

Personal Data Privacy Policy

This Personal Data Privacy Policy (hereinafter **"Policy"**) describes the way of acquiring, using and further handling of personal data acquired by the means of the <https://www.playday.cz/> web (hereinafter **"Web"**).

Administrator of personal data:

Play Day s. r. o. based at Nad lesem 326/53, Hodkovičky, 147 00 Prague 4

Identification number (IČO): 05994039

non-payer of VAT

registered: in the Commercial Register maintained by the Municipal Court in Prague, Section C, File 274274

Contact address of the administrator of personal data:

Mailing Address: Play Day s. r. o., Nad lesem 326/53, Hodkovičky, 147 00 Prague 4

Contact email: info@playday.cz

Personal data privacy is very important to us. Please familiarize yourself thoroughly with this policy which contains important information regarding our handling of your personal data and the related rights and responsibilities.

1. INTRODUCTORY PROVISIONS

1.1. What do we adhere to when handling personal data?

When handling personal data, we proceed in compliance with the legislation of the Czech Republic and the directly applicable regulations of the European Union, in particular the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 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) (hereinafter "Regulation") and the Act 480/2004 Coll., on certain information society services and amending certain laws, as amended.

1.2. What is personal data?

All information that identifies or can identify a specific person is understood to be personal data. Personal data is in particular (but not exclusively):

- **identification data**, e.g. name and surname, ID number, tax ID number, date of birth, gender;
- **contact information**, e.g. home address (or mailing address), phone number, email address;
- **sensitive data**, e.g. information about a person's health

- **other data**, e.g. data gotten through cookies files, IP address (network identifier), including the browser type, device and operating system device and operation system type, the time spent and number of times the Web was accessed and other similar information.

2. DATA ACQUIRING AND USE

2.1. How do we get your personal data?

You provide us with your personal data when you fill in the order (alternatively in the contact form). **If there is any change in your personal information, please let us know.**

When visiting and using the Web, some personal data may be acquired and stored via cookies files. More on cookies files in Article 5 of this Policy.

2.2. On what basis and for what purposes do we process your personal data?

- We may process your personal data given in a **service inquiry** (via the contact form in particular) **and ordering services** without your express consent on the basis and for the purpose of **entering into a contract and fulfilling the terms thereof**, i.e. for the purpose of providing a service. We are also allowed to process this data on the basis and for the purpose of **fulfilling legal requirements** (in particular registration duties, archiving of tax documents, etc.) and on the basis of our legitimate interest in protecting our legal claims.
- We are **entitled** to use your email address **without your express consent** on the basis of our legitimate interest to **send business communications regarding our services similar to those that you had ordered from us**. You can reject being sent business communication at any time.
- With your **consent** given by confirming on the Web, we may use your personal data provided on the Web, in particular when filling in the order form, for the purpose of sending **business communications and direct marketing**, alternatively for other purposes that you gave express consent to. If you are younger than 16 years of age, it is necessary for your legal guardian to give consent. If in doubt, we may ask for confirmation of your age.
- If you provide us with your sensitive information or that of your children (especially regarding their health) in the course of mutual **communication**, in particular via email messages, the contact form on the Web or via other communication networks, you are providing us with **consent** to process this information by sending it. We will process this personal data only for the purpose of personalization of the course (in particular to take health issues into consideration within the course).
- Personal data acquired **via cookies files** is processed on the basis of your consent (which you give by setting your browser accordingly). We use personal data acquired via cookies files in particular for the purposes of **user support, improving our services, including user behavior analysis and marketing**.

We may use your personal data for a different purpose than that for which it was collected only with your consent.

2.3. How long do we use your personal data?

We use the personal data entered in the inquiry and ordering of services only for the time necessary for the fulfillment of the contract and legal obligations and for the protection of our legal claims.

If you give us express consent with the processing of your personal data or if we use you email address to send business communication and/or checking and improving our services in compliance with the previous article, the data will be used for as long as the Web functions and we use it to offer services similar to those that were provided to you.

If you send us sensitive personal data in our communication and thus give us consent with processing of this data in compliance with the previous article, this data will be used for the duration of our mutual communication (usually until the course is finished).

3. YOUR RIGHTS REGARDING PERSONAL DATA

3.1. Right to revoke consent to the processing of personal data

If we process your personal data only on the basis of your consent (i.e. without any other legal reason), you have the right to withdraw this consent at any time.

It is possible to revoke consent to the processing of personal data at any time:

- via email sent to our contact email address;
- in the case of business communication – by the means that is stated in every email containing business communication (by clicking on the unsubscribe link or another way).

By revoking consent, the legality of data processing previous to the withdrawal of consent is not altered.

3.2. The right of access to personal data

You have the right to ask us for information about whether we are processing your personal data. If we process your personal data, you have the right to access this personal data and in particular to the following information:

- the purpose of processing;
- category of personal data processing;
- receivers or category of receivers who will have access to personal data;
- length of time during which the personal data will be stored.

At your request, we will provide you with a copy of the processed data. We may ask for an administrative fee for further copies; this fee will not exceed the costs connected to the making and handing over of these further copies.

3.3. Right to correction

If your personal data is incorrect or incomplete, you have the right to require an immediate correction, i.e. correction of incorrect data and/or addition of incomplete data.

