

PRIVACY POLICY

1. Personal Data Controller

The personal data controller is:

Hotel M Šternberk s.r.o.

Ořechová 2302/15, 785 01 Šternberk

Company ID No.: 10962964

E-mail: partyka@apion.cz

Telephone: +420 725 122 915

The Controller operates the accommodation facility Hotel M - a contactless hotel, Čechova 112/11, 785 01 Šternberk, and the website www.hotelm.cz.

2. Personal Data We Process

In connection with reservations and the provision of accommodation services, we may process in particular:

- first name and surname,
- address and other identification details,
- e-mail address and telephone number,
- information about the reservation, dates and scope of the services ordered,
- billing and payment details,
- data whose processing is required by applicable legislation,
- communications relating to the reservation or stay,
- technical data related to the use of the website to the extent described below.

Payment card data are processed by a secure payment gateway provider. Hotel M does not have access to the full payment card details.

3. Purposes and Legal Bases of Processing

We process personal data in particular for the following purposes:

Handling reservations and providing accommodation services

The legal basis is the performance of a contract or taking steps prior to entering into a contract.

Compliance with legal obligations

We process data to the extent required in particular by accounting, tax and other legislation applicable to the operator of an accommodation facility.

Protection of our rights and legitimate interests

We may retain and use data to the extent necessary to protect and enforce legal claims, handle complaints and resolve potential disputes.

Marketing communications

Where consent is required for a particular marketing communication, such communication will be sent only on the basis of valid consent. Consent may be withdrawn at any time.

4. Sources of Personal Data

We obtain personal data in particular:

- directly from the customer during a reservation, communication or stay,

- from our online reservation system,
- from booking portals if the customer makes a reservation through them,
- from other entities where this is necessary to process a reservation or provide a service.

5. Recipients of Personal Data

Personal data may, to the extent necessary, be made available in particular to:

- the provider of the hotel and reservation system,
- the provider of the online payment gateway and payment services,
- providers of IT, hosting and technical services,
- accounting, tax or legal advisers,
- booking portals, where relevant,
- public authorities where disclosure of the data is required by law.

Individual providers process personal data only to the extent necessary to provide the relevant service and in accordance with applicable legislation.

6. Data Retention Period

We retain personal data only for the period necessary for the purpose for which they were collected.

Data relating to a reservation and the contractual relationship may be retained for the duration of the contractual relationship and subsequently for the period necessary to protect legal claims.

Accounting, tax and other documents are retained for the period specified by applicable legislation.

Data processed on the basis of consent are processed until consent is withdrawn, unless another legal basis exists for their further processing.

7. Rights of the Data Subject

In accordance with the GDPR and subject to the statutory conditions, the customer has in particular the right to:

- obtain information about the processing of their personal data and access those data,
- request the rectification of inaccurate or incomplete data,
- request the erasure of personal data,
- request restriction of processing,
- data portability, where the statutory conditions are met,
- object to processing based on legitimate interests,
- withdraw consent at any time where processing is based on consent.

A request may be sent to the Controller's contact e-mail address.

8. Complaint to the Supervisory Authority

If the customer believes that personal data are not being processed in accordance with applicable legislation, they have the right to lodge a complaint with:

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

Pplk. Sochora 27

170 00 Praha 7

www.uoou.gov.cz

9. Cookies and Website

The website may use technical cookies necessary for its proper operation and for the functioning of the reservation process.

Analytical, marketing or other cookies that are not necessary for the operation of the website are used only in accordance with applicable legislation and, where required, on the basis of the user's prior consent.

The user may change their preferences regarding optional cookies through the cookie settings on the website.

10. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, alteration or misuse.

11. Updates to this Policy

We may update this Policy, in particular in connection with changes to the services, technologies or legislation used.

The current version is always published on the Hotel M website.

Effective as of: 15 September 2026