

Information on the Processing of Personal Data pursuant to Articles 13 and 14 of Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and Act No. 110/2019 Coll., on the Processing of Personal Data (hereinafter the “Information”)

1. To whom is this Information addressed?

- 1.1 This Information is addressed to current, potential and, for a certain period of time, former clients (customers) of **Odien Events Prague s.r.o.**, Company ID No.: 07567103, with its registered office at Loretánské náměstí 109/3, 118 00 Prague 1 – Hradčany (hereinafter the “**Controller**”), which operates as a travel agency and provides other services in the field of tourism (collectively hereinafter the “**Services**”).
- 1.2 In providing the Services and operating its website, the Controller processes personal data primarily in connection with handling enquiries, entering into and performing contracts, organising events, sending commercial communications, taking photographs and video recordings on the basis of consent granted, and using cookies. A potential client also includes an interested person who submits an enquiry concerning the Services to the Controller via the contact form on the Controller’s website, by telephone or by e-mail (hereinafter an “**Enquiry**”).
- 1.3 The complete current version of this Information is published on the Controller’s website www.odienevents.com and may be supplemented by the Controller in the event of an expansion of the services provided, programmes offered, events organised or methods of personal data processing.

2. Who is the controller of your personal data and how can you contact it?

- 2.1 The controller of your personal data within the meaning of Regulation (EU) 2016/679 of the European Parliament and of the Council (hereinafter the “**Regulation**”) and Act No. 110/2019 Coll., on the Processing of Personal Data (hereinafter the “**Act**”), is Odien Events Prague s.r.o., Company ID No.: 07567103, with its registered office at Loretánské náměstí 109/3, 118 00 Prague 1 – Hradčany.
- 2.2 In matters concerning personal data, the Controller may be contacted, and all rights set out below may be exercised, in writing at the address of the Controller’s registered office or by sending an e-mail to info@odienevents.com. Changes to your personal data may also be notified through these contact points.

3. What personal data do we collect and process about you?

- 3.1 The scope of the personal data we process about you varies depending on the Service provided to you, the enquiry or order you submit, the manner in which you use the Controller’s website, and whether you participate in events organised or arranged by the Controller. We primarily process personal data that are necessary for the proper performance of the contract under which we provide the Services to you (hereinafter the “**Contract**”) and for compliance with statutory obligations relating to the Contract.

- 3.2 In connection with handling Enquiries, entering into Contracts and providing the Services, we process in particular your identification and contact details, namely your first name, surname, permanent residence address, month and year or date of birth, telephone number and e-mail address (hereinafter the “Basic Data”), as well as the duration of stay and identity card or travel document number pursuant to Act No. 565/1990 Coll., on Local Fees (hereinafter the “Fees Act”); in the case of foreign nationals, we additionally process the data required by Act No. 326/1999 Coll., on the Residence of Foreign Nationals (hereinafter the “Residence Act”), namely nationality, identity card or passport number, visa number if stated in the travel document, the start and end date of accommodation, purpose of stay, permanent residence address abroad, address of stay in the Czech Republic if the foreign national has one, and signature on the prescribed registration form pursuant to the Residence Act.
- 3.3 When communicating via the contact form, telephone or e-mail, we process the data you provide to us, in particular for the purpose of handling the Enquiry and subsequent communication.
- 3.4 When providing the Services, we process data necessary for entering into and performing the Contract, including data required for invoicing, accounting, tax records and handling any requests, claims or complaints.
- 3.5 In connection with events organised or arranged by the Controller, we may process your Basic Data and other data necessary for participation in a specific event, its organisation, administration and subsequent communication.
- 3.6 When you use the Controller’s website, we may process information about its use through cookies, in particular to ensure the proper functioning of the website, analyse traffic and for marketing purposes.
- 3.7 If consent is granted, we may take photographs or video recordings during events and use them for marketing purposes, in particular on the Controller’s website, social media or promotional materials.
- 3.8 We may use clients’ e-mail addresses for the purpose of sending informational and commercial communications concerning the Services, new programmes and special offers (hereinafter the “Commercial Communications”), subject to the conditions laid down by legislation governing the dissemination of commercial communications. Each Commercial Communication will be clearly identified and will include a simple option to unsubscribe from further communications.
- 3.9 We obtain personal data primarily directly from you, in particular when you complete the contact form, communicate by telephone or e-mail, enter into the Contract or participate in events organised or arranged by the Controller. We obtain data about the use of the website through cookies. Photographs and video recordings that may contain your personal data are obtained through our employees or suppliers.

