

## **PRINCIPLES OF PROTECTION OF PERSONAL DATA (GDPR) WITH EFFICIENCY FROM 25.10.2023**

Through our Privacy Policy ("Policy"), we inform the entities of the data we process our personal data, as well as all the processing activities and data subjects privacy policies.

### **1. RESPONSIBLE PERSONS**

PERSONAL DATA MANAGER:

Beertravel s.r.o. IČO: **08004595** /, with its registered office at Kurzova 2222, 155 00 Praha 2, represented by Jakub Jindra - the company's managing director.

CONTACTS TO APPLY YOUR RIGHTS:

Phone: +420 777 689 390

E-mail: [info@praguebeerbus.com](mailto:info@praguebeerbus.com)

(hereafter referred to as "we")

### **2. BASIC TERMS**

GDPR:

Regulation (EU) 2016/679 of the European Parliament and of the Council 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC effective from 25.5.2018.

PERSONAL DATA:

Personal data within the meaning of Regulation (EC) 2016/679 of the European Parliament and of the Council 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (GDPR) means any information about an identified or identifiable natural person.

SPECIAL PERSONAL DATA:

Special personal data means an indication of racial or ethnic origin, political opinions, religion or philosophical beliefs or trade union membership, genetic data processing, biometric data for the sole purpose of identifying a natural person and health or sexual life, or sexual orientation of a physical persons.

DATA SUBJECT = VY:

A data subject is an identified or identifiable natural person, an identifiable natural person being a natural person that can be identified directly or indirectly, in particular by reference to a particular identifier such as name, identification number, location data, network identifier, or one or more specific physical, physiological, genetic, psychological, economic, cultural or social identity of that individual.

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#### PROCESSING OF PERSONAL DATA:

The processing of personal data within the meaning of Article 4 (2) of the GDPR shall be understood to mean any operation or set of operations with personal data or personal data files that is performed with or without the help of automated procedures such as collecting, recording, arranging, structuring, storing, modify, search, inspect, use, access, sort or combine, restrict, erase, or destroy.

#### ADMINISTRATOR:

An administrator within the meaning of Article 4 (7) of the GDPR is a natural or legal person, a public authority, an agency or other entity that, alone or jointly with others, determines the purposes and means of processing personal data. We act as an administrator in relation to your personal data.

#### PROCESSOR:

Processor within the meaning of Article 4 (8) of the GDPR is a natural or legal person, public authority, agency or other entity that processes personal data for the controller.

#### SUPERVISORY OFFICE:

The Supervisory Authority in the Czech Republic is the Office for the Protection of Personal Data (hereinafter "the Office").

#### RISK PROCESSING:

Risk processing means processing that is likely to pose a risk to the rights and freedoms of data subjects, processing is not occasional or involves the processing of special personal data or personal data relating to criminal convictions and offenses referred to in Article 10 of the GDPR.

#### AUTOMATIC INDIVIDUAL INC. PROFILING:

Automated individual decision making incl. profiling is generally understood as any form of decision based on the automated processing of personal data, ie without human intervention, including, but not limited to, the assessment of some personal aspects relating to the data subject, in particular for analysis or estimation, analyzing or anticipating aspects relating to his / her work performance, economic situation, health, personal preferences, interests, reliability, behavior, where he / she is or moving.

### 3. CATEGORY OF BODIES, PROCESSED PERSONAL DATA, PURPOSE, LEGAL BASIS AND PROCESSING TIME

Category	Purpose of data processing	Legal basis and personal data processing	Processing time
Website visitors	Statistics before data automation, displaying our service or merchandise	<p>The legal basis is a legitimate interest in the sense of (a) improving our services and focusing on what you really care about; b) offer you similar services or goods that fit your needs based on our access to our website.</p> <p>Identification data (name, surname), contact details (address, e-mail, telephone), IP address and cookies.</p>	For this purpose, personal data may be processed indefinitely.
	Sending a response to a visitor's web site	<p>The legal basis is the performance of your contract or your consent.</p> <p>Identification data (name, surname), contact details (address, e-mail, phone), IP address and cookies, query placed via the form.</p>	For this purpose, personal data may be processed to process a query from the contact form, but not longer than 180 days or the time your consent to processing takes.
Beer-bike service users	Signature of the terms and conditions relating to use and driving on the beer-bike	<p>The legal basis is a contractual agreement concluded on the spot.</p> <p>Identification data (name, surname), contact details (e-mail, telephone), date of birth.</p>	Not more than 180 days or the duration of your consent to processing.
Beer-bike service users	Submit a review request to the TripAdvisor portal	The legal basis is a contractual agreement concluded on the spot.	Not more than 180 days or the duration of your consent to processing.

