

Processing of personal data



YASMIN HILL CZ, s.r.o (hereinafter referred to as the Company) processes certain personal data of clients as a data controller within the meaning of Article 4(7) of Regulation (EU) No 2016/679 of the European Parliament and of the Council, the General Data Protection Regulation (hereinafter referred to as the Regulation). 13 of the Regulation, including information on the purpose of the individual processing activities, their legal bases, the recipients of the data and the rights of the visitor as a data subject, is provided below under the section INFORMATION ON THE PROCESSING OF PERSONAL DATA (PD) FOR THE PURPOSES OF SENDING BUSINESS MEASURES AND DIRECT MARKETING

By entering the premises of the Yasmin Hill - Galavilla retreat centre and hotel, the Customer agrees, without further notice, to the free use of his/her image or likeness as part of any image recording, transmission or production of an event held on the premises for commercial or promotional purposes within the meaning of Article 84 of Act No. 89/2012 Coll., Civil Code (hereinafter referred to as the „Civil Code“), in the context of the display of all or part of an event held on the premises of Yasmin Hill - Galavilla by the Company and/or its contractual partners. Consent for the use of the image or likeness pursuant to this provision is granted to the Company's clients and its contractual partners for an indefinite period of time, and the client is entitled to revoke this consent, and unless such revocation is justified by a material change in circumstances or other reasonable cause, the visitor shall be liable to the organizer within the meaning of Section 87(2) of the Civil Code for damages incurred as a result of the revocation of consent. The processing of personal data in the context of the use of visitor images is governed by the information on the processing of personal data as referred to in the previous paragraph.

Information on the processing of personal data (PD) for the purposes of sending commercial communications and direct marketing



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1. Introduction

1.1 This document has been drawn up by the Controller of the PD in order to comply with the obligations to inform the recipients of commercial communications (data subjects) about the circumstances of processing in the context of sending commercial communications and direct marketing within the meaning of Article 13 of Regulation (EU) No 2016/679 of the European Parliament and of the 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 (the so-called General Data Protection Regulation, hereinafter referred to as the „Regulation“).

2. Processing of personal data on the basis of the legitimate interests of the controller of the OU

2.1 For the purposes of its legitimate interests or the interests of a third party, the OU Administrator is entitled to process the email address and the name and surname of the data subject for the purposes of sending commercial communications relating to products and services provided by the OU Administrator.

2.2 The legal basis for the processing of personal data pursuant to the preceding Article is the exercise of the legitimate interest of the OA Manager in offering services directly to the data subject and in obtaining feedback from the data subject.

2.3 The OA Controller is entitled to process personal data pursuant to this Article until the data subject's consent to the sending of commercial communications is withdrawn or until the data subject objects to the processing of his/her personal data pursuant to Article 4.5.

3. Information on the conditions for the processing of personal data by the PD Administrator

3.1 The controller of the PD is entitled to process the personal data of the data subject manually or by automated means through its own employees. The personal data will be processed in the form of secure databases.

3.2 The OA administrator shall secure the personal data processed by means of organizational, physical and software security measures, in particular by setting up access rights for employees to the relevant information systems, by physically securing the OA administrator's premises and data carriers and by means of software protection against unauthorized access to data via the internet.

3.3 The PD administrator shall not use the personal data of the data subject for decision-making based solely on automated processing, including profiling.

3.4 The PD Administrator does not transfer the personal data of the data subject to any other entity, both within the EU and to third countries outside the EU. In the context of commercial emails, the PD Administrator uses the services of a third party, which is in the position of the OU Processor and provides hosting of the database in which the email addresses are stored.

4. Information on the data subject's rights in the context of personal data processing

4.1 The data subject has the right to request the data controller to provide him/her with access to his/her personal data in the form of a list of all personal data processed in relation to the individual processing purposes. In the case of the subscription to the newsletter, the PD Administrator does not process personal data other than the email address. The data subject is also entitled to request information about the processors processing his or her personal data on the basis of an agreement with the controller of the OU.

4.2 If the data subject considers that the controller of the PD processes his or her personal data in breach of this document or of the law, he or she is entitled to request an explanation from the controller and to seek redress. If the controller processes inaccurate personal data of the data subject, the data subject is entitled to request their rectification.

4.3 The data subject shall be entitled to have his or her personal data erased by the controller of the PD if the personal data are no longer necessary for the specified purposes of the processing, the data subject has withdrawn his or her consent to the processing of the personal data and there is no other reason for such processing, or the data subject has objected to the processing of the personal data and there are no overriding reasons for further processing.

4.4 The data subject shall be entitled to request the PD Administrator to restrict the processing of personal data in the event that the data subject contests the accuracy of the personal data processed for the time necessary for the PD Administrator to verify the accuracy of the data processed, or the processing of personal data is unlawful according to the data subject and the data subject refuses to erase the personal data, or the PD Administrator does not need the personal data for the stated purposes of the processing, but the data subject requires them for the establishment, exercise or defence of legal claims.

4.5 The data subject shall be entitled to object to the processing of his or her personal data on the basis of the legitimate interests of the controller of the OU or of a third party pursuant to Article 2, provided that he or she also gives reasons relating to his or her particular situation. For the purposes of sending newsletters, the objection to processing is deemed to be an unsubscribe from further subscription to the newsletter in the manner offered by the controller of the OA in the individual emails. In this case, the data subject's rights and freedoms shall be deemed to override the legitimate interests of the controller of the PD, and the controller of the PD shall terminate the processing in any event on the basis of the objection received.

4.6 If the data subject suspects that the data controller is processing the personal data of the data subject in breach of the law or this document, or if the data controller does not comply with any of the above-mentioned requests of the data subject, the data subject is entitled to lodge a complaint with the supervisory authority, which is the Office for Personal Data Protection (www.uoou.cz).

5. Final provisions

5.1 In the event that the PD Administrator commences processing personal data provided by the data subject for purposes other than those arising from this document, it shall immediately inform the data subjects concerned of this fact, inform them of the various aspects of the processing and, if the data subject's consent is required for processing for this purpose, request such consent from the data subject before commencing the processing. If the data subject does not give consent, the controller of the PD is not entitled to proceed with further processing of the personal data, unless another legal basis for the processing is provided.

5.2 Processing for other purposes shall begin in particular if the data subject makes use of any services of the PD Administrator and, in this context, obtains an e-mail address from the data subject.

5.3 This document is provided to the data subject in electronic form when registering to receive commercial communications and subsequently within the website www.yasminhill.com, where it is continuously available in the section enabling subscription to commercial communications.