4. For what purpose and on what legal basis do we process your personal data?

- 4.1 We process your personal data for the following purposes:

- (a) handling Enquiries and providing the Services that constitute the Controller's business activities, including entering into and performing the Contract, organising events, communicating with Clients and handling their requests. The legal basis is the performance of a contract to which the data subject is party, or the taking of steps at the request of the data subject prior to entering into a contract, pursuant to Article 6(1)(b) of the Regulation;
- (b) **compliance with obligations imposed on the Controller by legal regulations in connection with the provision of the Services. The legal basis is compliance with a legal obligation to which the Controller is subject pursuant to Article 6(1)(c) of the Regulation;**
- (c) **the legitimate interests of the Controller, which include:**
 - (i) protecting the Controller's legal claims, in particular rights connected with the provision of the Services and the handling of Enquiries;
 - (ii) maintaining customer records, handling requests, claims and complaints, and ensuring internal administration relating to the provision of the Services;
 - (iii) promoting the Controller and the Services it provides, in particular by publishing group photographs and video recordings from events on the website www.odienevents.com, on the Controller's social media accounts or in promotional materials;
 - (iv) sending informational and commercial communications concerning the Services (hereinafter "Direct Marketing" or "Commercial Communications");

In such cases, the legal basis is the legitimate interest of the Controller or a third party pursuant to Article 6(1)(f) of the Regulation.

- 4.2 The processing of personal data under Article 4.1 is necessary for the Controller to provide the Services to its Clients, comply with legal obligations and pursue the Controller's legitimate interests, and the Services cannot be provided without such processing. Provision of the data is therefore a contractual and statutory requirement.
- 4.3 You may object at any time to processing for the purposes of legitimate interests. In the event of an objection to processing for Direct Marketing purposes, the Controller will cease processing for that purpose without further action.
- 4.4 If we intend, or if it becomes necessary, to process your personal data for another purpose, we will promptly provide you in advance with information about that other purpose and other related information.
- 4.5 We may also process some of your personal data on the basis of your consent, if you grant it to us. This may include, in particular, the processing of health data where the processing is not necessary on another legal ground under the Regulation, or the processing of photographs or video recordings for the purpose of promoting the Controller. The legal basis in such case will be consent pursuant to Article 6(1)(a) of the Regulation; in the case of special

categories of personal data, explicit consent pursuant to Article 9(2)(a) of the Regulation will also apply.

- 4.6 Your consent is always voluntary and you may withdraw it at any time. Withdrawal of consent takes effect upon delivery to the Controller. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. After the consent ceases to apply, we will erase and securely destroy your personal data collected for that purpose, unless there is another statutory reason for their further processing. Certain basic personal data contained in the consent may also be processed for the purpose of complying with legal obligations, protecting legal claims or protecting the health of Clients.

5. To whom may we disclose your personal data?

- 5.1 The Controller may disclose your personal data to the following recipients:
- (a) **selected processors who participate in the provision of the Services, operation of the website or performance of Contracts, or who provide related services to the Controller and process your personal data on the basis of the Controller's instructions, such as providers of IT services, website administration, reservation and payment systems, accounting and administrative services, marketing services, photographers and other contractual service providers;**
 - (b) **other independent controllers where this is necessary for the provision of a specific Service, compliance with legal obligations or protection of legal claims, such as legal representatives, auditors, accountants, tax and other advisers of the Controller, payment service providers, insurance companies or contractual partners participating in the organisation of events;**
 - (c) public authorities, where such disclosure is required for compliance with legal obligations under applicable legal regulations.
- 5.2 We do not transfer personal data to third countries outside the EU or the EEA.

6. How long do we process your personal data?

- 6.1 We process your personal data collected for the purpose of entering into and performing Contracts for no longer than 1 year after all rights arising from the Contracts have become time-barred.
- 6.2 If negotiations on a contract do not result in the conclusion of a Contract, we will terminate the processing of your personal data no later than 1 month after the end of such negotiations, except for basic data that we retain for the purpose of protecting legal claims.
- 6.3 Data processed in connection with accounting, tax and other statutory obligations are retained for the period laid down by the applicable legal regulations.
- 6.4 We process your personal data processed for the purpose of complying with legal obligations for no longer than 1 year after those obligations have been fulfilled and the statutory archiving periods have expired.

