

INFORMATION AND CONSENT TO PROCESSING OF PERSONAL DATA

INFORMATION ABOUT PERSONAL DATA PROCESSING WITHIN THE RADON SPA CLUB

Thank you for your decision to join the Radon Spa Club. RSC is a loyalty program organized by the company Léčebné lázně Jáchymov a.s. (hereinafter referred to as the "Administrator"). As a member of RSC, you have received or will soon receive a membership card, which you can use in connection with the purchase of stays and services provided by the company Léčebné lázně Jáchymov a.s. You can also benefit from a number of member benefits such as special club discounts, customized offers and much more.

I. Purpose and legal basis of personal data processing

To provide membership benefits, the Administrator needs to analyse your data (which is listed below). The administrator uses these analyses for marketing purposes, for example, to decide which products will offer to you. The offer of stays and services according to customer preferences is based on filtering, i. e. according to your most likely shopping behaviour. Your data will also be processed by the Administrator for the purpose of performing the duties it has assumed in connection with your Club membership, in connection with your possible participation in the consumer competitions organized by the Administrator, and for analytical, promotional, marketing and statistical purposes. Your contact information (address, email, phone number) may be used by the Administrator to offer you stays and services and to send you business messages via mail and email. Your consent is the legal basis for processing your data in connection with the Club membership.

II. Scope of processing the personal data

The Administrator will process your personal data provided by you in the RSC application, it means your identification and contact information (name, surname, gender, date of birth, residence, e-mail address, telephone number). The Administrator will process the data it identifies as program data; it is information about your previous consumer behaviour, how you use the membership card and what you buy with it (membership card number, date, stay and service purchased).

III. Security of processing and protection of personal data

The Administrator shall take appropriate technical and organizational measures to ensure appropriate level of the security of the personal data and to minimize the risk of accidental or unlawful destruction, loss, alteration or unauthorized disclosure or other misuse of the personal data.

IV. Timeframe of processing the personal data and withdrawal of consent to the personal data processing

Your personal data will be processed by the Administrator for 10 years. Subsequently, in the case that your membership in the RSC continues, you will be asked to give a new consent.

You may withdraw your consent to the processing of personal data at any time. If you withdraw your consent to the processing of personal data for marketing purposes, the Administrator will not be able to analyse your data (as described above) and therefore will not be able to provide you with membership benefits. Thus, your participation in the RSC ends with the withdrawal of your consent. Revocation of the consent does not affect the lawfulness of the processing of your personal data prior to its revocation and does not affect the possibility to re-enter the RSC.

V. Processors and recipients of personal data

The Administrator may delegate the processing of personal data to other persons —processors, and only for the purposes specified in paragraph I. In other cases, the Administrator will not transfer the personal data of entities to third parties. Even if the processor is used, the Administrator minimizes the risk of accidental or unlawful destruction, loss, change or unauthorized disclosure or other misuse of personal data. For the purpose of sending commercial communications, the Administrator is entitled to make the personal data available to companies with which it forms a group. Data will not be transferred to third countries.

VI. Place of processing

The Administrator and processor will process personal data at their registered offices and premises registered in the Trade Register.

VII. The way of personal data processing, automated processing, decision making and profiling

The Administrator will process the personal data manually and automatically by its employees. If the Administrator entitles the processor to process the personal data, it will be processed manually and automatically by the processors and their employees. Automated processing is processing that takes place without any human intervention. Automated decision making is decision making by technological means or based on the results of the activity of technological means without human interference / voluntary decision making. Profiling is the use of personal data to assess certain personal aspects of a person, such as estimating their personal preferences and interests. In connection with the processing of your personal data, there will be automated decision-making, profiling as described above, and all personal data provided by you will be processed automatically.

VIII. RSC Member Rights

You have the following rights with respect to the processing of personal data in connection with RSC membership:

- (a) the right of withdrawal of consent
- (b) the right of access to the personal data being processed
- (c) the right to change or delete your personal data
- (d) the right to limit the processing of your personal data
- (e) the right to portability of your personal data
- (f) the right to make an objection to the processing your personal data, especially with connection to the processing for direct marketing purposes
- (g) the right to log a complaint with the Supervisory Authority, which is the Office for Personal Data Protection; their website is: www.uoou.cz.

IX. Legal regulation of personal data processing

The legal framework for the protection of personal data is contained in Regulation (EU) No 2016/679 of the European Parliament and of the Council, on the protection of individuals with regard to the processing of personal data, and on the free movement of such data and on repealing the Directive 95/46 / EC (General Data Protection Regulation), the so-called GDPR Regulation. The legal framework for sending commercial communications is contained in Act No. 480/2004 Coll., on certain Information Society Services. .

X. Personal Data Administrator and Data Protection Officer

The Administrator of personal data is Léčebné lázně Jáchymov a.s., settled in: Jáchymov, T. G. Masaryka 415, IČ: 29211808, file no. B 1603, registered at the Regional Court in Pilsen, email: info@laznejachymov.cz. The Data Protection Officer was appointed at the company Léčebné lázně Jáchymov based on the General Data Protection Regulation (GDPR) and is an independent guarantor of the proper handling of personal data within the company as well as an intermediary between the organization, supervisory authority (Data Protection Authority) and the public. Contact to the Data Protection Officer: Ing. Radek Peš; contact e-mail: gdpr@laznejachymov.cz; contact: 353 831 415.

XI. Consent of the Club member to the processing of personal data

By filing and submitting the RSC membership application, I give – I have already given – my consent to the Administrator, in accordance with the GDPR Regulation, to process my personal data and to send me commercial messages in accordance with the Company Services and Information Act.

XII. Possibility to withdraw consent

Each member of the Radon Spa Club can withdraw his / her written consent from the application form to the personal data processing either at the e-mail address info@laznejachymov.cz or at the mailing address of the company Léčebné lázně Jáchymov, T. G. Masaryka 415, 362 51 Jáchymov.

- The request must include the applicant's membership number, name, surname, date of birth, date and signature.
- Membership expires on the day of receipt of the written request at the Spa reception or on the day of delivery to the above mentioned address.
- As of the date of termination of the membership or expulsion of the member, all benefits arising from the RSC membership shall cease without any entitlement to a compensation.

Before granting my consent, I have read the text and the above information on the processing of personal data, especially the purpose and scope of the processing, and my right to withdraw my consent at any time to the processing of personal data and / or the sending of commercial communications. I declare that the personal information I provide is accurate and that in the event of a change, I will keep it updated.