

Elit company s.r.o., Baštická 272, 250 72 Předboj

Reg No.: 28425405, Tax Reg No.: CZ28425405, registered with the Municipal Court in Prague, Section C, File No. 140574

/Hereinafter the "Elit Company" or "Pivní lázně Bernard"/

I. Declaration of acquaintance with the Principles for Processing Person Data at Pivní lázně Bernard

1) By confirming this document you confirm that we have acquainted you with how we process your personal data at Pivní lázně Bernard, including your telephone number, e-mail and other confidential information (hereinafter jointly referred to as the "Information about you"). You confirm that you are familiar with the content of our principles for processing personal data at Pivní lázně Bernard (hereinafter the "Principles"), which describe processing of personal data by us.

II. Consent to processing of personal data

1) You indicate your consent to the processing of your personal data for individual purposes by ticking your agreement **with the Principles for processing personal data in the relevant field.**

2) Marketing activities: we will process the Information about you for marketing purposes, i.e. for activities including evaluation of client data, including profiling, for the purpose of improving quality, complexity and for optimising our services etc., and also for sending current information and offers of products and services provided by us (as they are defined below).

3) We may contact you with an offer of products and services by means of:

- E-mail
- Telephone (including SMS)
- Facebook

4) On the basis of this consent we will process your identification data, contact data, data about use of our services (for more details see the Principles) and other data that can be used for marketing (e.g. socio-demographic data, geolocation data, information from your web browser). You provide this consent to us for a period of 10 after it is granted.

5) On the basis of this consent you also explicitly agree to a photograph (or similar record of your appearance) being taken and its distribution in compliance with Section 84 et seq. of the Civil Code, in physical or digitalised form, during organised events and on the website of Pivní lázně Bernard. Your disagreement must be explicitly declared. On the basis of this agreement Pivní lázně Bernard is authorised to further distribute and reproduce your photographs (or other records of your appearance) for the purpose of its promotion (on the website, social networks and other promotional materials) and for other marketing purposes. You grant this consent for a period of 10 years from the time it is granted and you are entitled to withdraw it at any time in compliance with Section, 87(1) of the New Civil Code.

6) Signature biometry

By signature of acquaintance with the risks related to undergoing the procedure I agree that Pivní lázně Bernard may process my personal data linked to the biometric characteristics of my signature, for the purpose of verification and demonstration of my identity in relation to making a reservation and proving my presence during the procedure. I provide this consent for a period of 10 years from the date it is granted.

7) Your consent is voluntary and you can withdraw it at any time by sending a letter to the postal address of Elit company or by e-mail to info@pivnilaznebernard.cz. We will not continue to process your personal data for the purpose for which you provided your consent if you withdraw it. However, we will be able to continue processing your personal data set out in the Principles, for purposes for which we do not need your consent according to the law. You can find these purposes in the Principles.

III. Principles:

Which of the client's personal data does Pivní lázně Bernard compile and process?

Personal data that Pivní lázně Bernard can process even without the client's consent:

- **identification data**- personal data intended for clear and unmistakable identification of the client (name, surname, title, permanent address, correspondence address and signature, we also compile the tax registration number and the registration number of clients who are natural persons entrepreneurs or legal persons).
- **contact data** – personal data enabling contact with the client (particularly the address, the telephone number, e-mail address and other similar information provided by the client)
- **information about use of services**- information about arrangement and use of services offered by Pivní lázně Bernard (e.g. data about sales turnover, transaction data, telephone call records, records of other communication with the client).

The personal data that Pivní lázně Bernard processes with the client's consent is set out in the consent to processing of personal data, which the client may grant Pivní lázně Bernard. Provision of personal data is completely voluntary with regard to the contractual nature of the relationship between Pivní lázně Bernard and the client. However, Pivní lázně Bernard is unable to conclude a transaction (e-shop) or provide services if the personal data essential for concluding the relevant transaction or providing services is not provided to it.

What sources do we obtain personal data from?

Directly from the client during negotiations to conclude a transaction, during on-line reservations, telephone, e-mail and written reservations or provision of services and their subsequent realisation.

What purposes do we use and process the data for?

Without the client's consent (see Section 5(2) of Act No. 101/2000 Sb., on protection of personal data):

- for purposes related to transactions and services, particularly for evaluating requests to conclude a transaction or provide a service, for assurance of all other activities related to execution of the transaction or service and for development of new services;
- for protection of our rights and legally protected interests, particularly for performance of analyses and evaluation of potential risks.

With the client's consent:

- for other purposes (e.g. for marketing activities, etc.).

How do we assure protection of personal data?

Personal data is constantly monitored physically, electronically and procedurally and Pivní lázně Bernard has modern inspection, technical and safety mechanisms available, which assure the maximum possible protection of the data being processed against unauthorised access or transfer, against its loss or destruction, and also against potential misuse. All persons, who come into contact with the client's personal data in relation to performance of their work or contractually assumed duties, are bound by the legal or contractual duty of non-disclosure.

What access does the client have to his personal data and what are the duties of Pivní lázně Bernard?

The client may request information about what personal data Pivní lázně Bernard processes about the client at the registered office of the Elit company or by sending an e-mail to the e-mail address info@pivnilaznebernard.cz. Information in the legally specified extent (see Section 12(2) of Act No. 101/2000 Sb., on protection of personal data) will be provided by Pivní lázně Bernard without undue delay to the client personally, unless a different method of handing over is explicitly arranged. Pivní lázně Bernard is entitled to request reimbursement of costs related to provision of information (see Section 12 of Act No. 101/2000 Sb., on protection of personal data). If the client finds or believes that Pivní lázně Bernard has violated his rights during processing of personal data or breached the duties stipulated by the law, the client may demand that the situation be remedied using all means afforded to him by the valid legal regulations (see Section 21 of Act No. 101/2000 Sb., on protection of personal data). The client may also contact the Office for Protection of Personal Data directly with any queries.

Who can the client contact for additional information, where can he submit potential complaints concerning processing of personal data?

The client may call the Pivní lázně Bernard telephone number: 724 914 069 at any time, where all queries concerning the issue of personal data will be answered. Requests for information about the processed personal data can be submitted to Elit company s.r.o. at its registered office. Potential objections against the processing of personal data can be applied, the granted consent can be withdrawn or its scope changed, using one of the methods below:

- in writing to the address of Elit company
- by e-mail to: info@pivnilaznebernard.cz
- by written, e-mail or telephone request submitted to the ombudsman's team

How does Pivní lázně Bernard inform of the principles and rules for processing personal data and its protection?

- these principles are publically available in the so-called Information ledger located at the registered office of Elit company and also on the website at www.pivnilaznebernard.cz;
- the client is acquainted with the rules for processing personal data and its protection during conclusion of transactions, during reservation or provision of services; in relation to this the client is also asked to grant or refuse consent to processing of personal data as proposed by Pivní lázně Bernard;