Category	Purpose of data processing	Legal basis and personal data processing	Processing time
Beer-bike service users	Application for the use of the photos concerned for the marketing purposes of the operator	The legal basis is a contractual agreement concluded on the spot. Identification data (name, surname), contact details (e-mail, telephone), date of birth.	Indefinitely

## 4. DATE OF PROCESSING OF PERSONAL DATA

Personal data are kept only for the time necessary for the purpose of processing - see table above. After this time, personal data may be retained for the purposes of the State Statistical Service only, for scientific and archival purposes.

## 5. RECEIVERS OF PERSONAL DATA AND TRANSFER OF PERSONAL DATA OUTSIDE THE EUROPEAN UNION

In justified cases, we may also transfer your personal information to other entities (the "recipients").

Personal data may be transmitted to the following recipients:

processors who process your personal information in accordance with our guidelines, particularly in the area of contact with the public, electronic data management or bookkeeping;

public authorities and other entities, if required by applicable law;

other entities in the event of an unexpected event in which the provision of data is necessary for the purpose of protecting life, health, property or other public interest or if it is necessary to protect our rights, property or security.

## 6. COOKIES

After your first visit to our site, our server sends a small amount of data to your computer and saves it there. Each time the site visits the site, the browser sends the data back to the server. This small file is called "cookie," and it's a short text file containing a specific string of characters with unique information about your browser. We use cookies to improve the quality of our services and to better understand how people use our site. That's why we have user preferences saved in cookies, and we follow user trends, how people behave on our site and how they view them.

Most browsers are set to accept cookies. However, you have the option to set your browser to block cookies or to inform you of cookies. Without cookies, however, some services or features will not work properly.

Our website uses "first-party" cookies, that is cookies used only by our websites (hereinafter referred to as first-party cookies) and "third-party" cookies (ie cookies from third-party websites). We use first-party cookies to store user preferences and data you need during your visit to websites (e.g., your shopping cart content). Third-party cookies are used to track user trends and behavioral patterns, ad targeting, with the help of third-party Web site providers.

Third-party cookies used to track trends and behavior patterns are only used by our web site and web stats provider, they are not shared with any third party.

## WE USE THE FOLLOWING COOKIES:

Google Analytics

Google AdWords

Facebook

Sklik

## 7. PRINCIPLES OF PROCESSING OF PERSONAL DATA

### JURISDICTION

We process your personal information in accordance with applicable law, especially with GDPR.

### AGREEMENT OF DATA SUBJECT

We process personal data only in the manner and to the extent that you have given us consent if the consent is the title of processing.

## MINIMIZATION AND LIMITATION OF PROCESSING OF PERSONAL DATA

We process personal data only to the extent it is necessary to achieve the purpose of its processing and for no longer than is necessary to achieve the purpose of its processing.

## ACCURACY OF PROCESSED PERSONAL DATA

We process personal data with emphasis on their accuracy, using available measures. And by using reasonable resources, we process updated personal data.

## TRANSPARENCY

Through this Policy and contact person, you have the opportunity to learn how we process your personal information, as well as its scope and content.

## OBJECTIVE LIMITATION

We process personal data only to the extent necessary for the fulfillment of the intended purpose and in accordance with that purpose.

## SAFETY

We process the personal data in a manner that ensures its proper security, including its protection by appropriate technical or organizational measures, against unauthorized or unlawful processing and against accidental loss, destruction or damage.

## 8. AUTOMATIC INDIVIDUAL DECISION-MAKING AND PROFILING

When processing personal data, he / she DOES NOT LIKE to automated individual decision-making, even through profiling.

## 9. YOUR RIGHTS AS A DATA SUBJECT

### RIGHT TO ACCESS TO PERSONAL DATA:

You have the right to request from us access to personal information about your person. In particular, you have the right to receive a confirmation from us that personal data concerning you are processed or processed by us and to provide further information on the processed data and the processing method within the meaning of the relevant GDPR provisions (purpose of processing, personal data category, the duration of the deposit, the existence of your right to request a correction, the deletion, the limitation of processing or the right to object, the source of personal data and the right to file a complaint). If you ask for it, we will provide you with a copy of the personal data we process about you free of charge. In case of a repeated request, we may charge a reasonable fee for providing a copy corresponding to the administrative costs of processing.

To access your personal information, please email [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## THE RIGHT TO REFER TO THE PROCESSING OF PERSONAL DATA WHEN PROCESSING IS BASED ON THE CONTRACT:

You have the right at any time to withdraw consent to the processing of personal data processed by us on the basis of such consent.

