax ID (DIČ): CZ23191601
- Registered office: Starodubečská 68/2, Dubeč, 107 00 Prague
- Commercial Register: Section C, File No. 422956
- Hotel premises: Hotel Henrietta

In this document, the company is hereinafter referred to as the “Controller” and the hotel as the “Hotel”.

This Privacy Policy explains how the Controller collects, uses, stores and protects the personal data of guests, customers, individuals making reservations, and other persons who communicate with the Controller.

2. What Personal Data We Process

Depending on the services used and the specific circumstances, we may process the following categories of personal data:

- Identification data: first name, surname and, where applicable, other identification data required by law.
- Contact details: email address, telephone number and residential address, where their processing is necessary.
- Reservation and stay data: arrival and departure dates, number of guests, information about the reserved room, reservation history, guest requests and information necessary to provide accommodation.
- Data required by law: data necessary for maintaining guest registers, fulfilling reporting obligations and complying with other statutory obligations, where applicable to the particular stay.
- Payment and billing data: information about payments made, billing details, payment method and, where applicable, transaction information. Payment card data are processed only to the extent necessary to complete the payment through the relevant payment system. We do not store the card security code (CVC/CVV) after the transaction has been authorised.
- Communication data: the content of communications via email, telephone or other communication channels, and data necessary to handle requests or complaints.
- Preference data: for example, requests regarding room facilities or other services, where you provide such information and recording it is necessary to arrange your stay.
- Technical data: when visiting websites, technical data may be processed, such as IP addresses, device information and data collected through cookies, depending on the website settings and your choices.

We process only data that are adequate, relevant and necessary for the specific purpose. Not all of the above categories of data are processed for every guest.

3. Why We Process Personal Data and the Legal Basis for Processing

We process personal data only to the extent appropriate to the specific purpose and the applicable legal basis.

a) Reservations and the provision of accommodation

We process data for the purpose of accepting and managing reservations, communicating before arrival, providing accommodation, handling guest requests and resolving any complaints.

The legal basis is the performance of a contract or the taking of steps at the request of the data subject prior to entering into a contract, pursuant to Article 6(1)(b) of the GDPR.

b) Compliance with legal obligations

We process data where necessary to comply with obligations arising from applicable legislation, for example in the areas of accounting, taxation, guest registration or other statutory records.

The legal basis is Article 6(1)(c) of the GDPR.

c) Payments and accounting

We process data relating to payments, invoicing and accounting documents for the purposes of receiving and recording payments, maintaining accounting records, fulfilling tax obligations and resolving any payment disputes.

Depending on the specific purpose, the legal basis is the performance of a contract, compliance with a legal obligation or the Controller’s legitimate interest in protecting its legal claims.

d) Communication and customer support

We use data to respond to enquiries, handle requests, resolve complaints and ensure communication related to the stay.

Depending on the circumstances, the legal basis is the performance of a contract, the taking of steps prior to entering into a contract, or the Controller’s legitimate interest in maintaining proper communication with customers.

e) Protection of legal claims and security

To the extent necessary, we may process data for the purpose of protecting rights and legal claims, preventing and resolving disputes, protecting property and ensuring operational security.

The legal basis is the Controller’s legitimate interest pursuant to Article 6(1)(f) of the GDPR. We always assess this interest with regard to the rights and freedoms of the individuals concerned.

f) Marketing and commercial communications

Where we meet the conditions laid down by applicable legislation, we may use contact details to send commercial communications relating to our services. In other cases, we do so only on the basis of valid consent, where required.

The sending of commercial communications is governed by applicable legislation, including the rules on electronic commercial communications. You may object to direct marketing or unsubscribe from such communications at any time.

g) Website operation

Technical data and data obtained through cookies may be processed for the purposes of ensuring the security, proper functioning and improvement of our websites. Analytical or marketing cookies, where used by the website, will be activated only under the conditions required by applicable legislation.

4. Is the Provision of Personal Data Mandatory?

The provision of certain data may be necessary for entering into and performing an accommodation contract or for fulfilling the Controller’s legal obligations.

If you do not provide the required data, we may be unable to accept your reservation, provide accommodation or fulfil the relevant legal obligations.

The provision of data for voluntary marketing purposes is voluntary, and refusing to provide such data does not affect your ability to use our accommodation services.

5. To Whom May Personal Data Be Disclosed?

Personal data may be disclosed to the following categories of recipients to the extent necessary:

- Providers of reservation and hotel management systems;
- Payment service providers and banks;
- IT service providers, hosting providers and technical support providers;
- Accounting, tax and legal advisors;
- Providers of administrative services;
- Public authorities and other authorised entities, where required by law.

