

The Principles of Processing Personal Data

Please see how we process your personal data in connection with newsletter and other marketing communications.

Who works with your data and how you can contact us

The personal data controller is BE 2025 s.r.o., ID No.: 06200478, with its registered seat at Štefánikova 248/32, Smíchov, 150 00 Prague 5, company registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 278015 ("BE 2025"). You can contact us at our address or by email manage@beprague.com.

Why and how we process your data

We process your data to send you newsletters, business offers, and other marketing communications to your email address, subject to your explicit consent.

This way we can inform you about the news we are working on, send you newsletter, business offers for our other services, or other business communications relating to tourism and related services. You can withdraw the consent at any time by sending us an email, where you state that you do not agree with sending marketing communications.

How long we will process the data

In case you grant us your consent, we will process your data for a maximum period of 10 years. If you happen to withdraw your consent earlier, we will stop processing your data immediately.

To whom we pass your personal data

We may share your personal data with other recipients who provide us with IT, marketing, and other support services. We will process your personal data only in the EU, where protection is ensured.

Your rights regarding personal data protection

Privacy laws guarantee you the following rights:

- a) Right to withdraw the consent at any time;
- b) Right to information on the processing of personal data;
- c) Right to restriction of processing;
- d) Right to data portability;
- e) Right to rectification, update, and erasure of the personal data;
- f) Right to lodge a complaint against the processing of personal data with the Office for Personal Data Protection.

How you can exercise your rights

To exercise any of these rights, you may contact us using the contact details above. The simplest is to send us an email to manage@beprague.com. You also have the right to lodge a complaint with the Office for Personal Data Protection, for more information, please visit <https://www.uoou.cz/>.