

## PRIVACY POLICY

### 1. WHAT ARE THESE PRINCIPLES ABOUT?

- 1.1. These personal data protection principles tell you when and how we will handle your personal data and what rights you have with respect to your personal data. If you have any questions concerning the processing of personal data, please contact us at support@amazingplaces.cz.
- 1.2. For example, we handle your data when you place a purchase order with us, fill in a contact form, sign up for our newsletter or browse our website www.amazingplaces.cz ("**Website**").
- 1.3. We always process your personal data in compliance with the regulations, within the meaning of Regulation (EU) 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 (General Data Protection Regulation) ("**Regulation**").

### 2. WHO ADMINISTERS YOUR PERSONAL DATA?

- 2.1. Your personal data are carefully administered by the company amazing places & kouzelná místa v ČR s.r.o., ID No.: 267 49 971, with registered office in Prague 5, U Nesypky 3142/6a, Post Code 15000, registered in the Commercial Register maintained by the Municipal Court in Prague, file No. C 91352 ("**Controller**" or "**we**").

### 3. DATA PROCESSING WHEN ORDERING THE EXPERIENCE OR VOUCHER

- 3.1. **What data:** In the Purchase order we process name, surname, e-mail, telephone number, ID number, VAT number, address or registered office, payment data, data about the Purchase order and any other personal data you provide in the Purchase order.
- 3.2. **What for:** We process such personal data so that we can process your purchase order or send a voucher to you or deal with a complaint. Therefore, we need the data in order to enter into a contract with you. We also process the data in order to keep a record of such a contract, should a dispute arise between us. Processing your personal data is therefore not only our obligation due to certain legal regulations but also our legitimate interest.
- 3.3. **For how long:** We have to process personal data from the Purchase order due to legal regulations for the period of 10 years from the execution of the last part of the contract unless another legal regulation requires an even longer period.
- 3.4. **Newsletter for Customers:** As you become our customer after the Purchase order is realized, we can send interesting news about what is new or what new products and events we are planning to your e-mail address once in a while. Of course, you can reject receiving the newsletters at any time. This procedure is permitted to us by Section 7(3) of Act No. 480/2004 Coll., on Information Society Services. You can refuse these communications at any time in any way - for example, by sending an e-mail to support@amazingplaces.cz or by clicking on the link in the e-mail (business communication).

### 4. PROCESSING OF USER ACCOUNT DATA

- 4.1. **What data:** If you create a user account with us, we process your name and surname, e-mail, telephone number, ID number, VAT number, address or registered office, or other data that you fill in the user account. In addition, we will also process your purchase order history in order to make ordering as easy as possible for you. You can also redeem the voucher you have purchased in your user account.
- 4.2. **What for:** We will process all such data for the purpose of administering your account and enabling or facilitating the Purchase order on the Website, on the basis of the consent you give us at the registration.

- 4.3. **How long:** We will process such data for the period of 7 years from the last time you logged into your user account.
- 4.4. **Your Consent:** You give your express consent to the aforesaid processing. You can withdraw your consent at any time, for example by sending an email to support@amazingplaces.cz or a letter to our registered office. However, if you withdraw your consent, you will lose any membership benefits that may arise from your user account.

## 5. DATA PROCESSING FOR NEWSLETTER SUBSCRIPTIONS

- 5.1. **What data:** If you are interested in receiving the news and you subscribe to the newsletter, we will process your e-mail address.
- 5.2. **What for:** We will process your personal data in order to send the newsletter to you on the basis of your consent that you have given us with your subscription.
- 5.3. **For how long:** We will process your email for a period of 3 years from the date of consent unless you extend this period.
- 5.4. **Your consent:** You give your explicit consent to the aforesaid processing. You can withdraw your consent at any time, for example by sending a letter, an email to support@amazingplaces.cz or by clicking on a link in the newsletter. If you withdraw your consent, we will stop sending the newsletters to you.

## 6. DATA PROCESSING IN THE CONTACT FORM

- 6.1. **What data:** If you have any questions and send us a message, we process your name, surname, e-mail address and other data you provide in the content of the message.
- 6.2. **What for:** We process such personal data so that we can respond to you and deal with everything necessary. Therefore, we process the data for the performance of the contract.
- 6.3. **For how long:** We will process the personal data as long as it is necessary to process the communication, at the latest for 1 year after the message has been processed, unless we have another legal reason for further processing.