Recipients process personal data only to the extent appropriate to their role and the applicable legal basis. Where a third party acts as a processor, its processing activities are governed by the relevant contractual agreement.

We do not sell personal data.

6. Transfers of Personal Data Outside the European Union

If, in connection with the use of specific service providers, personal data are transferred to countries outside the European Economic Area, such transfers take place only where the requirements of the GDPR are met.

Depending on the specific circumstances, a transfer may be based, for example, on an adequacy decision of the European Commission or on appropriate safeguards under the GDPR.

Information about specific transfers and the safeguards used will be provided upon request, where such transfers take place.

7. How Long Do We Retain Personal Data?

We retain personal data only for as long as necessary for the purposes for which they were collected, or for the period prescribed by applicable law.

The retention period depends in particular on the following rules:

- Reservations and communication: for the period necessary to handle the reservation and related requests, and subsequently as required to resolve complaints and protect legal claims.
- Accounting and tax documents: for the period prescribed by applicable legislation.
- Guest registers and statutory records: for the period required by applicable legislation.
- Marketing data: until consent is withdrawn, where processing is based on consent, or until an objection is raised or an unsubscribe request is submitted, where another applicable legal basis is used.
- Technical data and cookies: for a period corresponding to the purpose of the relevant cookie or technical record, as specified in the applicable cookie information.

If the data are no longer necessary and there is no other lawful reason for retaining them, they will be deleted or anonymised. Backup copies may be removed as part of regular backup cycles, with access to such copies being restricted.

8. What Are Your Rights?

In connection with the processing of personal data, you have the following rights under the conditions set out in the GDPR:

- Right of access: you may request confirmation as to whether we process your personal data and obtain access to them.
- Right to rectification: you may request the correction of inaccurate data or the completion of incomplete data.
- Right to erasure: you may request the deletion of data where the conditions of the GDPR are met.
- Right to restriction of processing: in the cases specified by the GDPR, you may request that processing be restricted.
- Right to data portability: subject to the conditions of the GDPR, you may obtain the data you have provided to us in a structured, commonly used and machine-readable format.
- Right to object: where we process data on the basis of legitimate interest, you may object to such processing. In the case of direct marketing, you may object to such processing at any time.

- Right to withdraw consent: where processing is based on your consent, you may withdraw it at any time. Withdrawal does not affect the lawfulness of processing carried out before the withdrawal.
- Right to lodge a complaint: you may lodge a complaint with the relevant supervisory authority.

These rights are not absolute. Their exercise is always assessed in accordance with the conditions of the GDPR and other applicable legislation.

9. How Can You Exercise Your Rights?

You may contact the Controller with any requests, questions or objections concerning the protection of personal data:

Email: triska@noirhotels.com

Address: Legerova 1816/35, 120 00 Nové Město, Prague

Where necessary, we may request additional information required to verify your identity in order to prevent personal data from being disclosed to an unauthorised person.

We handle requests in accordance with the applicable deadlines and rules of the GDPR.

10. Right to Lodge a Complaint

If you believe that the processing of your personal data violates applicable legislation, you have the right to lodge a complaint with the supervisory authority:

Office for Personal Data Protection (Úřad pro ochranu osobních údajů)

Pplk. Sochora 27

170 00 Prague 7

Website: https://uoou.gov.cz/

We also recommend contacting the Controller if you have any questions or concerns regarding the processing of your personal data.

11. Personal Data Security

The Controller adopts appropriate technical and organisational measures to protect personal data against unauthorised access, loss, destruction, alteration or unauthorised disclosure.

Access to personal data is restricted to individuals who need such access to fulfil their work-related or contractual obligations.

12. Automated Decision-Making

As part of the ordinary provision of accommodation services, personal data are not used for automated individual decision-making, including profiling, within the meaning of Article 22 of the GDPR, which would produce legal effects concerning you or similarly significantly affect you.

If such processing were introduced, the Controller would provide the relevant information in accordance with applicable legislation.

13. Cookies and Websites

Websites may use necessary cookies and, depending on their settings, analytical or marketing cookies.

Details regarding specific cookies, their purposes, retention periods and options for managing consent must be provided in a separate Cookie Policy available on the websites.

Where consent or other conditions are required for the use of certain cookies, the Controller will ensure that they are used in accordance with applicable legislation.

14. Changes to This Privacy Policy

The Controller may update this Privacy Policy, particularly in the event of changes to legislation, the services provided or the methods of processing personal data.

The current version will be published on the hotel’s websites.

Last updated: 13 October 2026