- 6.5 Data obtained through analytical and marketing cookies are processed for the period stated in the cookie settings or until consent is withdrawn, whichever occurs first. Necessary cookies are processed for the period necessary to ensure the proper functioning of the website.
- 6.6 Photographs and video recordings taken on the basis of consent are processed no longer than until consent is withdrawn, or for the period necessary for the purpose for which consent was granted, unless another statutory reason for their further processing is established or arises.
- 6.7 For the purpose of protecting the Controller's legal claims in the event of disputes arising from the Contracts or in connection with the processing carried out, the Controller will retain the necessary data for no longer than 1 year after all rights arising from the Contracts or pre-contractual negotiations, or relating to the processing carried out, have become time-barred.
- 6.8 If your objection to processing for the purposes of the legitimate interests of the Controller or third parties is upheld, the processing of the relevant data will be terminated no later than 1 month after the notification that the objection has been upheld is sent.
- 6.9 Personal data processed on the basis of your consent will be processed for no longer than 1 month after withdrawal of your consent, unless a shorter period is specified in the particular consent or another statutory reason for their further processing exists.
- 6.10 We process your personal data processed for Direct Marketing purposes for the duration of the customer relationship and for a reasonable period thereafter, but no longer than 3 years from the last use of the Services, unless you object to such processing earlier or use the option to unsubscribe from Commercial Communications. If the sending of Commercial Communications was based on consent, we process the data until consent is withdrawn, but no longer than 5 years from the date it was granted. After an objection, unsubscribe request or withdrawal of consent, we will terminate processing for this purpose without undue delay, and no later than within 1 month.

7. How do we process your personal data?

- 7.1 We process personal data manually and by automated means using modern technologies. In processing personal data, no decision-making based solely on automated processing, including profiling, takes place that would have legal effects concerning you or similarly significantly affect you.

8. What rights do you have in relation to the processing of personal data?

- 8.1 In connection with the processing of your personal data, you have the following rights:
 - (a) right of access: You have the right to obtain confirmation as to whether or not personal data concerning you are being processed and, if so, the right of access to such data, the right to related information about the data and their processing, and information about all related rights. You have the right to obtain a copy of the

personal data processed, with the first copy provided free of charge and any further copies potentially subject to a reasonable fee based on administrative costs;

- (b) right to rectification: You have the right to request that the Controller correct or complete your personal data if you consider them inaccurate or incomplete;
- (c) right to restriction of processing: For the period during which disputes concerning your data are being resolved, for example as regards their accuracy, an objection or a request for restriction, or where the data are required for the protection of your legal claims, you have the right to restrict their processing to storage only. Further processing is possible only with your consent or for the establishment, exercise or defence of legal claims, protection of the rights of other persons or reasons of public interest;
- (d) right to withdraw consent: Where processing is based on your consent, you have the right to withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal;
- (e) right to erasure: You have the right to request that the Controller erase your personal data in the cases provided for by the Regulation, for example where the purpose of their processing no longer exists, they are no longer necessary for the specified purposes, you withdraw consent where they are processed on that basis and there is no other ground for their processing, you successfully object, the processing is unlawful, or a legal regulation requires the Controller to erase them;
- (f) right to object: If, after prior information, the Controller processes or is to process your data for the purposes of its legitimate interests, such as direct marketing, you have the right to object. On the basis of an objection, the Controller will no longer process the data unless it demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms. In the case of an objection to processing for direct marketing purposes, the Controller will cease such processing without further action;
- (g) right to data portability: Where the personal data are data that the Controller obtained from you for the purpose of performing a contract or on the basis of your consent, and which are processed by automated means, you have the right to receive from the Controller an extract of such data in a structured, commonly used and machine-readable format and, where technically feasible, the right to have them transmitted to another controller;
- (h) right to lodge a complaint with the Office for Personal Data Protection, with its registered office at Pplk. Sochora 27, 170 00 Prague 7, www.uoou.cz.
- (i) right to lodge a complaint with a supervisory authority in another Member State of the European Union, in particular in the place of your habitual residence, place of work or the place where the alleged personal data breach occurred.