

Privacy Policy

Richmond a.s., ID No.: 639 98 548, with its registered office at Slovenská 567/3, 360 01 Karlovy Vary, registered in the Commercial Register maintained by the Regional Court in Plzeň under file number B 758 (hereinafter referred to as “Parkhotel Richmond”), as the data controller, processes your personal data:

- **at the local level** in accordance with Act No. 101/2000 Coll., on the Protection of Personal Data and on Amendments to Certain Acts, as amended effective from July 1, 2017,
- **at the European level** with direct effect in the Czech Republic in accordance with 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).

1. What information do we collect about you?

For medical stays, we collect contact personal data contained in the registration form you fill out at the beginning of your stay at Parkhotel Richmond:

- First and last name, including title if applicable,
- Date of birth,
- Address of permanent residence,
- For foreign nationals: additional information required by law for reporting foreign stays (nationality, passport number, visa number).

If we work with a spa care proposal, in addition to the above-mentioned contact data, we also collect:

- Health insurance company details,
- Insurance number,
- Referring doctor details,
- Employer details,
- Diagnosis information,
- Proposed length of stay.

We also collect data about treatment stays you have already completed at Parkhotel Richmond, i.e., details of medical care provided in our facilities and other information required by health insurance companies for reimbursed spa treatment and rehabilitation care services.

If you are a self-paying client, we also collect payment information for your stay (including your account number or credit card number, if applicable).

2. On what basis, for what purpose, and for how long do we process your personal data?

We collect your personal data for the purpose of providing services, primarily spa treatment and rehabilitation care and related services (accommodation, meals, etc.). We process this data based on the legal relationship between you and Parkhotel Richmond, including payment data, information contained in the spa care proposal, and information provided in the registration form.

On the same legal basis, we also process data about your previous treatment stays at Parkhotel Richmond. For reimbursed spa treatment and rehabilitation care services (comprehensive or contributory), we are also required to provide health insurance companies with details of the care

provided to you in our facilities and other required information and to allow inspections by health insurance companies.

For foreign nationals, we process data necessary for reporting their stay, based on the legal obligation imposed by Act No. 326/1999 Coll., on the Residence of Foreign Nationals in the Czech Republic and Amendments to Certain Acts, as amended. This processing is carried out solely to fulfill the legal obligation and includes forwarding the registration form data to the foreign police.

If you have provided us with consent to process your contact data and information about your stays, we process this data based on your consent. The purpose of processing is to inform you about offers for our services and products.

Accounting and tax documents related to invoicing the provided care contain some personal data (your name, type of service provided, date of issuance). We retain these documents solely for the purpose of fulfilling obligations set by relevant accounting and tax legislation and only for the period required by those regulations.

Should any dispute arise regarding the provided services (e.g., with the health insurance company or as a self-payer), we would process your data for the duration of the dispute, exclusively to protect our rights. In such cases, we will inform you of this processing without undue delay.

For data processed based on your consent, the processing duration is limited to the validity of the consent, usually 10 years unless revoked earlier.

3. To whom do we disclose or transfer your personal data?

We disclose your personal data exclusively to the relevant health insurance company for inspection purposes as required by generally binding legal regulations (Act No. 48/1997 Coll., on Public Health Insurance and Amendments to Certain Related Acts, as amended). If you are a self-paying client, we do not disclose your personal data to anyone.

For foreign nationals, we transfer the personal data contained in the registration form to the foreign police.

We may transfer your personal data to third parties providing support activities for us – such as mail distribution, debt collection, or legal services. These third parties act as data processors, and we only provide personal data necessary for the specific purpose (e.g., mail distribution, debt collection, or legal services). This applies only to clients relevant to the activity. We carefully select and regularly update these data processors. Upon your written or email request, we are prepared to provide you with an updated list of entities to whom your data may be transferred.

We do not transfer your personal data to other countries.

What are your rights under the applicable legal regulations?

Under the applicable data protection laws:

- You have the right to access your personal data that we process.
- You have the right to correct inaccurate or incomplete personal data.
- If you believe that we are processing your personal data in violation of your privacy or the law, you have the right to request an explanation and demand that we rectify the situation (e.g., by blocking, correcting, supplementing, or deleting your personal data).
- You have the right to request the deletion or restriction of your personal data.
- You have the right to object to the processing of your personal data.

- If we process your personal data based on your consent, you have the right to withdraw your consent.
- You have the right to lodge a complaint with the supervisory authority:
Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7, email: posta@uouu.cz, website: www.uouu.cz.
- You have the right to data portability, meaning you can request that we transfer your personal data to another controller in a structured, commonly used, and machine-readable format, if technically feasible.

If you have any questions or concerns about the processing of your personal data, you can contact us at the following address:

Richmond a.s., Slovenská 567/3, 360 01 Karlovy Vary

Or email the responsible person at: gdpr@richmond.cz

Karlovy Vary, December 11, 2024