

PERSONAL DATA PROTECTION POLICY

Hotel Panorama s.r.o., Company ID: 27502716, with its registered office at Masarykova 941, 516 01 Rychnov nad Kněžnou ("Controller"), processes personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation) (hereinafter "GDPR") and other legal regulations.

The Controller processes data obtained primarily from the data subject and also data obtained from third parties (e.g., travel agencies, online portals, etc.) that are authorized to share the relevant data with the Controller, whereby the Controller processes data provided by third parties only to the extent necessary for the performance of contracts or legal obligations within the meaning set out below.

Personal data to the extent of: first name, surname, date of arrival, date of departure, telephone number, email address, permanent residence address, and date of birth may be processed for the purpose of concluding and performing an accommodation contract or a similar contract (hereinafter the "contract") and for the purpose of exercising the Controller's rights arising from the contract.

Personal data to the extent of: first name, surname, date of arrival, date of departure, permanent residence address, purpose of stay, ID card number or travel document (passport) number may be processed for the purpose of fulfilling the Controller's obligations imposed by Act No. 565/1990 Coll., on Local Fees, as amended.

Personal data to the extent of: first name, surname, date of arrival, date of departure, permanent residence address, date of birth, travel document (passport) number, nationality, visa number, and purpose of stay may be processed for the purpose of fulfilling the Controller's obligations under Act No. 326/1999 Coll., on the Residence of Foreign Nationals in the Territory of the Czech Republic and on Amendments to Certain Acts, as amended.

The Controller will process personal data both manually and automatically, directly through its authorized employees.

Personal data to the extent of: first name, surname, date of arrival, date of departure, permanent residence address, date of birth, ID card number, travel document number, nationality, visa number, and purpose of stay may be made available by the Controller to state administration or self-government authorities in accordance with the above-mentioned laws.

Personal data to the extent of: first name, surname, date of arrival, date of departure, permanent residence address, room number, and date of birth may be made available to entities with whom the Controller exercises its rights under the contract (in particular courts, notaries, enforcement officers).

The above-mentioned personal data, in compliance with the principle of data minimization and other principles arising from the GDPR and related regulations, represent the minimum required by the Controller for the purpose of fulfilling its rights and obligations arising from the above-described contracts concluded with data subjects and from the above-cited laws.

By providing an email address, the accommodated person voluntarily grants the Controller consent to process this personal data for the purpose of sending commercial and marketing offers and communications. This consent is granted for an indefinite period from the conclusion of the contract and may be withdrawn at any time or remains valid until its withdrawal. The email address will be processed automatically by the Controller's employees and will not be made available to third parties.

The Controller does not usually process sensitive data and therefore does not request it from data subjects. An exception may be data concerning the health of the data subject, which the data subject voluntarily provides to the Controller. Such data may then be used by the Controller to offer the data subject higher quality services and to fulfil specific requests of the data subject.

The data subject has the right to access their personal data processed by the Controller, the right to rectification or erasure, or restriction of processing, and the right to object to processing. The data subject also has the right to withdraw their consent to the processing of personal data if the data is processed by the Controller on the basis of such consent.

The data subject also has the right to obtain from the Controller personal data concerning them that the data subject has provided to the Controller. Based on the data subject's request, the Controller shall provide the data subject with the data without undue delay in a structured, commonly used, and machine-readable format, or, at the data subject's request, provide it to another clearly designated controller. This right does not apply to personal data that is not processed automatically.

The Controller does not intend to transfer personal data to third countries.

If the data subject believes that their personal data is being processed unlawfully, they may file a complaint with the supervisory authority, which for the territory of the Czech Republic is the Office for Personal Data Protection (<http://www.uoou.cz>).

COOKIE SETTINGS

What are Cookies?

Cookies are small files that store information in your browser and are commonly used to distinguish individual users. However, the user cannot be identified based on this information.

What do we use Cookies for

- To ensure the proper functioning of our website so that the reservation process can be completed with as few difficulties as possible.
- To determine which pages and features are most frequently used by visitors.

What cookies do we use:

Cookies used on our website can be divided into two basic types according to their duration. Short-term, so-called "session cookies," which are temporary and remain stored in your browser only until you close the browser, and long-term, so-called "persistent cookies," which remain stored on your device much longer or until you manually delete them (the retention period of cookies on your device depends on the settings of the cookie itself and your browser settings).

According to the function that individual cookies perform, cookies can be divided into:

- Conversion cookies, which allow us to analyze the performance of various sales channels
- Tracking cookies, which in combination with conversion cookies help analyze the performance of various sales channels
- Remarketing cookies, which we use to personalize advertising content and properly target it

- Analytical cookies, which help us enhance user comfort on our website by understanding how users use it
- Essential cookies, which are important for the basic functionality of the website

Some cookies may collect information that is subsequently used by third parties and that, for example, directly supports our advertising activities (so-called “third-party cookies”). However, you cannot be identified based on this data.

The cookies we use help us improve our website.

If you do not wish to accept cookies, you can adjust your browser settings. The Help function directly in your browser explains how to change these settings. You can also visit www.aboutcookies.org, which contains comprehensive information on how to manage cookies in a wide range of browsers.

Please note that by blocking cookies, you may not be able to fully use all the features of this website, in particular the use of the reservation system to complete a booking.

Controller’s contact details:

Hotel Panorama s.r.o.

Company ID: 27502716

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