

# PRIVACY POLICY

The following privacy policy applies to all personal data processing activities carried out by the company:

## **ISMM Restaurants & Hotels s.r.o.**

company ID number: 03776859

having its registered office at Zauličí 410, 742 66 Štramberk

listed in the Commercial Register maintained by the Regional Court in Ostrava, Section C, Insert No. 61202

**ISMM Restaurants & Hotels s.r.o.** is a personal data controller within the meaning of Act No. 101/2000 Coll., on the protection of personal data and within the meaning of Regulation (EU) 2016/679 of the European Parliament and Council on the protection of natural persons regarding the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC. If you have any questions, requests or other comments concerning personal data and processing of such data, please contact us at:

## **ISMM Restaurants & Hotels s.r.o.**

Zauličí 410, 742 66 Štramberk

Phone number: +420773029388

E-mail address: [info@hotel-gong.cz](mailto:info@hotel-gong.cz)

## PERSONAL DATA PROTECTION

When making a reservation / accommodation request, when ordering a procedure, when ordering a gift certificate or voucher, when consenting to receive news and special accommodation offers, you provide ISMM Restaurants & Hotels s.r.o. with your personal data. In some cases, we may process your personal data because of our legitimate interest, which is in particular the development, promotion and improvement of our business.

The protection of personal data is especially important to us. Therefore, when processing personal data, we proceed in accordance with the legislation of the Czech Republic, in particular pursuant to Act No. 101/2000 Coll., on the protection of personal data (hereinafter referred to as "The Law on the Protection Personal Data"), as amended, and with Regulation (EU) 2016/679 of the European Parliament and Council 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 (hereinafter referred to as the "Regulation").

## **THE PURPOSE FOR WHICH WE NEED THE PERSONAL DATA AND THE LEGITIMACY OF THE PROCESSING**

a) To ensure the conclusion and subsequent performance of a contractual obligation between the controller and you (Article 6(1)(b) of the GDPR). Other legal obligations arise from such a relationship and the controller must also process personal data for this purpose (Article 6(1)(c) of the GDPR), including for the purpose of keeping a record for the purposes of paying the tourist tax (Section 7(3) of Act No. 565/1990 Coll., on local taxes).

b) The protection of your legitimate interests (Article 6(1)(f) of the GDPR), which is to ensure the protection of the data you have entrusted to us for processing and the protection of our property.

c) The recording of personal data beyond the obligations for keeping a register by the controller (accommodation provider), resulting from Article 3, paragraph 4, Act No. 565/1990 Coll. on local taxes in the **ISMM Restaurants & Hotels s.r.o.** reservation system.

d) Marketing purposes

- sending information (news, current prices) about the services provided by the controller,
- gathering information about your satisfaction with services and events.

In order for the controller to best adapt its offer of services and commercial communications about them to your needs, for this processing purpose the controller obtains your unambiguous consent (Article 6(1)(a) of the GDPR).

## **WHAT ARE PERSONAL AND OTHER DATA?**

Personal data is the data that you voluntarily provide to us in the context of placing an order, making an enquiry, request or registration. Personal data means any information that identifies or can identify a specific person.

## **WE PROCESS THE FOLLOWING PERSONAL DATA**

- Basic identification data – first name and last name, title, residential address, or name and address of the company and its registration number and VAT number for self-employed persons, date of birth.
- Contact details – phone numbers and e-mail addresses.
- For those sharing accommodation with you, first name and last name and date of birth.
- Information about the services we provide to you.
- Information about communication with each other – information from e-mails or contact forms.

- Billing and transaction data – this includes information appearing on invoices, agreed billing terms and conditions and payments received.
- Cookies.

## **TO WHOM DO WE PASS YOUR PERSONAL DATA?**

In accordance with the GDPR 2016/679, we process the data listed below to provide you with accommodation and related services for the period necessary to fulfil our legal obligations: first name, last name, residence address, age. We do not disclose the above data to other entities outside of the legal regulations.

## **WHAT ARE YOUR RIGHTS IN RELATION TO PERSONAL DATA?**

You also have the right to request the correction of inaccurate personal data or the deletion of personal data or to object to the processing of personal data. Upon your written request, we will delete your personal data from the database. The request for deletion of personal data should be sent to [info@hotel-gong.cz](mailto:info@hotel-gong.cz).

If we process personal data based on your consent, you have the right to withdraw this consent at any time.

We will do our utmost to protect your personal data. However, if you are not satisfied with the processing, you have the right to contact the relevant authorities, in particular the Office for Personal Data Protection.

We may charge a reasonable fee for the provision of information about the processing of personal data, not exceeding the costs necessary to provide the information.

Supervision of the protection of personal data is conducted by the Office for Personal Data Protection (<https://www.uoou.cz>).