3.4. Right to object to processing

You have the right to object to the processing of your personal data if it is processed by us for the purposes of direct marketing, including any automatized data processing. After your objection, we will stop processing your personal data for these purposes.

3.5. Right to be deleted (“the right to be forgotten”)

You have the right to demand that your personal data be deleted if:

- the personal data is no longer needed for purposes that it was collected or processed for;
- you have revoked your consent to processing;
- you have objected to processing of your personal data;
- your personal data was processed unlawfully.

Unless there are lawful reasons to decline the deletion, we are obligated to comply with your request.

3.6. Right to limit data processing

You have the right to require us to limit the processing of your data if:

- you deny the accuracy of your personal data;
- the processing is unlawful and instead of a deletion, you are demanding a limitation of personal data processing
- we do not need your personal data for the purpose of processing, but you demand it for the for determination, enforcing or defending legal claims;
- you object to the processing.

In limiting processing, we are only entitled to store your data; other processing is possible only with your consent or for legal reasons.

If the processing of personal data is limited because of an objection to the processing, the limitation stands for the time necessary to ascertain whether we are obligated to comply with your request.

If the processing of personal data is limited because of a denial of data accuracy, the limitation stands for the time of data accuracy verification.

3.7. Right to transferability of data

You have the right to acquire the personal data you have provided us in a structured, commonly used and machine-readable format and their handover to a different personal data administrator.

3.8. How can you exercise your rights?

You can exercise your rights regarding personal data via our contact information. All information and tasks will be provided without undue delay.

We will cooperate with you to the fullest in protecting your personal data. However, if you are dissatisfied with our handling of your request, you have the right to contact concerned agencies, especially the Office for Personal Data Protection (www.uoou.cz/en/), which supervises personal data protection. This provision does not infringe upon your right to contact the Office for Personal Data Protection directly.

If your home address, workplace address or the place of reported personal data protection infringement are out of the Czech Republic in another member country of the European Union, you may contact the relevant supervisory authority in that member state.

4. ADMINISTRATION AND PROCESSING OF PERSONAL DATA

4.1. Who processes your personal data?

We are the administrator of personal data in the sense of the Regulation.

We have the right to hand over your personal data to other persons, e.g. travel agencies or other persons taking part in fulfilling the contract or our obligations, to the extent necessary to comply with the contract or other obligations. We may also authorize other administrators and receivers of personal data. We will tell you who specifically is processing your personal data upon your request. Your personal data will not be handed over to countries outside the European Union, unless it is necessary for the contract fulfillment or for other reasons in compliance with rules of such a handover given by the Regulation.

Your personal data is processed in particular by:

- Google LLC;
- Seznam.cz, a. s.;
- Vladimíra Křenková, IČ: 01958275, based in Ocelkova 20 – Prague 9 (web site operator of www.veselyprimestak.cz)
- Bára Musilová s. r. o., represented by Barbora Musilová Linhartová – Managing Director
- Ing. Petr Jandák, IČ: 71045457
- Fio Banka, a. s.
- FakturaOnline s. r. o.
- The Rocket Science Group LLC
- Citrix Systems, Inc.

4.2. How do we process personal data?

Personal and other acquired data is fully secured against misuse. Personal data will be processed automatically electronically or in a non-automated manner in printed form.

5. COOKIES FILES

5.1. What are cookies?

Cookies are text files saved in a computer or other electronic device for every Web visitor that enable the function of the Web.

Not all cookies collect personal data; some only enable the Web to function correctly. You may reject the use of cookies files by choosing the setting in the respective browser.

Please note that by rejecting cookies there is a possibility that you will not be able to fully use some functions of the Web.

5.2. What cookies does the Web use and for what purposes?

The Web uses **session (temporary) cookies** which are automatically deleted after you finish browsing the Web. It also uses **permanent cookies** which stay on your device until you delete them.

The Web uses the following cookies:

- **first-party cookies** – these cookies are attached to our Web’s domain; they are necessary and performance cookies, they may be temporary or permanent;
 - **necessary cookies** – they enable navigation on the Web and use of basic functions, they do not identify you and it is not personal data;
 - **performance cookies** – they are used for analysis of the way the Web is used (number of visits, time spent on the Web, etc.); the data collected by these cookies is anonymous
- **third-party cookies** – these cookies are attached to a different domain than that of our Web, even when you are on our Web; these cookies enable us to analyze our Web and show you tailored advertisement; they are functional cookies and targeted and advertisement cookies;
 - **functional cookies** – enable personalization of the content by remembering the login information, geolocation, etc.; through their use, personal data may be collected and processed;
 - **targeted and advertisement cookies** – are used to show targeted advertisement on the Web and out of it; through their use, personal data may be collected and processed. We may share information about your use of our Web with our partners in social networks, advertisement and analysis.

5.3. Used services working with cookies

The Web uses the Google Analytics service and possibly other services provided by Google LLC (hereinafter “**Google**”), the Facebook Pixel service provided by Facebook Inc. and the Sklik service provided by Seznam.cz, a. s. These services work with information collected through cookies files.

If you are interested in how Google uses data it gets from us, and how to set or ban processing of this data, you can find out by clicking this link: [How Google uses information from sites or apps that use our services.](#)

These terms are valid and effective from 22 June 2018.