

## **Terms of Personal Data Processing (GDPR)** (“Terms”)

### **Definitions:**

Company: **Golf Sokolov a.s.**  
Headquarters: **Staré náměstí 69, 356 01 Sokolov**  
Company ID: **25107623**  
Hotel: **HOTEL MARSHALL**  
Address: **Ke Golfu 445, 356 04 Dolní Rychnov - Karlovarský kraj**

and

Customer: A natural or legal person using the services of the operator

Regulation: Regulation (EU) No. 2016/679 of the European Parliament and of the Council of April 27, 2016, the General Data Protection Regulation

### **General Provisions**

1. The purpose of these Terms is to ensure the processing of personal data of Customers obtained in the course of the Hotel's business activities and to establish the obligation to maintain confidentiality regarding the obtained information, within the scope and under the conditions specified by these Terms.
2. The Hotel undertakes to process customers' personal data in accordance with these terms. These terms are drafted to outline the rights and obligations arising from the processing of personal data according to the relevant legal regulations, particularly the Regulation (EU) No. 2016/679 of the European Parliament and the Council of April 27, 2016, the General Data Protection Regulation ("Regulation").

### **Rights, Obligations, and Confidentiality**

1. The Hotel undertakes to adopt the necessary technical, personnel, and other measures to prevent unauthorized or accidental access to personal data, their alteration, destruction, or loss, unauthorized transmissions, any other unauthorized processing, or misuse of personal data.
2. In connection with the provision of accommodation services, the Hotel is required to process personal data of guests. The following personnel are authorized to access and process this data:
  - a. Hotel reception staff
  - b. Hotel manager
  - c. Hotel operations manager
  - d. Accountant
  - e. Communications network administrator
3. The above users have been instructed on the sensitivity of personal data. They handle personal data of guests solely within the scope of the services provided by the Hotel. Neither the Hotel nor its employees will share personal data with third parties. Other processors of guest personal data include:
  - a. Hotel system provider: Previo s.r.o., Company ID: 25975234

4. The conditions for processing and handling guests' personal data are regulated by a processing agreement between the Hotel and the respective processor.

#### **DPO, Data Protection Officer**

1. The Hotel's Data Protection Officer (DPO) is Hotel Director. The Hotel has ensured that the DPO undergoes the necessary training required for performing the duties of a DPO in accordance with the Regulation.

#### **Customer Information**

1. The Hotel is legally obligated to retain certain personal data about its guests, including name, surname, date of birth, address, accommodation period, identification document number and type, any visa, and purpose of stay. This obligation is governed by the Foreigners' Stay Act (326/1999) and the Local Fees Act (565/1990). According to these legal regulations, the Hotel must retain customers' personal data for a period of 6 years.
2. The customer has the right to request an overview of their personal data at any time. This information is stored in the guest's profile in the hotel system and in the guest register, which is kept in a locked room in printed form. Upon request for deletion of personal data, the Hotel will delete the guest profile and shred the guest register and logbook. However, the Hotel is required to comply with the aforementioned laws. The specified personal data can only be deleted after the statutory retention period has passed.

#### **Technical and Organizational Security Measures for Personal Data Protection**

1. The Hotel undertakes to implement technical and organizational measures to ensure the protection of personal data processed, so that unauthorized or accidental access to data, their alteration, destruction, loss, unauthorized transmission, or other unauthorized processing and misuse is prevented, and to ensure the continuous fulfillment of all obligations of the data controller under legal regulations, especially the Regulation.
2. The Hotel commits to ensuring the security of data processing, particularly through the following means:
  - a) Personal data will be accessible only to authorized personnel of the Hotel, with clearly defined conditions and scope of data processing. Each authorized person will access personal data using a unique identifier;
  - b) Personal data will be processed within the Hotel premises, accessible only to authorized personnel or its suppliers (subcontractors), bound by the same obligations;
  - c) The Hotel will prevent unauthorized reading, creation, copying, transmission, modification, or deletion of records containing personal data;
  - d) Measures will be taken to identify and verify who personal data has been transmitted to, processed by, altered, or deleted by.
3. The Hotel undertakes, through internal regulations or special contractual agreements, to ensure that its employees and others processing personal data will only do so under the conditions and scope defined by the Hotel and in accordance with the Hotel's instructions. Specifically, they will be bound by confidentiality

regarding personal data and security measures, which must not be disclosed, even after their employment or relevant tasks with the Hotel end.

## **CCTV System**

1. The Hotel uses a CCTV system to prevent and protect its customers, property, and their property. The Hotel declares that no recordings are processed, provided to third parties, or disclosed in any other way.

**Date: June 1, 2024**

---

**Please take time to read the information regarding personal data protection.**

### **Why do we collect information?**

Information is collected to facilitate the booking process between the customer and the Hotel. It may also be used to offer additional services where consent is given, and/or to help improve this process for future use.

### **For what purposes do we collect information?**

- Supporting or facilitating the booking process
- Voluntary customer registration for newsletter subscriptions
- Statistical use of the system to improve its functionality
- No other use of the collected information, and it will never be passed to third parties without consent

### **Who has access to the collected information?**

- Accommodation service provider where the booking will take place
- Website and booking form provider
- Institutions authorized to access it

### **How do we guarantee our visitors' access to the information collected about them?**

Access to all collected information is available upon request at any time. If you believe that our website or systems have collected incorrect information or if you wish to dispute any data, please contact us.

## **Cookie Policy**

### **What are Cookies?**

Cookies are small files that store information in your browser and are commonly used to distinguish individual users. However, the identity of the user cannot be determined from this information.

### **Why do we use Cookies?**

- To ensure the proper functionality of our site, making the booking process smoother
- To analyze which pages and features are most commonly used by visitors

## **What types of cookies do we use?**

Cookies used on our site can be divided into two main types:

- Short-term “session cookies” that are temporary and remain in your browser only until it is closed
- Long-term “persistent cookies” that stay in your device much longer or until manually deleted (the duration of cookies depends on the cookie settings and your browser settings).

Cookies can also be classified based on their function:

- Conversion cookies that help us analyze the performance of various sales channels
- Tracking cookies that, combined with conversion cookies, assist in analyzing the performance of different sales channels
- Remarketing cookies that are used for personalized advertising content
- Analytical cookies that help improve user comfort by understanding how the website is used
- Essential cookies necessary for the basic functionality of the website

Some cookies may collect information used by third parties, supporting our advertising activities (so-called “third-party cookies”). However, you cannot be identified by this data.

## **Cookie Management**

If you do not wish to accept cookies, you can adjust your browser settings. The Help feature within your browser explains how to change this setting. You can also visit [www.aboutcookies.org](http://www.aboutcookies.org) for detailed information on managing cookies in a wide range of browsers.

Please note that by blocking cookies, you may not be able to fully utilize all the features of our website, particularly the booking system for completing reservations.