## 7. DATA PROCESSING WHEN PARTICIPATING IN A COMPETITION

- 7.1. **What data:** If you participate in our competitions, we process your name, surname, or Instagram or Facebook account name and any other information you provide to us in your competition entry or social media message. In the case of winners, we also process email, phone number and postal address.
- 7.2. **What for:** We process such personal data for your possible participation in the competition, registration of the contestants, evaluation of the competition, communication with the winners and handing the prize over.
- 7.3. **For how long:** We will process the data for the time necessary for the organization of the specific competition and any follow-up. In the case of winners, we will process the data for the time necessarily required for the delivery of the prize and for a period of 3 years after the end of the specific competition to record the delivery of the prize based on our legitimate interest.
- 7.4. **Your consent:** You consent to the above-mentioned processing by entering the competition. Without consent, you cannot participate in the competition. Of course, you can withdraw your consent to the processing of your personal data at any time by writing to our registered office or electronically to office@amazingplaces.cz. However, if you withdraw it, we will not be able to evaluate your participation in the competition or inform you of your prize.
- 7.5. **Consent to Recording:** By entering our competitions, you also agree and understand that we may, in the case that you win, make a photo or video recording of you drawing or handing over your prize, during which your likeness will be taken and processed for a period of 5 years from the end of the specific competition for our marketing and promotional purposes (e.g. on the internet, in the media, etc.). You also expressly consent to the use of your first name and city of residence for the purposes described in the preceding sentence for the same period. You may also withdraw this consent (as mentioned above), but in such a case the prize will be forfeited to us and will not be awarded to you.

7.6. **Consent for remarketing:** By entering our competitions, you also consent to the processing of your personal data for remarketing purposes (tailoring of advertising) for a period of 3 years from the end of the specific competition. You can also withdraw this consent (as described above), in which case we will not use your data for remarketing purposes.

## 8. PROCESSING OF COOKIES

8.1. **What data:** Cookies can also be considered personal data.

**What for:** We measure traffic on the Website, keep statistics on the behaviour of visitors to the Website, ensure the smooth running of the Website and also tailor advertising to you.

8.2. **Traffic and Statistics:** Collecting cookies to measure traffic and generate statistics may be considered processing of the personal data. These cookies are considered in bulk and in an anonymous form that does not allow the identification of the individual, yet we need your consent to use them. You consent to the use of analytical cookies for the period of time indicated for each type of cookie. You can withdraw it at any time by changing your settings using the cookie bar, your web browser or by contacting us at [support@amazingplaces.cz](mailto:support@amazingplaces.cz). For information on how to set up your browser and restrict or allow the processing of cookies, please click [here](#). And you can set your cookies [here](#).

8.3. **Functioning of the Website:** We only store cookies necessary for the functionality of the Website for the time necessarily required for the functioning of the Website. You may also object to these cookies by emailing [support@amazingplaces.cz](mailto:support@amazingplaces.cz) or by contacting us at our registered office, but in such a case the full functionality and compatibility of the Website cannot be guaranteed.

8.4. **Customizing of advertising:** Cookies for customizing tailored advertising are processed on the basis of your consent. You consent to the use of marketing cookies for the period of time indicated for each type of cookie. You can withdraw it at any time by changing your settings using the cookie bar, your web browser or by contacting us at [support@amazingplaces.cz](mailto:support@amazingplaces.cz). For information on how to set up your browser and restrict or allow the processing of cookies, please click [here](#). And you can set your cookies [here](#).

8.5. The collected cookie files are processed by other processors:

- a) Google Analytics and Google Ads, operated by Google Inc. The collected cookie files are subsequently processed by Google Inc. in compliance with its Privacy Policy, available at <https://www.google.com/intl/cs/policies/privacy/#nosharing>.
- b) by Meta Platforms Ireland Inc. The cookies collected are subsequently processed in compliance with their Cookie Policy, available at <https://www.facebook.com/policies/cookies/#>.

8.6. Types of cookies used:

Type	Name	Purpose	Expiration	Access to information
Necessary	sid	Maintains user status when requesting pages	29 days	imedia.cz

## 9. WHAT RIGHTS DO YOU HAVE?

- 9.1. Under the Regulation, you have the following rights concerning the processing of your personal data:
- a) to withdraw your consent,
  - b) to request information from us on what personal data we process about you,
  - c) to request us to provide you with access to such data and have them updated or corrected, or request a restriction on processing,
  - d) to request that we erase such personal data - unless it is personal data that we are obliged or authorized to continue to process under applicable law or their erasure is contrary to our legitimate interests,
  - e) the right to request a copy of the processed personal data,
  - f) to object to processing,
  - g) to contact us or the [Office for Personal Data Protection](#) or the courts in case of doubt about compliance with the obligations related to the processing of personal data.
- 9.2. In addition to the aforesaid rights, you also have the right to object if we process your personal data on the basis of our legitimate interest. This objection can be made by sending it to our contact address or by email. We will then evaluate the objection without delay, but at the latest within one month of the receipt.

## 10. WHO HELPS US WITH PROCESSING?

- 10.1. All personal data are confidential and will not be provided to any third party. Exceptions are providers of processing software, services and applications such as:
- a) web hosting provider,
  - b) provider of marketing software and web questionnaires,
  - c) an accounting software provider,
  - d) an accounting service provider,
  - e) delivery and shipping service providers,
  - f) payment gateway providers,
- and possibly other providers of processing software, services and applications that we do not currently use. If you are interested in knowing who specifically provides these services to us, please write an email to us at [support@amazingplaces.cz](mailto:support@amazingplaces.cz).
- 10.2. We will not make any decision based solely on automated individual processing that would have legal effects on you as a data subject or similarly significantly affect you. Automated individual decision-making means a situation when the processing of personal data is performed solely by automated means (without human intervention), i.e. by automated information systems, web-based programs and other software.