You can revoke your consent via email delivered to the mailbox [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## RIGHT TO REPAIR, RESTRICTION OR DISCLAIMER:

If you find that personal information about you is inaccurate, you may require us to correct this information without undue delay. If this is appropriate in the light of the specific circumstances of the case, you may also request the addition of the information we have about you.

You may request correction, limitation of processing or deletion of data by email delivered to the mailbox [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## LAW RELATING TO PERSONAL DATA:

You have the right to request us to erase without undue delay the personal data processed by us that concern you in the following cases:

if you revoke your consent to the processing of personal data, and there is no other legitimate reason for our processing to prevail over our right of cancellation;

if you object to the processing of personal data (see below);

Your personal data is no longer needed for purposes for which we have collected or otherwise processed them;

personal data has been unlawfully processed by us;

personal data was gathered in connection with the provision of information society services to a person below the age of 18;

personal data must be deleted to comply with a legal obligation laid down in European Union law or the Czech law applicable to us.

You may request a deletion in these cases through your user account or contacts listed in this policy.

## THE RIGHT TO REQUIRE DELETION OF PERSONAL DATA IS NOT DONE IN A SITUATION WHERE THE PROCESSING IS NECESSARY:

for the exercise of the right to freedom of expression and information;

to meet our legal obligations;

on grounds of public interest in the field of public health;

for purposes of archiving in the public interest, for scientific or historical research purposes or for statistical purposes, where the deletion of data would be likely to disrupt or seriously jeopardize the attainment of the objectives of that processing;

for the determination, exercise or defense of legal claims.

Whether there are reasons to be unable to use the right of cancellation can be found through your user account or contacts listed in this policy.

## LAW ON LIMITATION OF PERSONAL DATA PROCESSING:

You have the right to restrict the processing of your personal data in the following cases:

you deny the accuracy of your personal information. In this case, the limitation is valid for the time required to verify the accuracy of personal data.

processing is illegal and you do not want to delete your personal information and instead you want to limit their use.

We no longer need your personal data for the purposes for which we processed it, but you are required to identify, exercise or defend legal claims;

you object to the processing (see below). In this case, the limitation applies for a period until it is verified that the legitimate reasons on our part outweigh your legitimate reasons.

At a time when we limit the processing of personal data, we may only process your personal data (with the exception of its storage) only with your consent or for the purpose of determining,



enforcing or defending our legal rights, for the protection of the rights of another natural or legal person or for reasons of major public interest or a Member State. As mentioned above, you can request processing restrictions via email sent to [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## **THE RIGHT TO REPRESENT THE PROCESSING OF YOUR PERSONAL DATA, IN THE FOLLOWING CASES:**

You have the right to object to the processing of your personal data in the following cases:

In the case that personal data are processed because processing is necessary to fulfill a task carried out in the public interest or in the exercise of public authority to which we are entrusted or for the purposes of our legitimate interests and you object to the processing of the objection, processing unless we can demonstrate serious legitimate reasons for processing that outweigh your interests, rights and freedoms, or to determine, exercise or defend our legal rights.

If personal data is processed for direct marketing purposes and you object to the processing, we will no longer process personal data for this purpose.

If your personal data is processed for purposes of scientific or historical research or for statistical purposes, we will not process it further unless processing is necessary to fulfill a task carried out for reasons of public interest.

You can file a complaint via your email delivered to the mailbox [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## **DATA TRANSFERENCE RIGHT:**

In the case that we process your personal data on your consent or on the grounds that it is necessary to comply with the agreement between us, you are entitled to obtain from us the personal data you are referring to and you have provided us in a structured, commonly used and machine-readable format, if personal data are processed by us. You have the right to pass this data to another data controller or to require us to provide this information directly to another data controller if this is technically feasible. You can obtain your personal information through a request in the email delivered to [info@praguebeerbike.com](mailto:info@praguebeerbike.com)

## **THE RIGHT SHALL NOT BE SUBJECT TO ANY DECISION SOLELY BASED ON AUTOMATIC PROCESSING, INCLUDING PROFILING:**

We do not use personal data for automated decision making.

## **THE RIGHT TO OBTAIN INFORMATION ABOUT THE INFRINGEMENT OF YOUR PERSONAL DATA:**

If it is likely that a breach of our security will be a high risk for your rights and freedoms, we will notify you of this violation without undue delay. If appropriate technical or organizational measures have been used to process your personal data, such as making the unauthorized person incomprehensible, or by additional measures to ensure that the high risk does not occur, we do not need to transmit the infringement information.

## LAW TO APPLY COMPLAINTS WITH THE SUPERVISORY AUTHORITY:

If you believe that the processing of your personal data is in violation of the obligations set forth in the GDPR, you have the right to file a complaint with the Supervisory Authority. The Supervisory Authority in the Czech Republic is the Office for Personal Data Protection.