PERSONAL DATA PROTECTION PRINCIPLES

Mapex Store s.r.o., Hlavova 73/ 9 Třebíč, 674 01, the Czech Republic, IČ /registration number/: 08740178 (hereinafter also "We", as the administrator of personal data, hereby inform you as a user of the website [www.mapexstore.com](http://www.mapexstore.com) about the way of collecting personal data as described below and about the privacy protection principles.

Below you will learn the following:

1. What personal data we will be processing;
2. What are the purposes of and how we will be processing your personal data;
3. Who your personal data may be forwarded to;
4. How long will we be processing your personal data;
5. What rights are you entitled to in connection with your personal data protection?

If you need any part of the text to be explained, to consult or to discuss further processing of your personal data, feel free to contact us via e-mail address: [info@mapexstore.com](mailto:info@mapexstore.com)

Processing of children's personal data

Our website is not intended for children under the age of 16. We do not process personal data of children under the age of 16.

Scope of personal data processing

When you contact us via the website, you may be asked to fill in some of your personal data. This can be in the first place the following:

1. your name and surname
2. contact address
3. telephone number
4. e-mail address

Purpose of processing

We use your data to contact you and give you the information you have requested from us or for the purpose of booking and fulfilling the accommodation contract. All personal data is processed in a lawful and transparent manner. We collect only appropriate, relevant and necessary data in accordance with the purpose of processing.

Providing personal data for the purpose of fulfilling the contract and providing personal data for the purpose of answering your questions or providing you with the information you requested represents our contract requirement. Not providing them may result in the non-conclusion of the contract or failure to answer your questions.

Who has access to your personal data

We will be the administrator of your personal data processing. For the above stated purposes, we will forward your personal data to MYJO, s.r.o. (the company that manages the booking system Rezervacechalup.cz) so that they can process it for us. Your personal data may be forwarded to;

external accountant

data processors who provide server, internet, cloud or IT services to the Agent.

Duration of personal data processing

We will process your personal data while we provide you with our services or fulfil a contract concluded between us, i.e. in the time period necessary to meet the archiving obligations in accordance with applicable legal regulations, such as the accounting act, archiving and records act or value added tax act.

Your rights arising from the personal data processing

In connection with your personal data processing that we carry out, you exercise the following rights:

|  |  |  |
| --- | --- | --- |
| a) | right | to access personal data; |
| b) | right | to rectification |
| c) | right | to erasure ("right to be forgotten"); |
| d) | right | to restriction of data processing; |
| e) | right | to object the data processing |
| f) | right | to lodge a complaint regarding data processing |

For a clearer idea of their content, your rights are explained below.

You can exercise all your rights by contacting us by e-mail at the address [info@mapexstore.com](mailto:info@mapexstore.com). You can lodge a complaint with the supervisory authority, i.e. the Office for Personal Data Protection[(www.uoou.cz).](http://www.uoou.cz)

The right to access means that at any time you can request our confirmation as to whether personal data relating to you is being processed and, if so, for what purpose, to what extent, who that data is available to, how long we will be processing the data, whether you have the right to rectify, erase, restrict the processing or lodge a complaint, where we obtained personal data from, and whether automatic decision-making occurs on the basis of the processing of your personal data, including any profiling. You are also entitled to obtain a copy of your personal data, where the first copy is free of charge, while for further copies the Agent may request adequate reimbursement of administrative costs.

The right to rectification means that at any time you can ask us to rectify or supplement your personal data if it is inaccurate or incomplete.

The right to erasure means that we must delete your personal data if (I) it is no longer necessary for the purpose for which it was collected or otherwise processed, (II) if the processing is unlawful, (III) if you oppose the processing and there are no important legitimate reasons for processing, or (IV) if required by law.

The right to restriction of the processing means that until we have resolved any issues regarding the processing of your personal data, we must restrict the processing of your personal data in such a way that we can only keep it stored and, if necessary, we can use it to establish, enforce or protect legal rights.

The right to object means that you can oppose the processing of your personal data that we process for direct marketing purposes or for a legitimate interest. If you oppose the processing for direct marketing purposes, your personal data will no longer be processed for this purpose.

These Personal Data Protection Principles enter into force as of 1 January 2022.

Mapex Store