

# Privacy Policy

## Hotel Central 1920

This Privacy Policy outlines how SpindlMAX s.r.o., the operator of Hotel Central 1920, processes the personal data of its guests and website visitors. Protecting your personal data is our priority, and all data processing is conducted in compliance with the General Data Protection Regulation (GDPR).

### 1. Data Controller

The controller of your personal data is:

**SpindlMAX s.r.o.**

Company ID: 01559851

Registered Address: Špindlerův Mlýn 294, 543 51 Špindlerův Mlýn

Email: [info@hotelcentral1920.cz](mailto:info@hotelcentral1920.cz)

Phone: +420 607 014 257

### 2. What Personal Data Do We Process?

We process the following categories of personal data:

- First and last name
- Residential address
- Phone number
- Email address
- Information about reservations and services provided

### 3. Purpose of Processing Personal Data

Your personal data is processed for the following purposes:

- **Contract performance:** To handle reservations, provide services, and communicate with guests.
- **Marketing purposes:** To send commercial offers (newsletters).
- **Compliance with legal obligations:** Such as maintaining records for accounting purposes or reporting foreign nationals as required by law.

### 4. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- Contract performance (reservations and stays)
- Consent (for sending marketing offers)
- Legal obligations
- Legitimate interest (improving services and analyzing our offers and campaigns)

### 5. Data Retention Period

We retain your personal data for five years from your last reservation unless you request its deletion sooner.

## **6. Sharing Personal Data**

Your personal data may be shared with third parties if necessary to fulfill processing purposes. These third parties include:

- The Profitroom reservation system
- IT service providers and analytical tools (e.g., Google Analytics 4, Facebook Pixel)
- Accountants or tax advisors to fulfill legal obligations

## **7. Use of Cookies and Analytical Tools**

We use cookies on our website to analyze traffic and improve our services. Analytical tools such as Google Analytics 4 and Facebook Pixel may collect anonymized data about your browsing activities.

## **8. Your Rights**

As a data subject, you have the following rights:

- The right to access your personal data
- The right to correct inaccurate or outdated data
- The right to request the deletion of personal data (unless required for legal obligations)
- The right to restrict processing
- The right to object to data processing
- The right to data portability

To exercise your rights, please contact us at [info@hotelcentral1920.cz](mailto:info@hotelcentral1920.cz).

## **9. Data Security**

We protect your personal data using technical and organizational measures to prevent unauthorized access, loss, destruction, or misuse.

## **10. Changes to the Privacy Policy**

This policy may be updated periodically. The current version will always be available on our website.

**Effective Date:** January 1, 2022