

Principles of Handling Your Data

We are the company Pražské Benátky s.r.o.

We operate an e-shop on the website prague-venice.cz

In order to provide our services and operate our website, we process certain personal data.

The processing of personal data is governed in particular by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) ("GDPR")

I. Processing of personal data

A. Processing of personal data when using the contact form

If you enquire about our products and services, we will work with the contact details you provide to us, mainly through the enquiry form. These are: first name, surname, delivery address where applicable, billing details where applicable, email and telephone number.

For what reason?

We use them to contact you for further arrangements regarding goods and services and delivery details.

On what legal basis?

This is processing on the basis of Article 6(1)(b) GDPR – negotiation of a contract, or taking steps prior to entering into a contract at your request.

How long will we process the personal data?

If no further cooperation follows, we will process your data for a maximum of one year from our last communication.

B. Processing of personal data in the case of a purchase or a gift

If you make a purchase with us, we will work with the data you fill in. These are mainly billing details: first name, surname, delivery address where applicable, billing details where applicable, email and telephone number.

For what reason?

We need to process personal data in order to fulfil our contract – to deliver our goods or services to you. We will also use your contact details to communicate with you about the status of your order, and where applicable about complaints or your questions.

We will further process personal data in order to fulfil our obligations arising from the law (mainly for accounting and tax purposes, and where applicable for handling complaints and other matters).

On what legal basis do we process personal data?

This is processing on the basis of Article 6(1)(b) GDPR – performance of a contract, and Article 6(1)(c) GDPR – compliance with our legal obligation.

How long will we process the personal data?

For the duration of the provision of our service and then for one year from the last provision of such service or delivery of goods.

C. Newsletters (commercial communications)

If you are a purchasing customer and you did not prohibit it during the purchase, we will use your email address to send you our news and other commercial communications.

On what legal basis?

This is permitted by Section 7(3) of Act No. 480/2004 Coll., on certain information society services, provided that you did not prohibit it during the purchase.

How long will we process the personal data?

One year from your last purchase. You may unsubscribe from the mailing at any time by email, or contact us at: info@prazskebenatky.cz

II. Who will have access to the data?

Your data will stay with us. Nevertheless, some companies or other persons work for us and gain access to the data because they help us run our e-shop. These are:

- the operator of the e-shop platform Pražské Benátky s.r.o., Company ID: 25759051, VAT ID: CZ25759051, Commercial Register of the Municipal Court in Prague, Section C, Insert 67656.

We process personal data only within the territory of the Czech Republic.

III. What else you should know

Our company has not appointed a data protection officer.

In our company, decision-making takes place on the basis of automated processing or profiling.

If you have any questions regarding personal data, contact us at the email address info@prazskebenatky.cz or call us on +420 776 776 779.

IV. Use of cookies

Cookies are text files containing a small amount of information which are downloaded to your device when you visit our website. Cookie files are then sent back to the website, or to another website that recognises them, on each subsequent visit.

Cookies perform various tasks, for example they allow efficient navigation between web pages, remember your preferences and generally improve the user experience. They can also ensure that advertisements displayed online are better tailored to you and your interests.

We use the following cookies on the website:

- Necessary cookies: these are required for the operation of the website; they allow you, for example, to log in to secure areas of the site and enable other basic site functions. This category of cookies cannot be disabled.
- Analytical/statistical cookies: they allow us, for example, to recognise and determine the number of visitors and to monitor how our visitors use the website. They help us improve the way the site works, for example by allowing users to easily find what they are looking for. We only run these files with your prior consent.
- Advertising cookies: these are used to track preferences and make it possible to display advertising and other content that best matches your interest and online behaviour. We only run these files with your prior consent.

Cookies used:

Technical name	Publisher	Purpose and description of the cookie	Duration
[•]	[•]	[•]	Session / Permanent ([•] hours)

Further information about cookies and their current list can be found through the individual internet browsers, most often under Developer Tools.

Consent may be expressed by means of the checkbox contained in the so-called cookie bar. You can also subsequently refuse cookies in the settings of your internet browser, or set the use of only some of them.

Further information on managing cookies in individual browsers can be found at the following links:

- Internet Explorer – <https://support.microsoft.com/cs-cz/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome – <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=cs>
- Firefox – <https://support.mozilla.org/cs/kb/povoleni-zakazani-cookies>
- Safari – <https://support.apple.com/cs-cz/guide/safari/sfri11471/mac>
- Opera – <https://help.opera.com/cs/latest/security-and-privacy/>
- Microsoft Edge – <https://docs.microsoft.com/cs-cz/sccm/compliance/deploy-use/browser-profiles>

V. Your rights in connection with the processing of personal data

Among other things, the GDPR gives you the right to contact us and request information about which of your personal data we process, to request access to this data from us and to have it updated or corrected, or to request restriction of processing; you may request a copy of the processed personal data, request erasure of

personal data from us in certain situations, and in certain cases you have the right to data portability. You may object to processing based on legitimate interest.

If you believe that we do not handle the data correctly, you have the right to lodge a complaint with the Office for Personal Data Protection, or to bring your claims before a court.

These terms are effective from 1 March 2024.